



Impact of military coup on booking trends to Thailand

Valencia – 2nd June 2014

“Use the power of global air reservation data to monitor and benchmark your destination’s performance”



ForwardKeys
Traveller data intelligence

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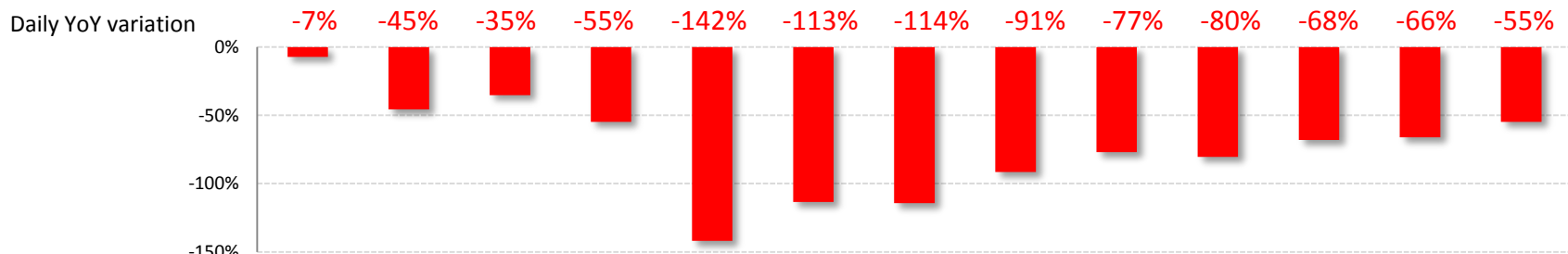
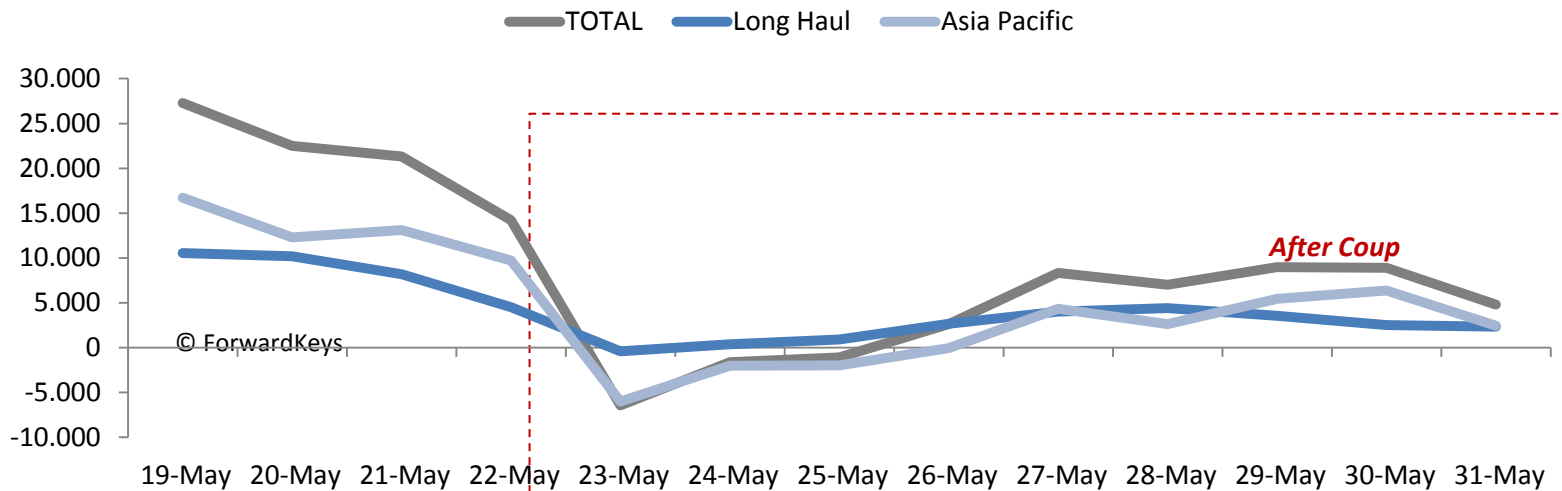
Methodology

- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of **31st May 2014**. Database contains reservations handled via the main GDS worldwide¹.
- ▶ **Destinations:** Thailand (TH).
- ▶ **Perimeter:** Includes international air reservations made by passengers staying at least one night in destination, therefore excluding transits, day trips and One-way trips.
- ▶ **Source Markets** considered: all international, divided in Long Haul and APAC.

Daily bookings in the last week

- ▶ Total bookings reached positive values by May 26th, and drops vs 2013 are less negative every day, suggesting recovery path.
- ▶ Long Haul markets showing more resilience to coup, going back to positive values by the 24th.

Daily bookings to Thailand from all source markets by origin ¹
 (# Pax; YoY variation; 19 – 25 May 2014)

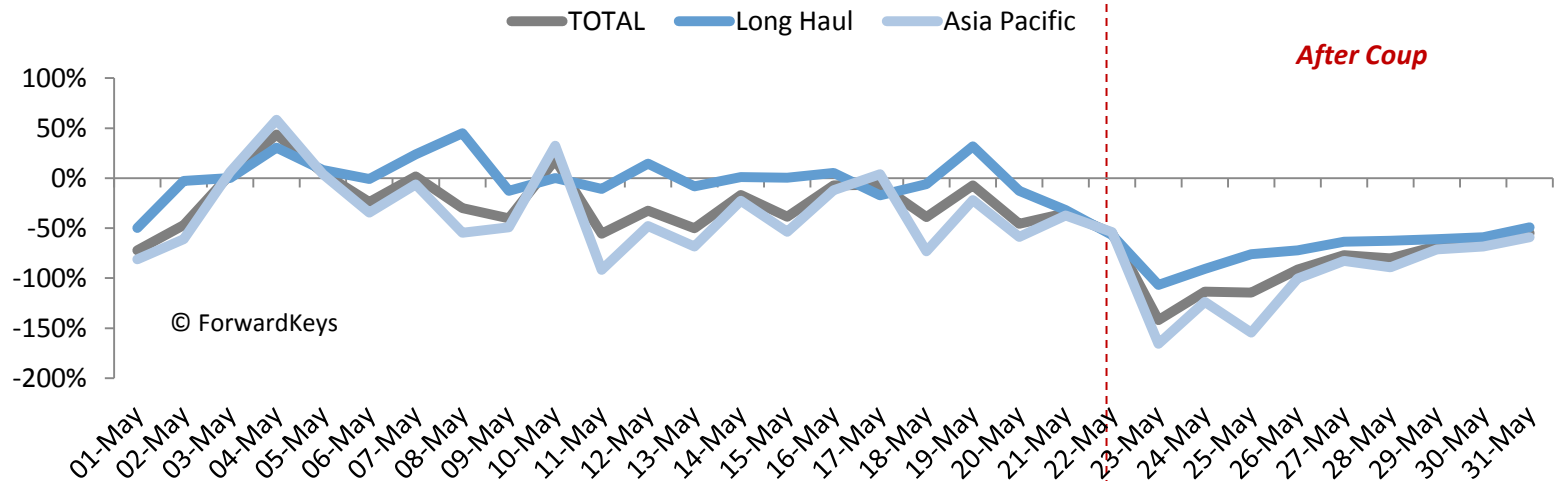


Notes: (1) Long Haul source markets are defined here as source countries from Europe, America, Africa and Middle East

Daily bookings variations

- ▶ Relevant after coup's drops head towards less negative variation values YoY.
- ▶ Faster recovery in APAC source markets than Long Haul.

Daily bookings to Thailand from all source markets by origin ¹
(% Var vs Prev year; May 2014)



May Total Variation

-29%

-84%

May Long Haul Variation

-5%

-69%

May Asia Pacific Variation

-40%

-92%

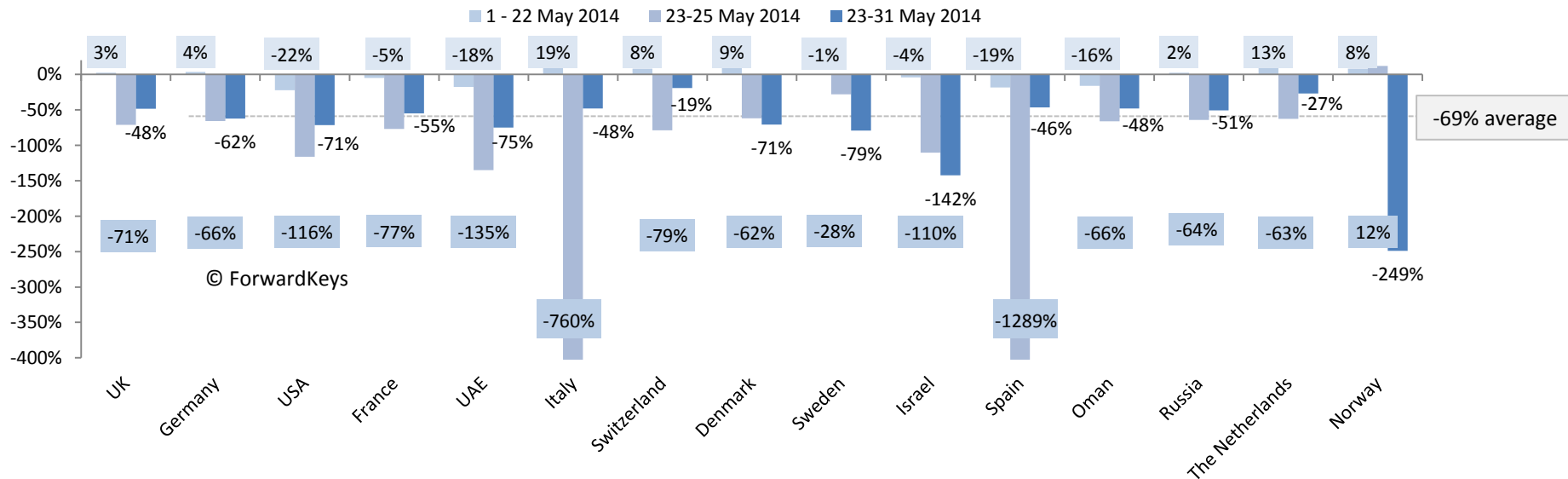
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Long Haul booking trends



- ▶ Average drop after coup reaches -69%, showing recovery from the -94% YoY by May 25th.
- ▶ Denmark, Sweden, Israel and Norway only markets to have bigger losses by May 31st, while Germany, second biggest contributor, slightly reduces them.

Bookings from Long Haul markets to Thailand by source country
(% Var vs Prev year; May 2014)



Notes: (1) Change in trends highlight difference before military coup (May 1st to 22nd) and after (May 23rd to 31st)

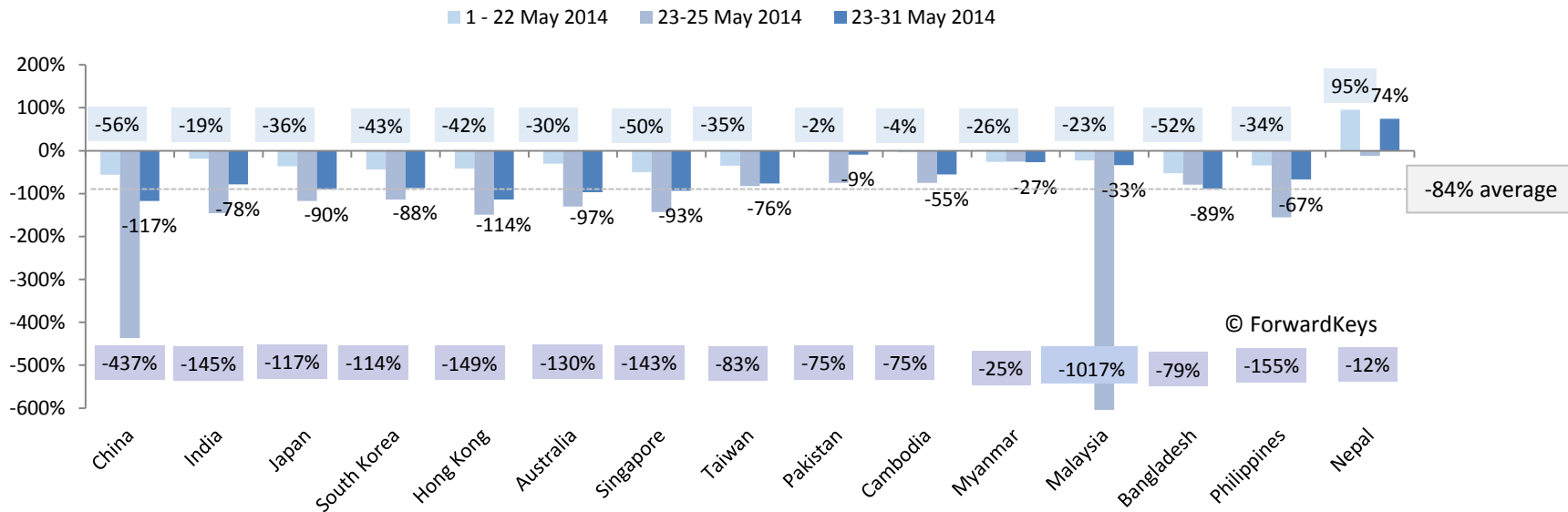


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Asia Pacific booking trends

- ▶ Top contributors see shrinking decreases when compared to first days after the coup.
- ▶ Average drops to -84% after the coup, showing recovery from -148% drop by May 25th

Bookings from APAC markets by source country
(% Var vs Prev year; May 2014)

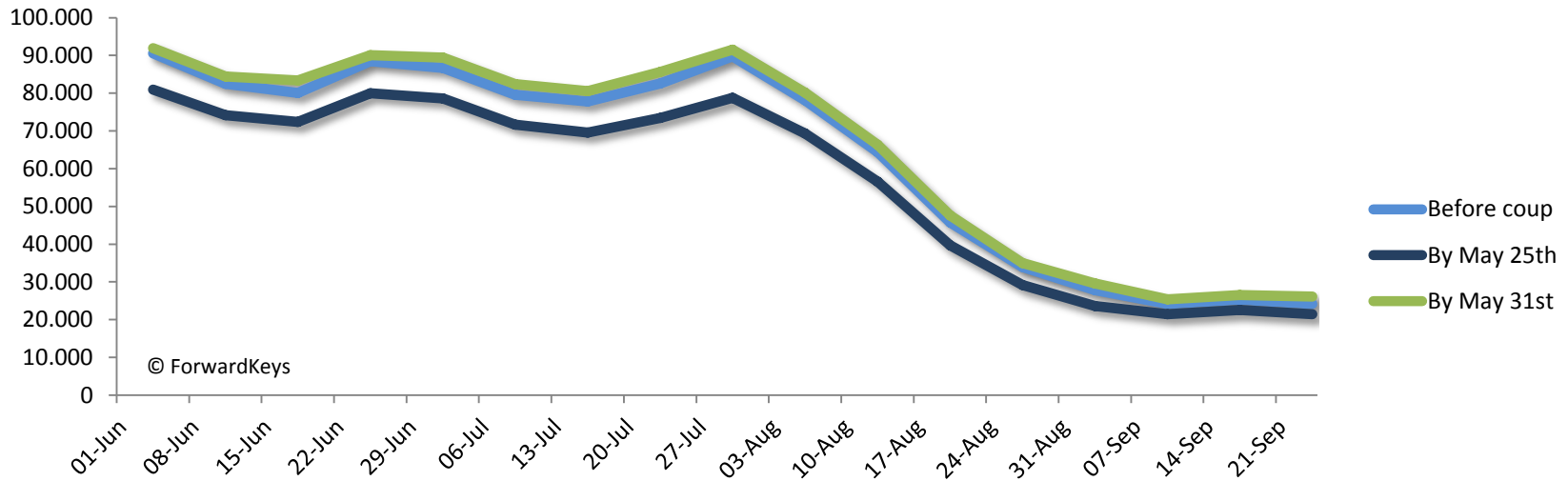


Notes: (1) Change in trends highlight difference before military coup (May 1st to 22nd) and after (May 23rd to 31st)

Forward looking arrivals

- ▶ Deep drop in bookings after coup have turned into positive variation by May 31st, but far from 2013 variation in the same period.

Weekly projected arrivals to Thailand from all source markets
(% Var before and after coup; Jun - Sep 2014)



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Variation: before coup vs May 25th

-11%

Variation: before coup vs May 31st

+3%

2013 variation in bookings from May 21st to May 31st

+16%

Notes: (1) Before coup data as per ForwardKeys database updated until May 21st

Main Findings

- ▶ **Coup d'état seriously impacted bookings to Thailand.**
 - ▶ Timid signs of recovery in Thailand already degraded performance were given a strong halt with the coup d'état of May 22nd 2014.
 - ▶ Sharp reactions from source markets immediately after coup have softened, showing signs of recovery.
- ▶ **Expected arrivals for the next months increased.**
 - ▶ Next months expected arrivals had suffered a -11% drop by May 25th, but 5 days later they have overpassed by 3% figures before the coup, a very modest value compared to +16% increase over same dates in 2013