

# ***Event Impact of Mobile World Congress to Barcelona***

*Valencia – April 2015*

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*“Applied traveler operational intelligence to support  
tactical business decisions”*



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# Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of 3<sup>rd</sup> April 2015. Database contains reservations handled via the main GDS worldwide. Database updated as of **1<sup>st</sup> April 2015**.
  
- ▶ **Perimeter:**
  - ▶ Market: All International, Long Haul (non-Europe) markets
  - ▶ Destination: Barcelona
  - ▶ Period:
    - ▶ Overnight history: 1<sup>st</sup> January to 31<sup>st</sup> March, 2011 to 2015.
    - ▶ **MWC Week** is defined as the weekend before Mobile World Congress and the workdays of the event week; thus for 2015 MWC week is Feb 28<sup>th</sup> to Mar 6<sup>th</sup>, and 2014 MWC week is Feb 22<sup>nd</sup> to 28<sup>th</sup>.
  - ▶ Lengths of Stay: Current analysis includes only those reservations that stayed at least one night in the destination, therefore excluding transits, day trips or one way trips.

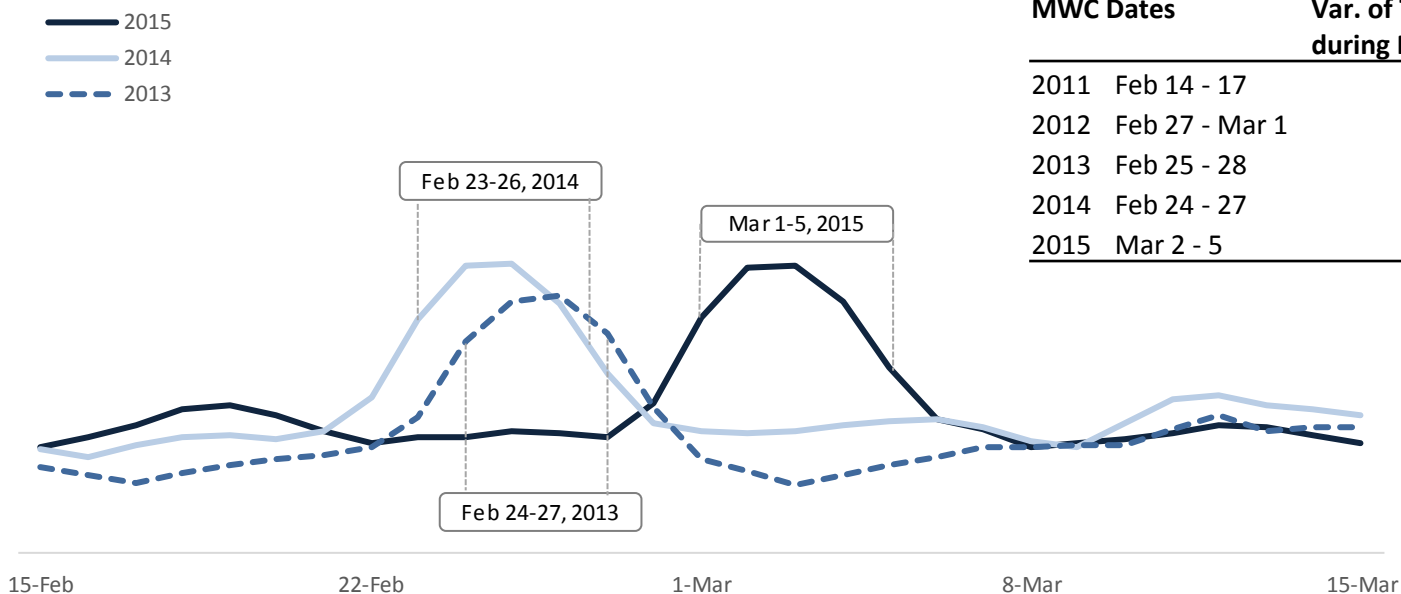
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- ▶ **Overnight History** shows the quantity of travellers staying in the destination during the selected time period on daily, weekly, or monthly scale, regardless of their arrival dates.
  - ▶ **Pax Overnights** refer to the total nights that travelers stayed during the selected time period, regardless of their arrival dates.
  - ▶ **Arrivals** refer to the number of airline passengers arriving at the destination within a specific time frame.

# Overnights in Barcelona mid-Feb to mid-Mar 2013-2015

## Traveler Volume Stood Out for the First Two Days of MWC

- Daily traveler volume in Barcelona showed a clear peak for the pre-MWC weekend and the first couple days of the event, confirming the positive MWC event impact on the destination. 2015 saw the busy period extended to the last day of the event.

**Total International Overnight Trend in Barcelona.**  
(Feb 15<sup>th</sup> to Mar 15<sup>th</sup> 2013-2015)  
Based on Real Overnights figures



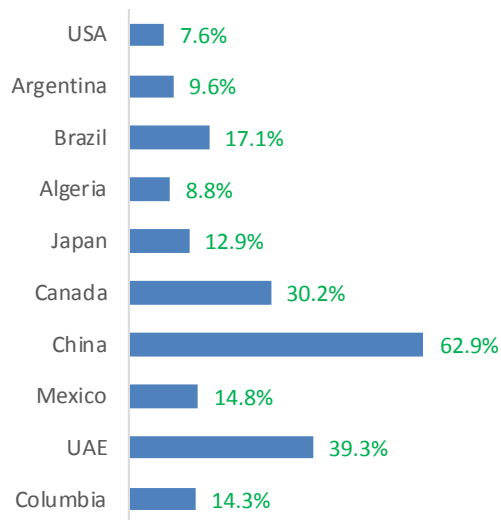
# Long-haul Overnights Origins to Barcelona Q1 vs. MWC Week

## More Asian Travelers Came during MWC Week

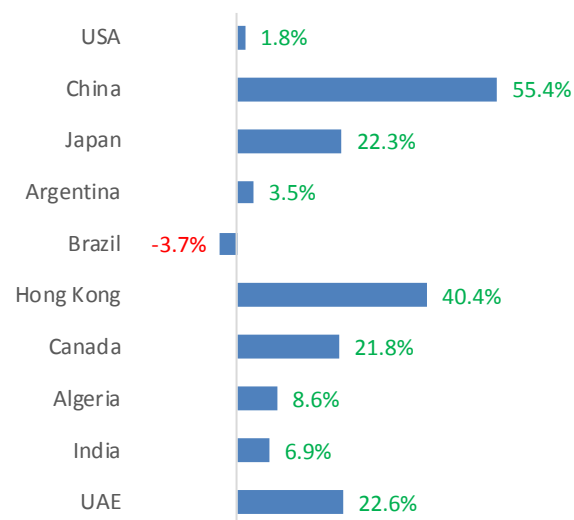


- ▶ USA leads the market with over 20% share during both Q1 and MWC Week.
- ▶ The rising of Asian countries definitely showed their increasing interests in MWC: China and Japan popped into the Top 3 with strong growths while Hong Kong and India joined the Top 10 list for the MWC week.

**2015 Q1 Top Origin Country Performance**  
(%Var of Pax Overnights; Rank according to Market Share, 2015 vs. 2014)



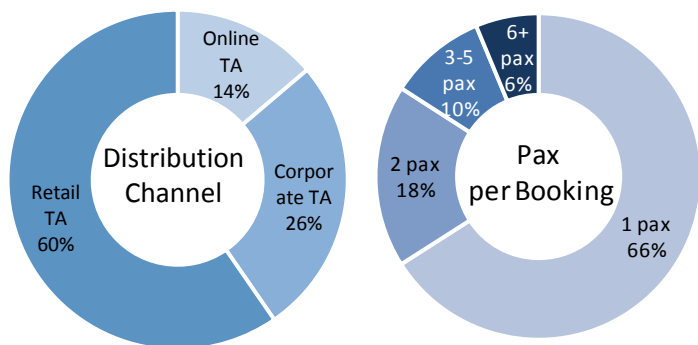
**2015 MWC Week Top Origin Country Performance**  
(%Var of Pax Overnights; Rank according to Market Share, 2015 vs. 2014)



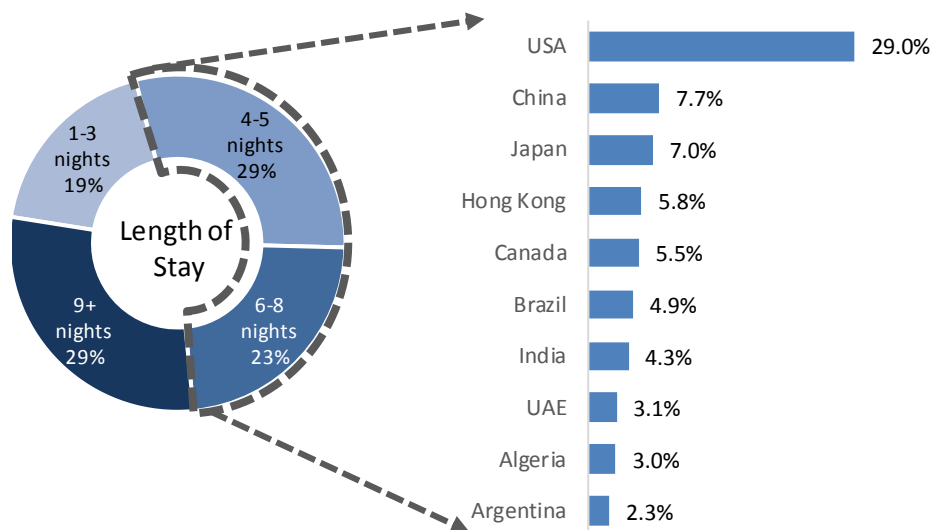
# Long-haul Traveler Profile to Barcelona During 2015 MWC Period

- ▶ The larger volume of solo travelers (66% vs. 46% in 2015Q1) as well as higher share for corporate travel agencies (26% vs. 15% in 2015Q1) during the MWC period, confirms the MWC strengthened the business arrivals during that short period.
- ▶ Among the 52% travelers stayed 4 to 8 nights during 2015 MWC period, the top 5 origins from North America and Northeast Asia comprised of over half of the pax overnights.

**Traveler Profile during MWC Week 2015**  
(% Share. Based on Overnights History)



**Top Origin Countries for Travelers staying 4-8 nights during MWC Week 2015**  
(% Share of Total Overnights)

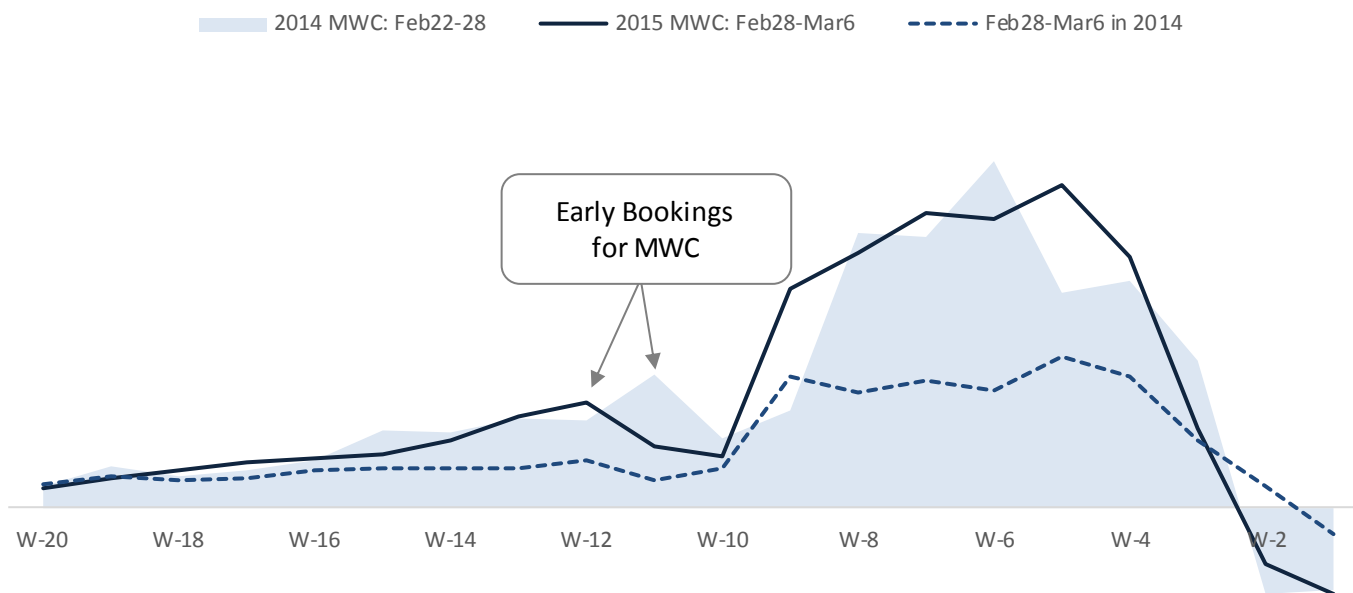


## Booking Pace for MWC Week

# Early Bookings for MWC Ten Weeks Ahead of the Event

- ▶ While a small number of early bookings were done 12 weeks ahead of 2015 MWC, majority bookings were made 4 to 9 weeks in advance. Bookings for 2015 MWC moved one week earlier compared to 2014.

**Booking Pace for Overnights during MWC Week. 2015 vs. 2014**  
 (Based on Real Weekly Booking figures for the designated dates)



# Event Impact of Mobile World Congress to Barcelona

## Main Findings



- ▶ Mobile World Congress event has a strong positive impact on tourism in Barcelona.
- ▶ The event attracts more non-Spanish-speaking visitors to Barcelona. Strong growths were seen especially from Northeast Asian countries(regions) while North America (USA and Canada) continued its leading market share during the 2015 MWC period.
- ▶ Majority of bookings for MWC travel were made 4 to 9 weeks in advance in 2015, while there was an early number of bookings for MWC that don't happen when the event doesn't take place.

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