

***China Outbound Performance  
May 2014 to April 2015  
May – Aug 2015 On the Book  
Valencia – May 2015***



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

[www.ForwardKeys.com](http://www.ForwardKeys.com)

# Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of 4<sup>th</sup> May 2015. Database contains reservations handled via the main GDS worldwide. Database updated as of **1<sup>st</sup> May 2015**.

- ▶ **Perimeter:**

- ▶ Market: China
- ▶ Destination: Worldwide
- ▶ Period:
  - ▶ Arrival History: 1<sup>st</sup> May 2014 to 30<sup>th</sup> April 2015.
  - ▶ On the Book: 1<sup>st</sup> May to 31<sup>st</sup> August 2015, issued bookings as of 1<sup>st</sup> May 2015.
- ▶ 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.

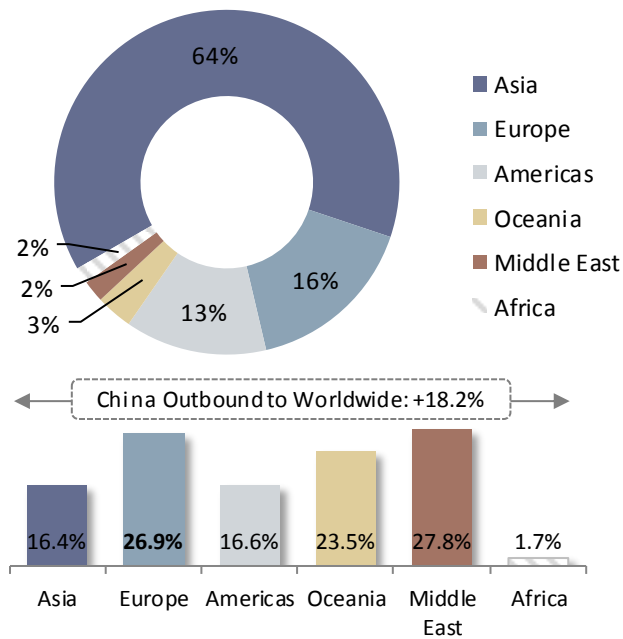
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- ▶ **ForwardKeys data** do not include bookings with LCCs, direct bookings through airline websites, or charter flight bookings.

# China Outbound to Worldwide May 2014 – April 2015

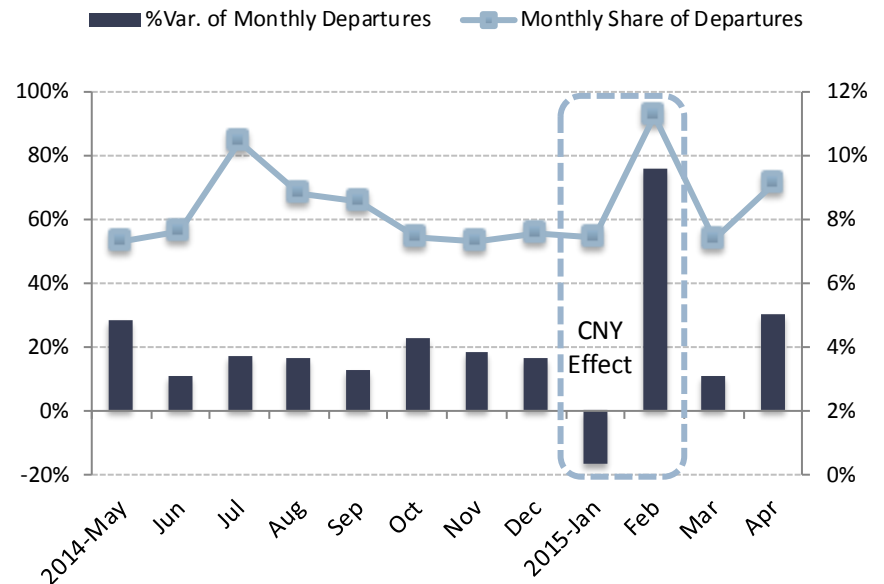
## Short-haul Dominates; Busy July and Chinese New Year Month

- ▶ China outbound to worldwide grew fast and sound, particularly for long-haul travels.
- ▶ Peak departure months fell on first month of the summer break as well as the Chinese New Year month (Feb in 2015).

**China Outbound to Worldwide**  
 (% Share of Total Arrivals during May 2014 to April 2015;  
 % Var. of Total Arrivals vs. Prev. Moving Year)



**China Outbound to Worldwide Monthly Performance**  
 (% Var. of Monthly Departures;  
 May 2014 - Apr 2015 vs. Prev. Year)

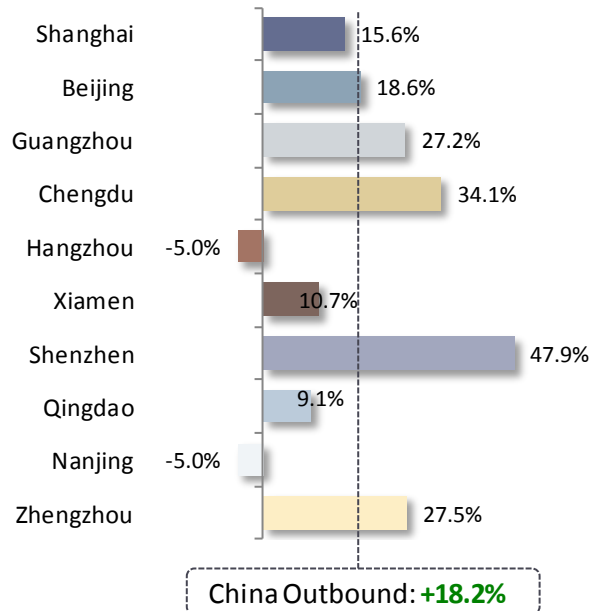


# China Outbound to Worldwide May 2014 – April 2015

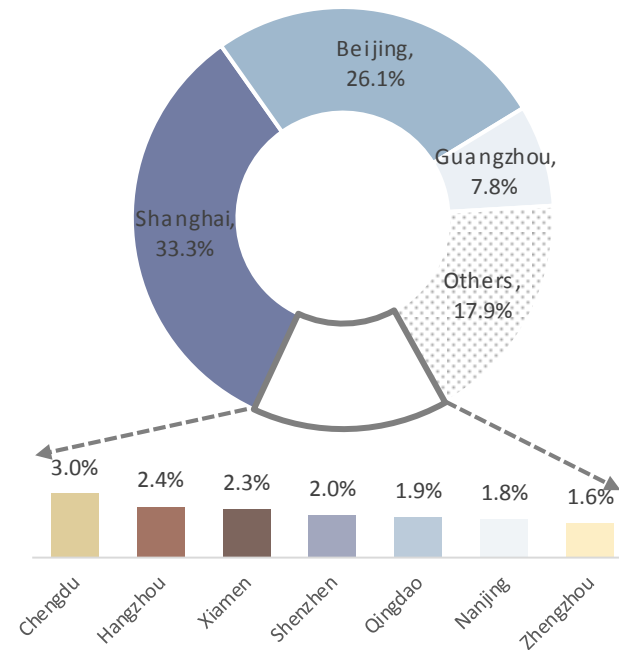
## Secondary Cities Showing Higher Growth Potential

- ▶ Beijing and Shanghai, accommodating adjacent cities and continuing double-digit growths, comprised of nearly 60% of the Chinese departures, while faster growths of secondary cities contributed more on the high YoY growth.

**Performance of Top Origin Cities in China**  
(%Var. of Total Departures;  
May 2014 –Apr 2015 vs. Prev. Year)



**Market Share of Top Origin Cities in China**  
(% Share of Total Departures,  
May 2014 –Apr 2015 vs. Prev. Year)





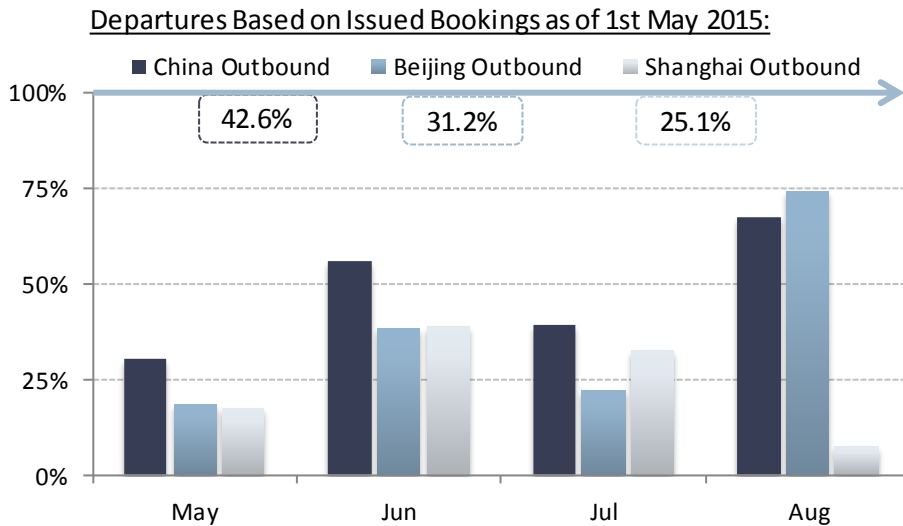
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# China Outbound On the Book Apr-Sep 2015

## Promising Summer ahead, Korea, Thailand, and Japan Winning

- ▶ An increasing number of Chinese are booking much earlier for 2015 summer travels, with August seeing different performances from different major cities (Beijing vs. Shanghai).
- ▶ South Korea, Thailand, and Japan continues their popularities into the summer.

**China Outbound to Worldwide On the Book  
China vs. Beijing vs. Shanghai**  
(% Var. of Monthly Departures on the Book May to Aug  
2015 vs. Prev. Year)



**Top Destinations for China Outbound  
On the Book**  
(% Var. of Monthly Arrivals to the destination;  
May - Aug 2015 vs. Prev. Year)

