

# ***MERS Outbreak Impact on Singapore Summer Travel to South Korea***

*Valencia – June 2015*



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

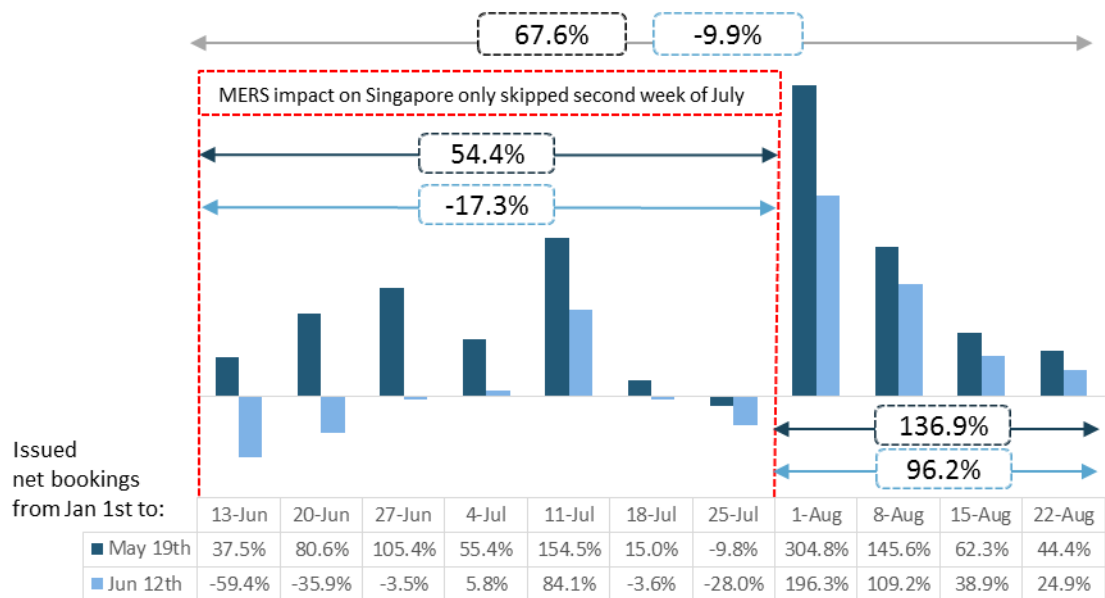
[www.ForwardKeys.com](http://www.ForwardKeys.com)

# Forward Looking for the Summer: Jun 13<sup>th</sup> to Aug 28<sup>th</sup> 2015

## Strong Growth Stopped since MERS was Reported

- ▶ From May 20<sup>th</sup> the first MERS was reported to June 12<sup>th</sup>, more cancellations than bookings were seen for the most recent two weeks starting with June 13<sup>th</sup> and 20<sup>th</sup> in Singapore while fewer late bookings were made for later June into July.
- ▶ Weekly variations in August seem promising due to the small volume of arrivals on the book as of June 12<sup>th</sup>. However future bookings may be affected. According to Singapore arrivals to South Korea during the past moving year (June 2014 to May 2015), over 65% of the total arrivals were booked within two months prior to arriving in South Korea.

**Weekly Net booking performance from Singapore to South Korea for traveling between Jun 13<sup>th</sup> and Aug 28<sup>th</sup> 2015 vs. same weeks in 2014**  
 (Var. of issued net bookings during Jan 1<sup>st</sup> to May 19<sup>th</sup> and Jan 1<sup>st</sup> to Jun 12<sup>th</sup> 2015 vs. same week days in 2014)



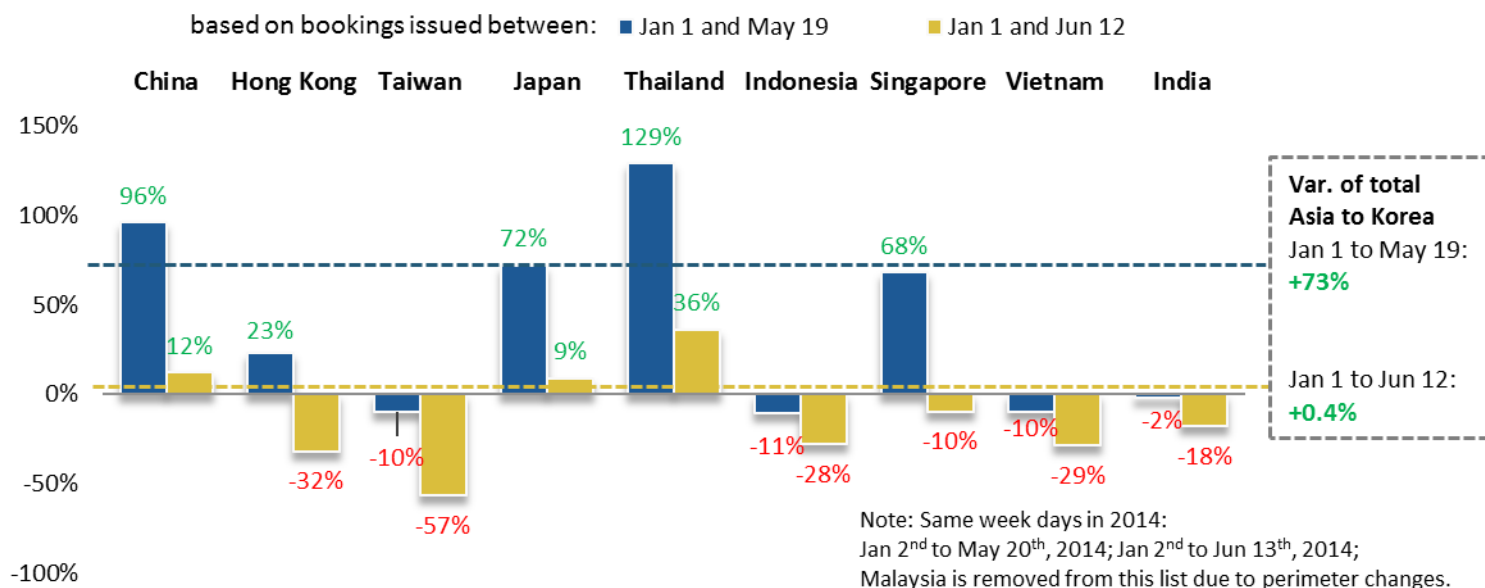
Note: Same weeks in 2014 for arrivals: Jun 7<sup>th</sup> to Aug 29<sup>th</sup>, 2014;  
 Same week days for issued bookings: Jan 2<sup>nd</sup> to Jun 13<sup>th</sup>, 2014.

# Forward Looking for the Summer: Jun 13<sup>th</sup> to Aug 28<sup>th</sup> 2015

## Singapore and Hong Kong: from Growing to Declining

- ▶ MERS put a stop to the otherwise robust growth in Asian arrivals to South Korea during the summer. While China, Japan, and Thailand luckily manage to remain positive trend, Singapore and Hong Kong respond with real reduction in their volumes of arrivals on the book as of June 12<sup>th</sup> 2015.

**Summer Arrivals in South Korea by Source Countries in Asia**  
**Traveling between Jun 13<sup>th</sup> and Aug 28<sup>th</sup> 2015 vs. same weeks in 2014**  
 (Var. of issued net bookings during Jan 1<sup>st</sup> to May 19<sup>th</sup> or Jan 1<sup>st</sup> to Jun 12<sup>th</sup> 2015 vs. same week days in 2014)



# Methodology and glossary



- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of 17<sup>th</sup> June 2015. Database contains reservations made by 180,000 travel agencies worldwide, collected daily from the main GDSs worldwide.
- ▶ Database updated as of **15<sup>th</sup> June 2015**.
  
- ▶ **Perimeter:**
  - ▶ Markets: **Total International**, focus on **Asia** and **Singapore**
  - ▶ Destinations: South Korea
  - ▶ Period:
    - ▶ On the Book: Arrivals between Saturday, 13<sup>th</sup> June 2015 to Friday, 28<sup>th</sup> Aug 2015, based on net bookings issued between 1<sup>st</sup> January to 12<sup>th</sup> June 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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- ▶ **Arrivals** refer to the number of airline passengers arriving at the destination within a specific time frame.
  - ▶ **Arrivals on the Book (OTB Arrivals)** refer to the number of airline passengers arriving at the destination within a specific future time frame according to the bookings that have been issued as noted.
  - ▶ **Net Bookings** = bookings – cancellations. When the variation of the Net Bookings is over -100%, meaning cancellations are more than bookings during the period stated.