

***Impact of Bangkok
bombings
on August 17th and 18th
Air Passenger Flows
Valencia – August 2015***

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



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Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data property of ForwardKeys® as of 24th August 2015. Database contains reservations handled via the main Air Reservations providers worldwide. Database updated as of **22th August 2015**.
- ▶ **Perimeter:**
 - ▶ Destination: Thailand
 - ▶ Source Market: Total International bookings
 - ▶ Period:
 - ▶ **Booking history**: Sunday, 9th August to Saturday, 22th August 2015 vs. Sunday 10th August to Saturday, 23th August 2014.
 - ▶ **Arrivals on the book**: Arrival dates from September 2015 to February 2016, based on issued bookings as of 22th August 2015.
 - ▶ Lengths of Stay: Current analysis includes only those reservations with a length of stay of at least one night in destination, therefore excluding transits, day trips or one way trips.
- ▶ **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.
- ▶ **Bookings** represent air reservations made for travel to the specific destination (i.e. Barcelona) for any date of travel.

Main Findings

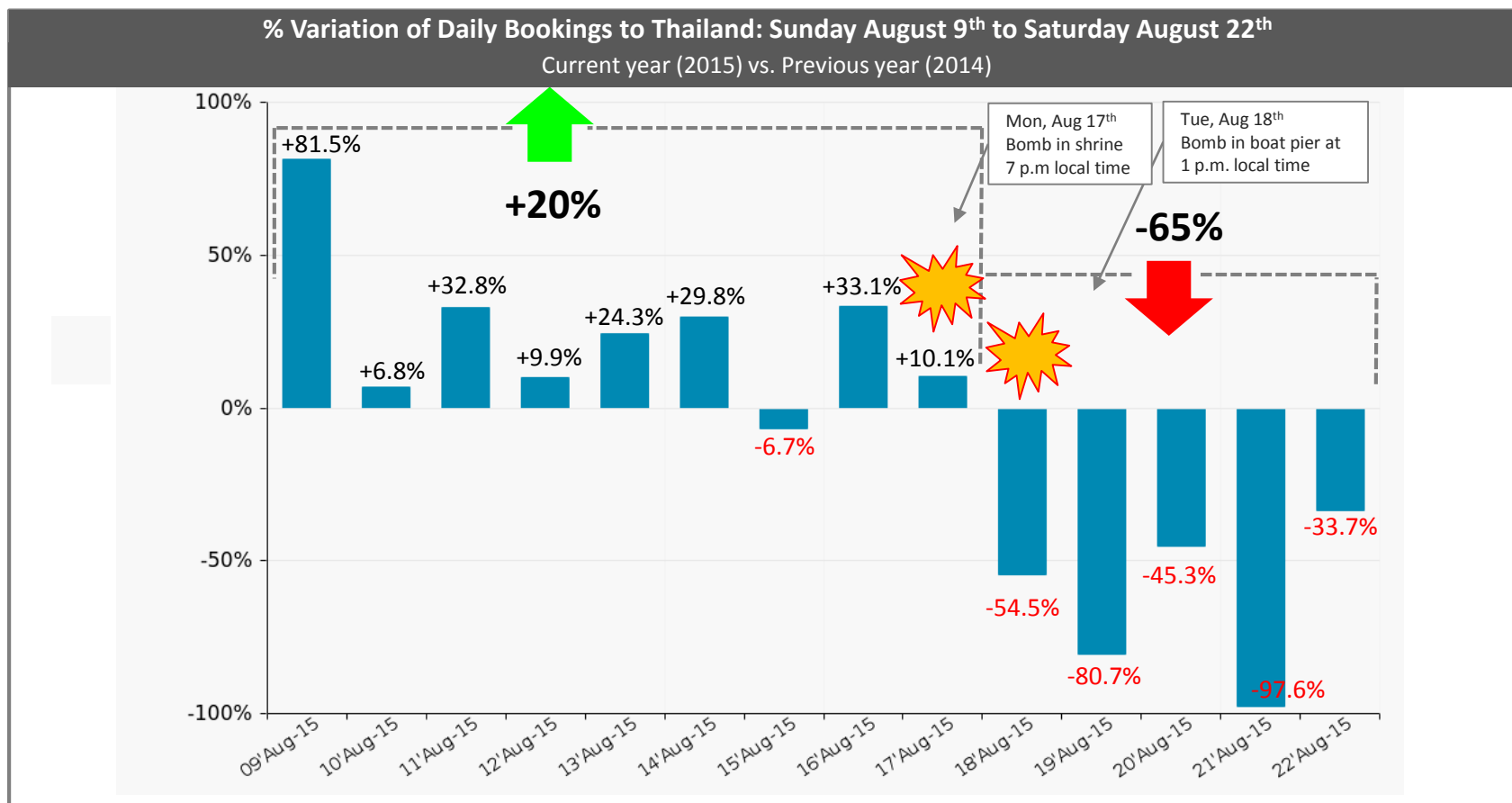


- Bangkok bombings on August 17th and 18th fostered a fall of -65% in issued bookings. Greater China (-142%), Japan (-95%) and Singapore (-88%) led decreases.
- Europe and America have moved up positions in share at the expense of Asia (-93%) which represented 59% of total bookings during same period in 2014 and now, only 10%.
- Groups are the most decreasing market due to the profile of the Asian traveller, -217% in the Japanese case. Business segment has been heavily impacted in China (-353%) with cancellations overpassing bookings.
- Despite a huge number of cancellations, Asian markets are still growing for future arrivals during next 6 months. Golden Week starting Oct 1st fuelled China growth (up by +34% against a +46% prior to the bombings).

International Bookings to Thailand

Bookings Heavily Impacted by Bombings

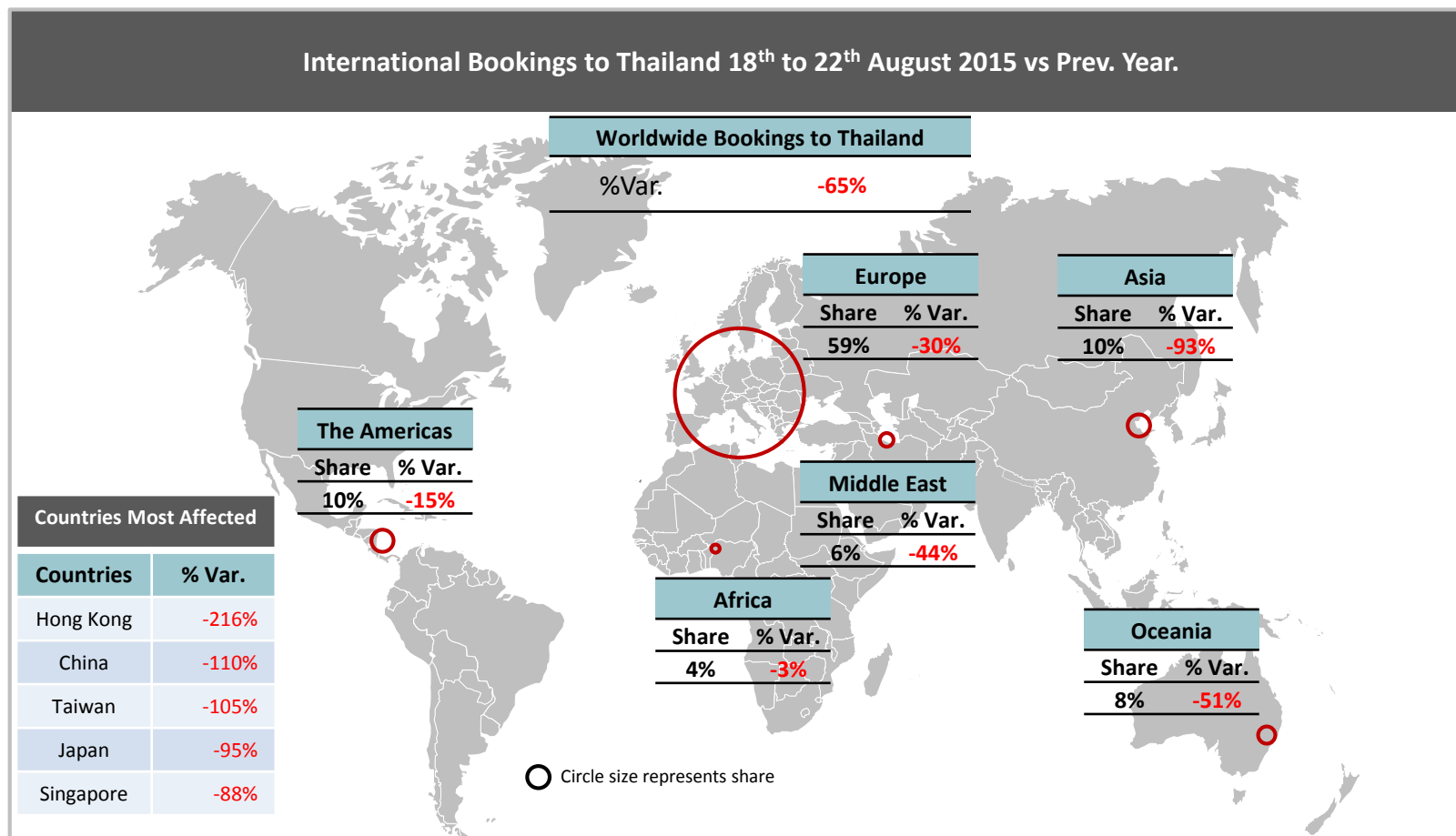
- Second attack on Tuesday 18th deepened the impact of first bombing. Total international bookings since then are down by -65%.



International bookings to Thailand

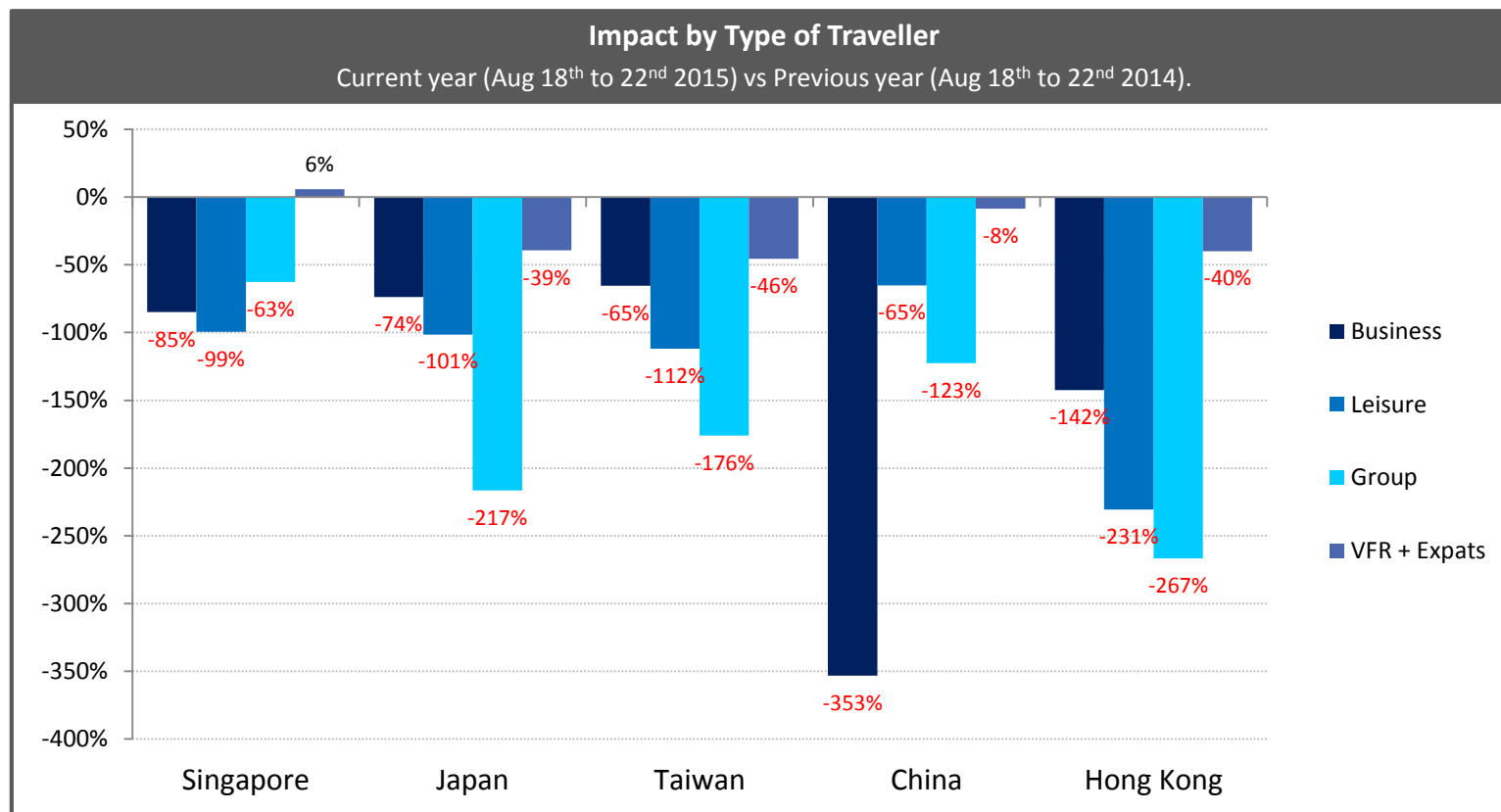
Greater China Leading Cancellations

- Greater China cancellations overpassed bookings, making Asia the most impacted region around the world (-93%).
- Lowest drop belongs to the Americas (-15%) followed by Europe (-30%) which increased their share at Asia's expense.



Group Market Decreasing Deeper

- Groups have been the most decreasing segment in the Asian region followed by leisure passengers, while Business segment has been mostly impacted in Mainland China source market



Future Arrivals Above Previous Year

- While bombings have caused a set-back, they are still running ahead, with China showing more resilience to drops.

