

Travellers are Back to Lagos, Nigeria

Valencia – September 2015



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

www.ForwardKeys.com

Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of 31st August 2015. Database contains reservations handled via the main GDS worldwide. Database updated as of **29th August 2015**.

- ▶ **Perimeter:**
 - ▶ Market: Total International
 - ▶ Destination: Lagos (Nigeria)
 - ▶ Period:
 - ▶ Arrival history: 5th July 2014 to 31th July 2015.
 - ▶ Arrivals on the book cover 1st September to 31th December 2015, based on issued bookings between 1st September 2014 and 29th August 2015.
 - ▶ Lengths of Stay: Current analysis includes only those reservations that stayed 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.

- ▶ **Bookings** represent air reservations made for travel to the specific destination (i.e. Lagos) for any date of travel.

- ▶ **On the Book Information (OTB)**: Bookings already issued for air travel at future dates. These are actual bookings, reflecting demand for a specific destination on a particular day – compared with the booking status for the same destination on the same day 12 months earlier.

- ▶ **Additional information:**
 - ▶ <http://www.who.int/mediacentre/news/ebola/18-august-2014/en/>
 - ▶ <http://www.africamatters.com/nigeria-news-update-elections-special-4-february-2015/>
 - ▶ <http://www.dw.com/en/nigeria-postpones-presidential-election-by-six-weeks/a-18242982>

Lagos Back in Business



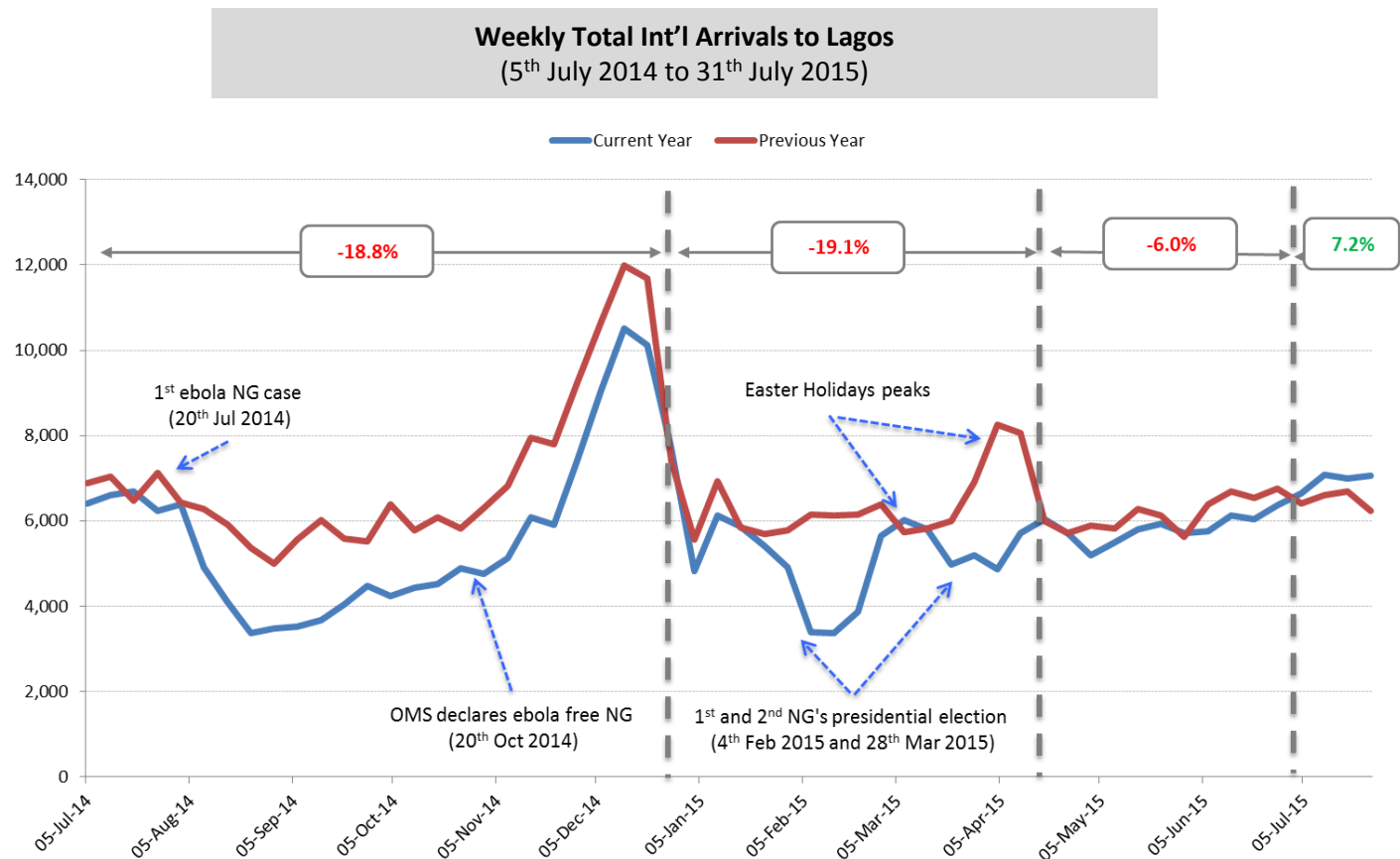
- Lagos is back in business after a full year of decline for inbound traveler arrivals.
- Ebola outbreak deepened a fragile situation that was further aggravated by terrorism threats during the national elections.
- During the crisis period, the most impacted segment was business– with short stay and lead time. But the business segment performance is now back on track.
- July 2015 showed higher volumes of inbound arrivals than last year, confirming the recovery.
- Summer 2015 improved performance not yet matching 2013 levels.
- Forward looking trends indicate that 2013 performance will be met by end of year.

Past Arrivals to Lagos (NG)

Terrorism Threat Continued a Depression Initiated by the Ebola Outbreak



- Boko Haram increased the tempo of its violence threatening elections.
- After May 2015, total international arrivals still below 2014 troubled July.

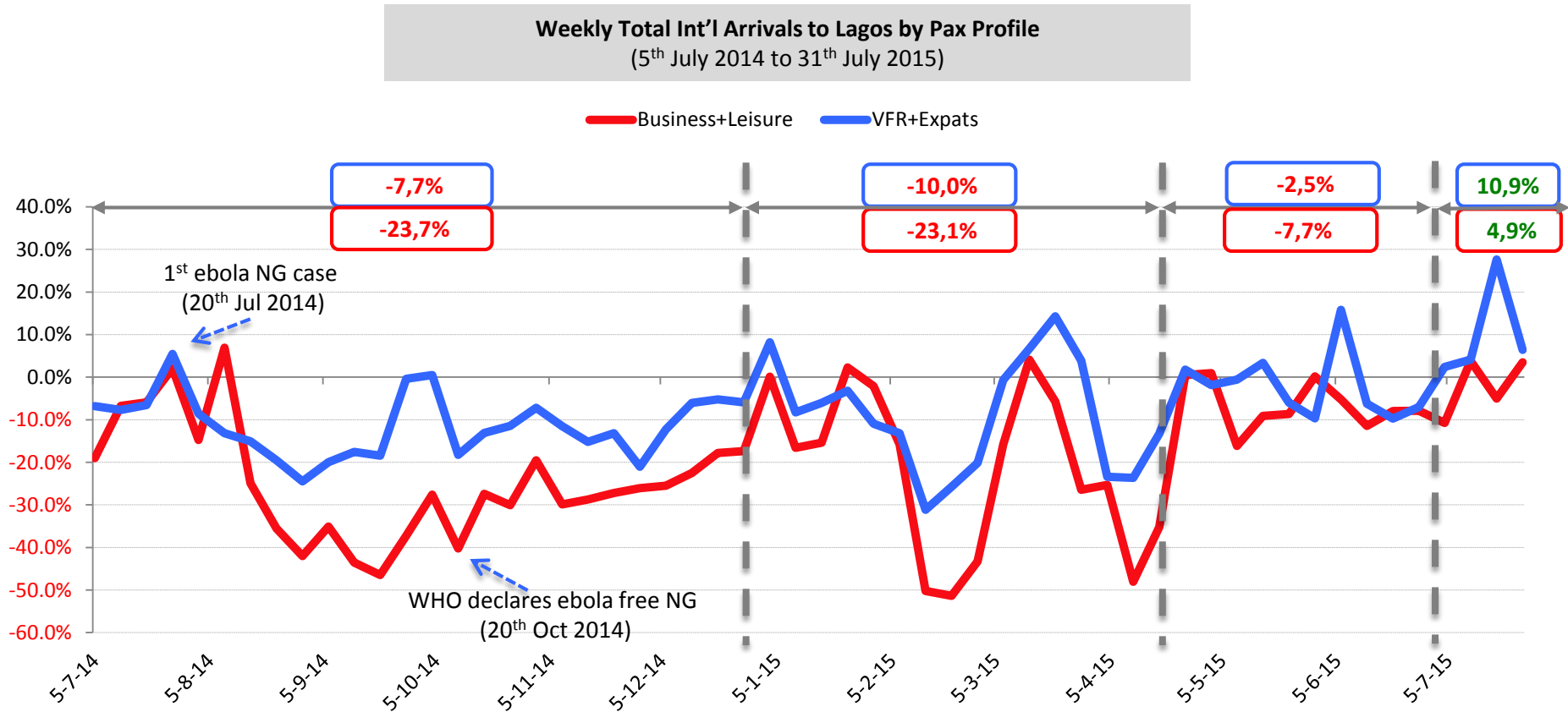


Pax Profile Variation

Business and Leisure Suffered the Most



- The business and leisure segments is the most volatile when compared to VFR and Expats



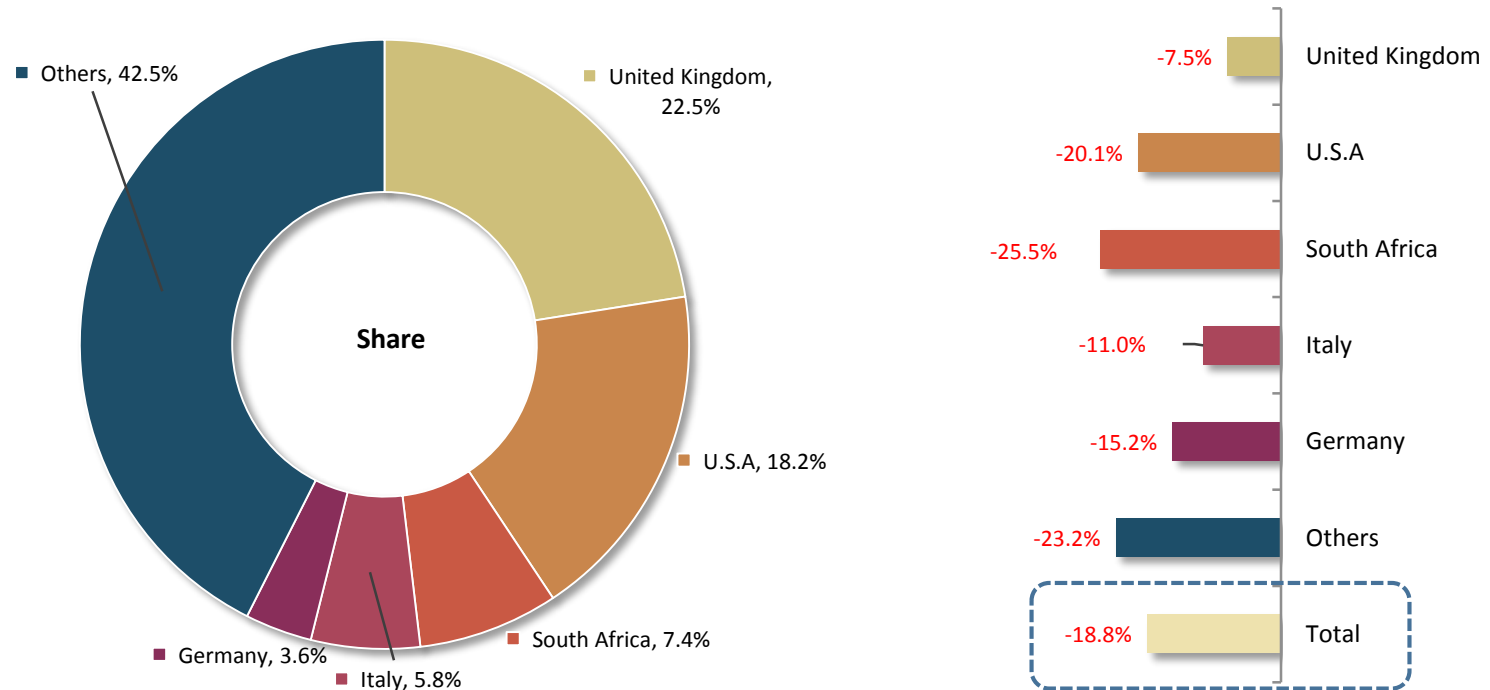
Performance Inbound Lagos during the Ebola Crisis

Leading Source Markets Dried out During Second Half of 2014



- Top source markets are also leading providers of Business travelers in volume.
- Comparatively, South Africa has a heavier business – like traveler profile, while the U.K. and the U.S.A. flows relate to Nigerian diaspora returning home.

Share and YoY %Var of Top 5 Source Markets Arrivals
(20th Jul 2014 to 2nd Jan 2015 vs. same period 2014)



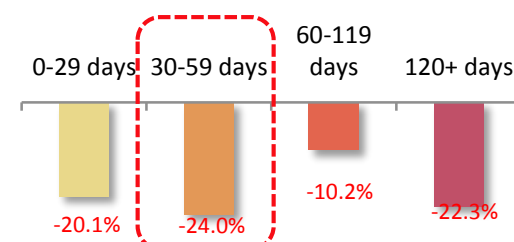
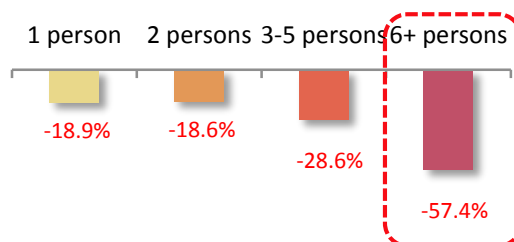
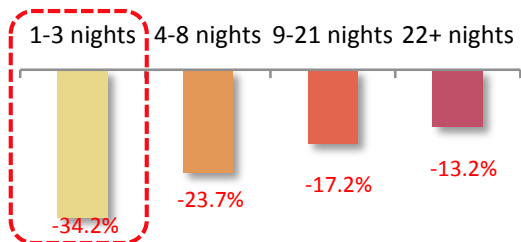
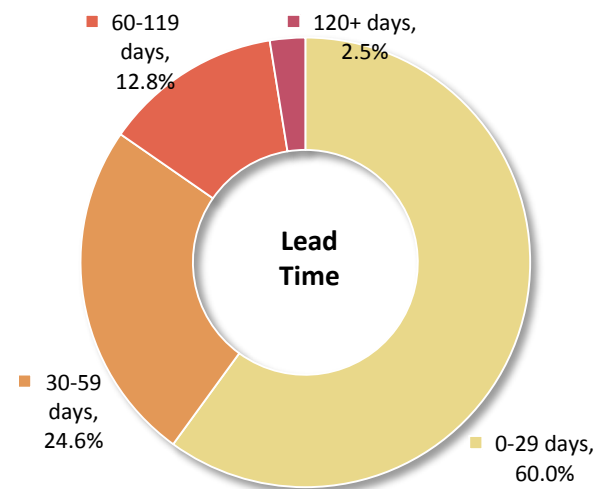
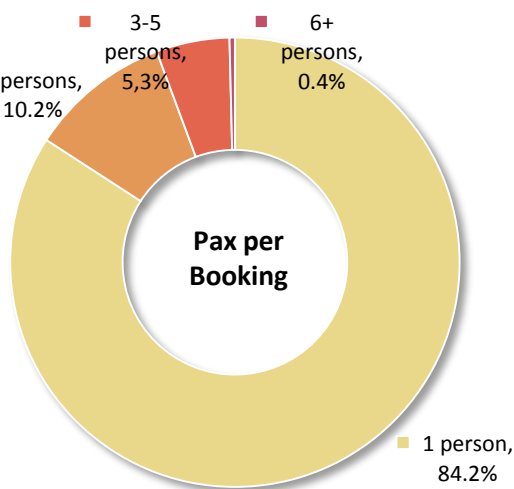
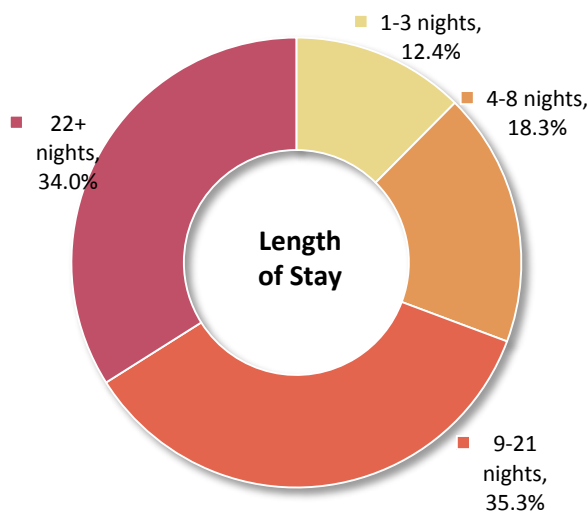
Pax Profile. Inbound Lagos During the Ebola Crisis

Short Stays Most Impacted



- Leisure related flows, booking between 2 and 3 months, suffering the most, while couples were more resilient to the debacle.
- The minimal groups arrivals lost more than half their previous values.

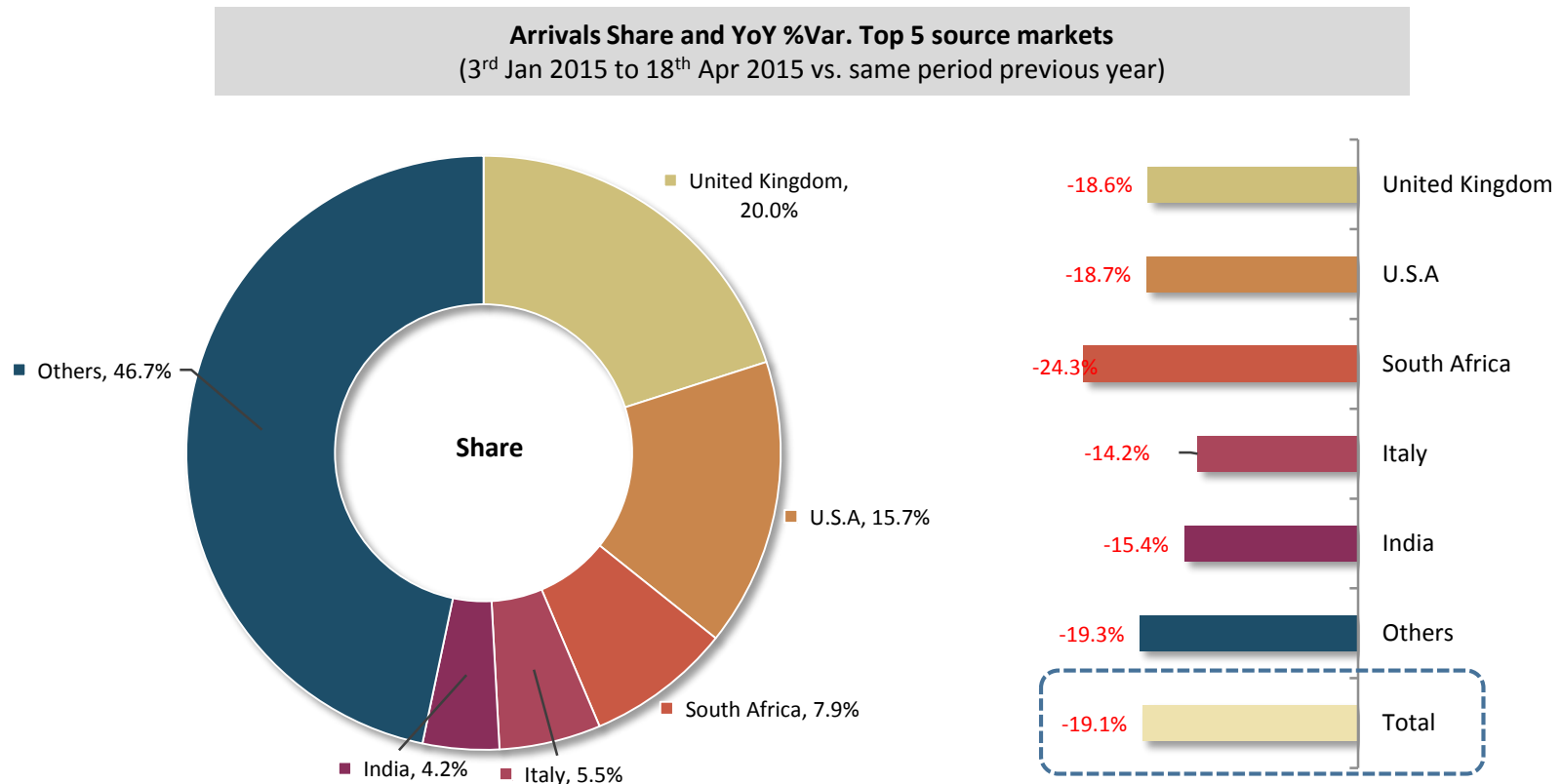
Arrivals Share and YoY %Var of Top 5 Source Markets
5th Jul 2014 to 2nd Jan 2015 vs. Previous Year



Inbound Lagos. Presidential Elections Crisis Period

Terror Threat Deepens a Worrisome Situation

- Terrorist attacks threats impacted all leading source markets contributed to further deteriorating a difficult situation.

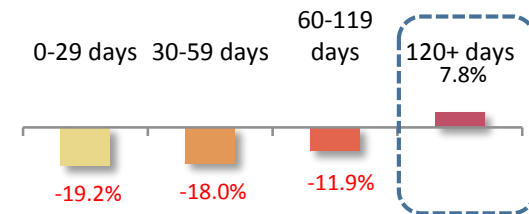
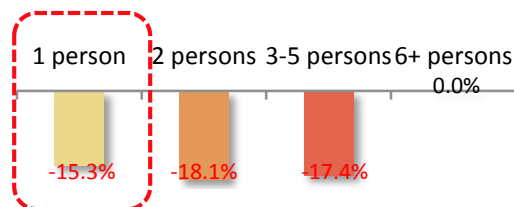
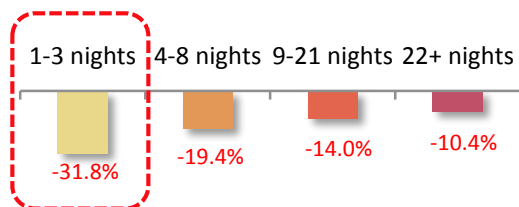
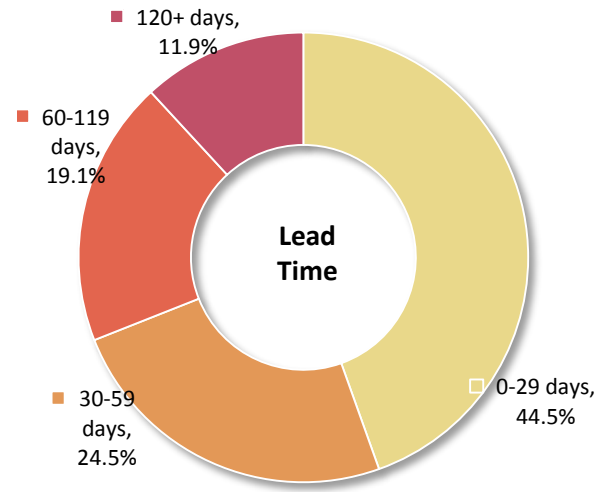
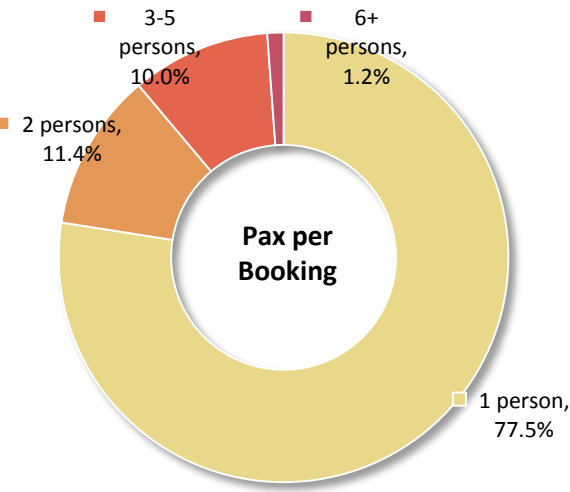
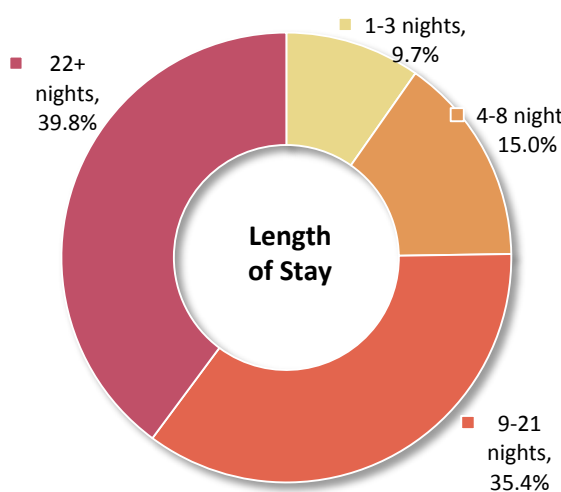


Pax Profile. Presidential Elections Crisis Period

Only Growth in Early Bookings

- After Boko Haram threat for elections, only growing arrivals where those booked earlier than 4 months in advance.
- Most suffering segments during this period related to business-like profile.

Arrivals Share and YoY %Var
3rd Jan 2015 to 24th Apr 2015 vs. same period previous year



Future Arrivals “On The Book” are Looking Good

2013 Values Met By End of Year Showing Signs Of Full Recovery



- Lagos forward looking performance in much above last year.
- November and December only as showing a level of performance higher than 2013.

Monthly issued bookings for departures Sep-Dec 2015
(Year 2015, 2014 and 2013 YOY %Variation and Maturity)

