

Impact of Paris Attack ***On International Bookings and*** ***Arrivals into Europe***

With Focus on Top European City
Destinations

March 2016

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



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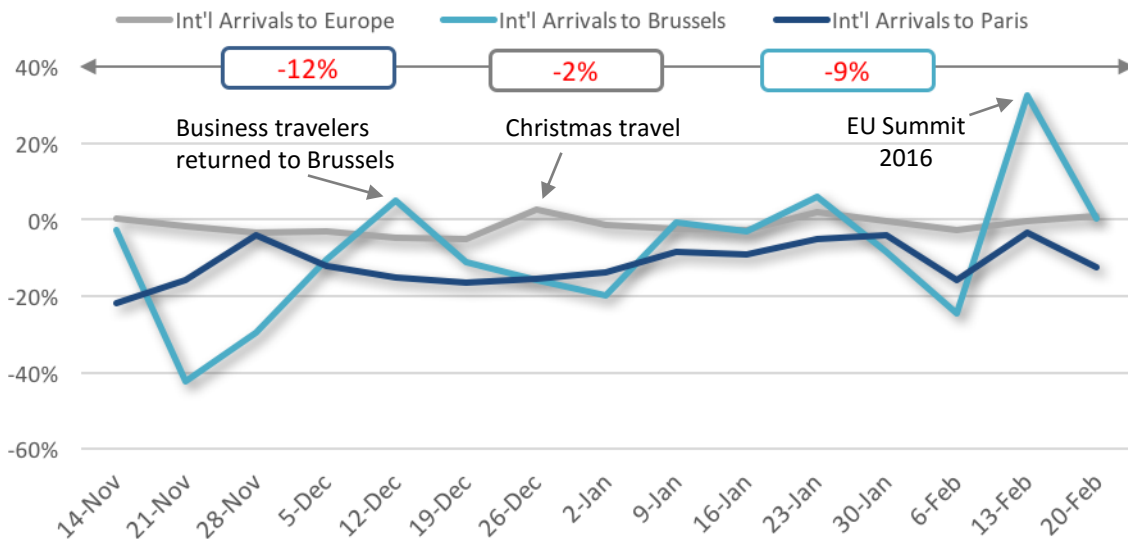
Total Int'l Arrivals in Paris vs. Brussels vs. Europe since Paris Attack

Heavy Impact of Terrorism on Arrivals

- Europe is the only destination region in the world seeing a decline in international arrivals since the attack in Paris to end of February 2016. The attack in Paris and the lockdown in Brussels have a profoundly negative impact in a long term, particularly after entering December.
- Brussels saw a positive 5% for week of Dec 12th, as business travellers rebooked their immediately cancelled trips after the lockdown to finish year-end business before Christmas.
- Int'l arrivals in Europe saw the only positive weekly variation of +6% for the week of Dec 19th to 25th, meaning travelers still traveled to European destinations other than Paris and Brussels under the gloomy situation.

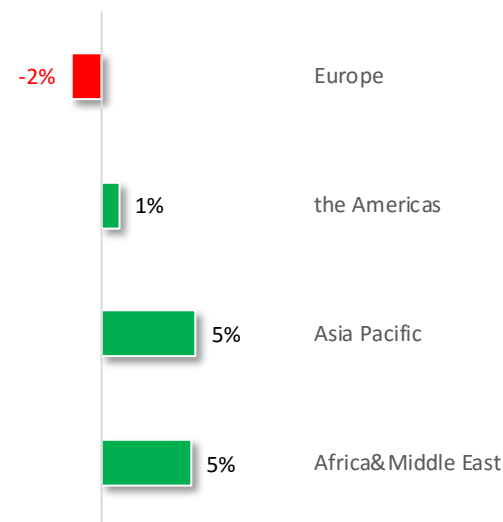
Int'l Arrivals in Paris vs. Brussels vs. Europe since the Attack
(Weekly from Nov 14th 2015 – Feb 26th 2016, vs. Prev. Year)

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%Var. Of Int'l Arrivals to Destination Region
(Nov 14th 2015 – Feb 26th 2016, vs. Prev. Year)

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Total Int'l Arrivals in Top 10 European Destinations since Paris Attack

Paris and Brussels Saw Overall Decline in Travellers from Worldwide



- Paris and Brussels are the only two destination cities among the Top* Destinations that saw overall decline from worldwide source markets.
- Barcelona and Madrid were the least affected by the events on one hand; on the other hand, Mobile World Congress shifted from 2nd to 5th March in 2015 to 22nd to 25th February in 2016, boosting the international arrivals in February in Spain.

%Var. of Int'l Arrivals in Top* European Destinations since the Attack
Total Int'l and by Origin Region
(Nov 14th 2015 – Feb 26th 2016 vs. Prev. Year)

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	Total Int'l	Europe	the Americas	Asia Pacific	Africa & Middle East
Paris	-12%	-14%	-9%	-18%	-4%
London	-1%	-2%	1%	0%	-2%
Istanbul	-5%	-14%	1%	15%	6%
Rome	-2%	-1%	-1%	-10%	5%
Frankfurt	-1%	-5%	1%	2%	7%
Amsterdam	3%	3%	-2%	4%	8%
Madrid	8%	6%	7%	20%	15%
Barcelona	13%	4%	29%	31%	21%
Milan	0%	-4%	-2%	10%	6%
Munich	-6%	-9%	3%	2%	6%
Brussels	-9%	-10%	-7%	-11%	0%
Europe	-2%	-3%	2%	3%	3%

*Top 10 destination cities in Europe and Brussels

Total Int'l Bookings to Paris and Brussels since Paris Attack

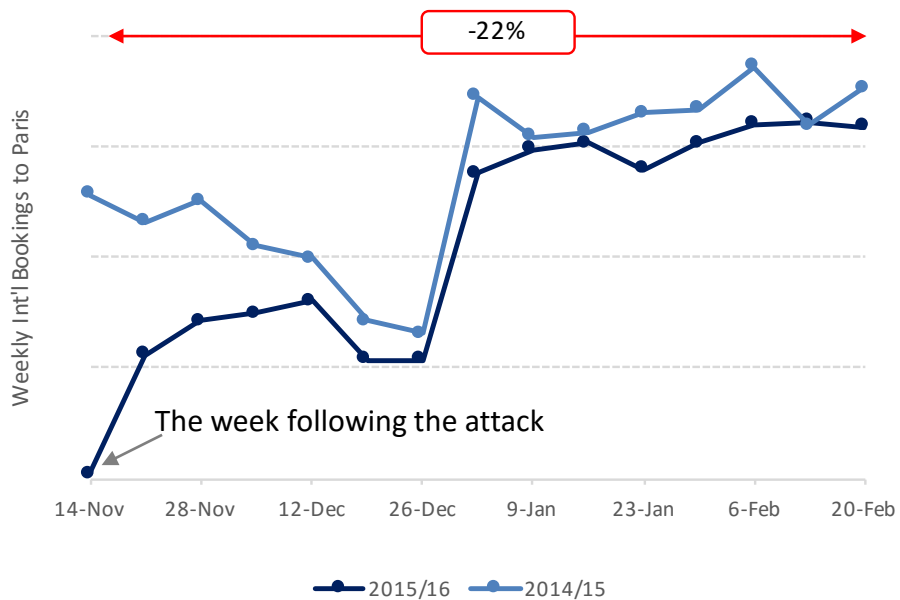
Net Bookings Still below Previous Year's Level After More than 3 Months since Nov 13th



- International net bookings only dropped severely right following the major events while weaker performance than last year has lasted until now.

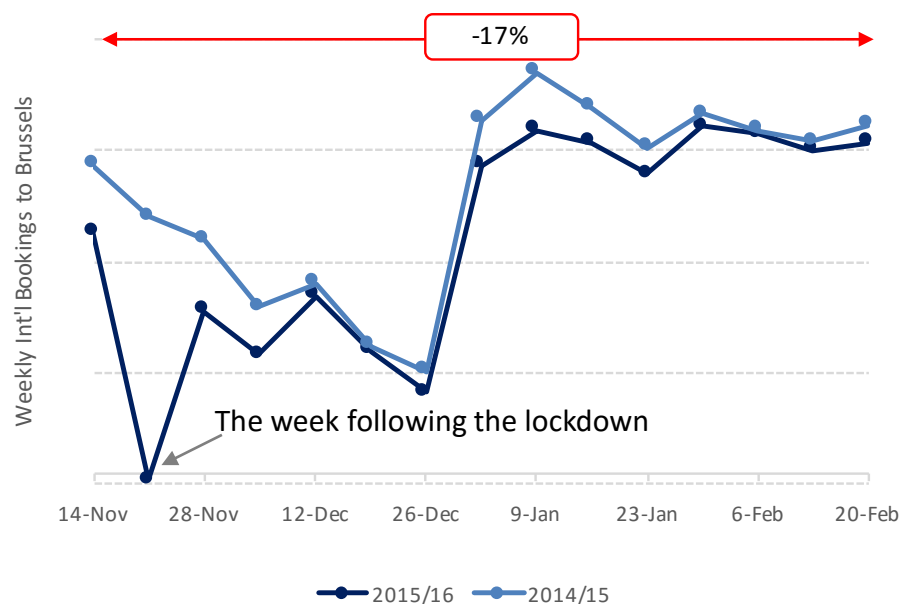
Weekly Int'l Net Bookings to **Paris**
(Nov 14th 2015 – Feb 26th 2016 vs. Prev. Year)

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Weekly Int'l Net Bookings to **Brussels**
(Nov 14th 2015 – Feb 26th 2016 vs. Prev. Year)

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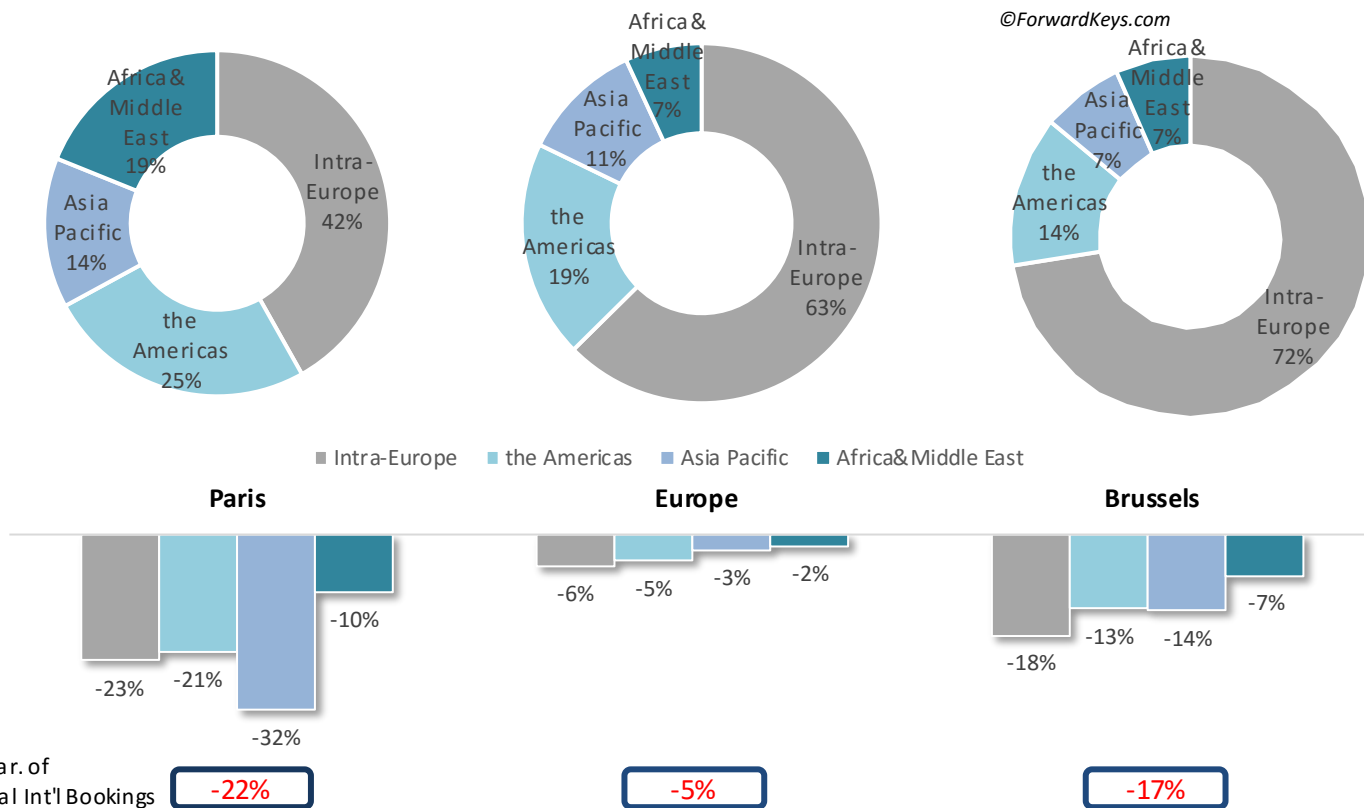


Total Int'l Bookings to Paris vs. Brussels vs. Europe since Paris Attack

Long-haul Travelers Stay Away from Europe

- Long-haul source markets – Asia Pacific and the Americas – are showing major decrease in leisure bookings.

Int'l Net Bookings in Paris vs. Brussels. vs. Europe since the Attack
(Nov 14th 2015 – Feb 26th 2016 vs. Prev. Year)



Total Int'l Bookings to Top 10 European Destinations since the Attack

Terrorism Events Haunting Bookings to All Top European Destinations in 2015/16 Winter



- Attacks in Paris, lockdown in Brussels, and bombings in Istanbul are haunting international bookings to all top European destinations.

%Var. of Int'l Net Bookings in Top European Destinations since the Attack
Total Int'l and by Origin Region
(Nov 14th 2015 – Feb 26th 2016 vs. Prev. Year)

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	Total Int'l	Europe	the Americas	Asia Pacific	Africa & Middle East
Paris	-22%	-23%	-21%	-32%	-10%
London	-6%	-5%	-6%	-8%	-6%
Istanbul	-18%	-24%	-31%	-10%	-0%
Rome	-4%	-4%	-4%	-7%	2%
Frankfurt	-5%	-5%	-5%	-5%	-2%
Amsterdam	1%	3%	-7%	3%	5%
Madrid	-0%	1%	-2%	-5%	1%
Barcelona	2%	0%	7%	-3%	7%
Milan	-6%	-7%	-7%	-4%	2%
Munich	-4%	-5%	-3%	4%	-6%
Brussels	-17%	-18%	-13%	-14%	-8%
Europe	-5%	-6%	-5%	-3%	-2%

Forward Looking Int'l Arrivals in March to August 2016

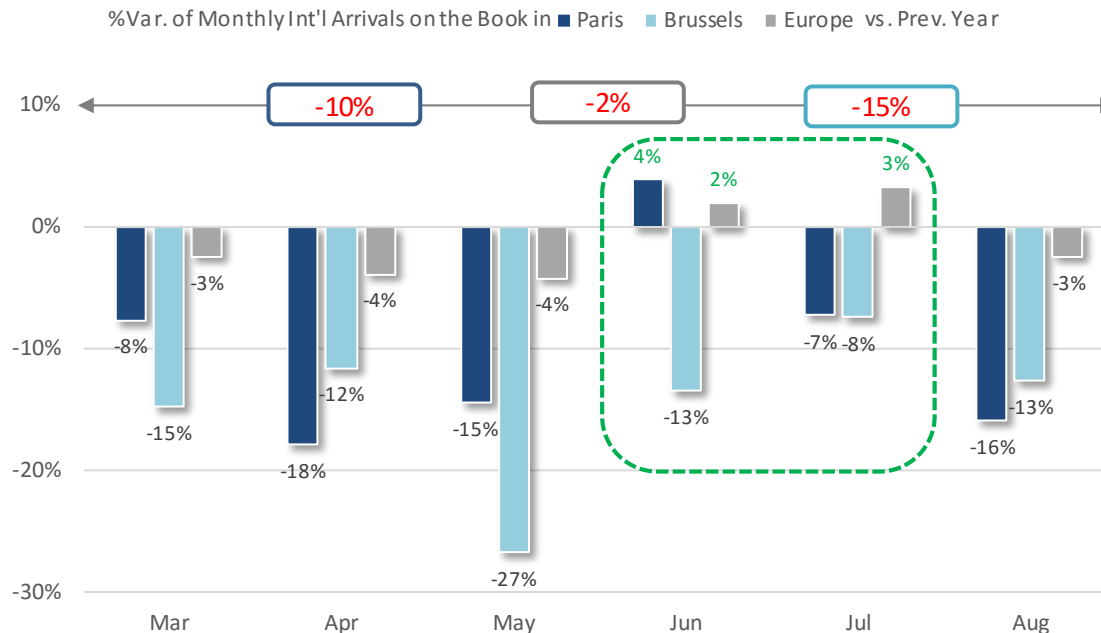
Double-digit Behind Last Year; Euro Cup may Stimulate Arrivals into Paris



- Bookings that have been made as of Feb 26th 2016 show a miserable spring season ahead: the shift of Easter holidays from April in 2015 to March in 2016 makes March less gloomy than the rest of the spring months.
- Forward bookings for June arrivals in Paris are up 4% vs. prev. year, thanks to the Euro Cup 2016 as well as the early leisure bookings from North America and North East Asia.

%Var. of Monthly Int'l Arrivals on the Book in Paris vs. Brussels vs. Europe during 1st March to 31st August 2016
(%Var. Of Weekly Int'l Arrivals on the book as of Feb 26th, 2016)

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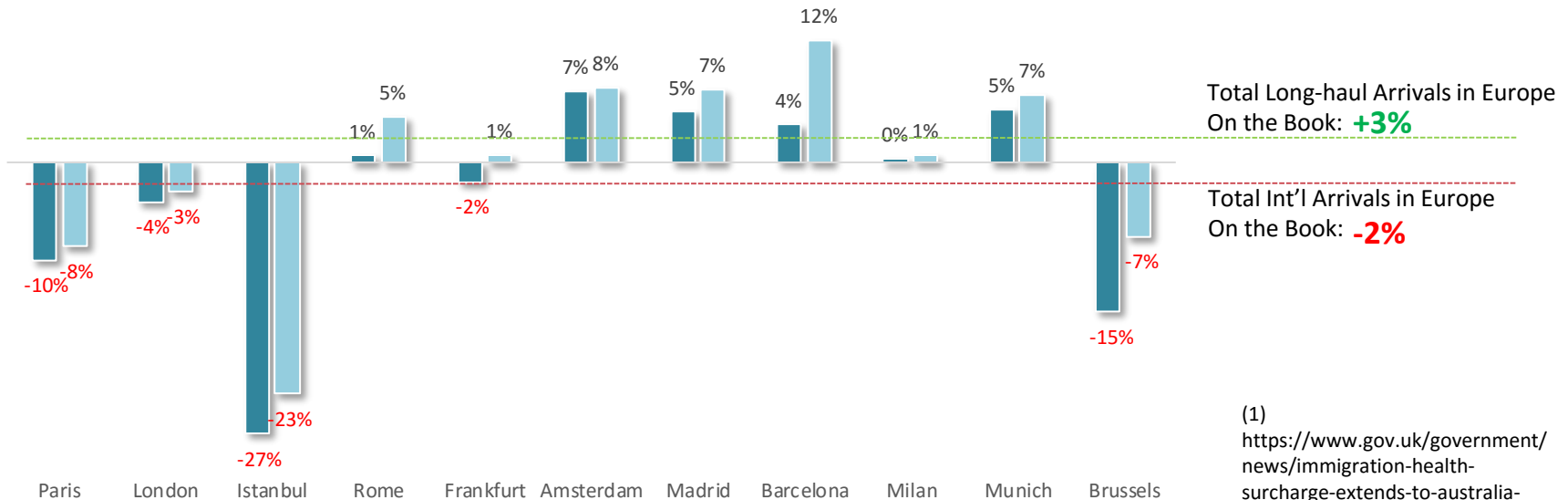
Growing Destinations at the Expense of Losing ones

- Destinations that are seeing more forward bookings than previous year are clearly winning both intra-regional as well as long-haul travellers from the losing destinations.
- Amsterdam and Munich particularly see increasing bookings for Easter holidays, while London's decrease is directly linked with combined trips with Paris, poor performance from Brazil and new Visa regulations, especially for long stay non-European Economic Area visitors⁽¹⁾.

**%Var. of Int'l Arrivals on the Book for Top 10 European Destinations and Brussels
During 1st March to 31st August 2016.
(Based on Total Bookings as of 26th February 2016)**

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%Var. of ■ Total Int'l ■ Total Long Haul Arrivals in each destination city on the Book vs. Prev. Year



(1) <https://www.gov.uk/government/news/immigration-health-surcharge-extends-to-australia-and-new-zealand>

Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data property of ForwardKeys® as of 29th February 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. Database updated as of **26th February 2016**.

 - ▶ **Perimeter:**
 - ▶ Destination: Europe, Top 10 European destination cities and Brussels
 - ▶ Source Market: Total International
 - ▶ Period:
 - ▶ **Booking history**: Weekly from 14th November 2015 to 26th February 2016 vs. same weeks previous year.
 - ▶ **Arrival history**: Weekly from 14th November 2015 to 26th February 2016 vs. same weeks previous year.
 - ▶ **Arrivals on the book**: Arrival dates from **1st March to 31st May (or 29th August) 2016** based on issued bookings as of 26th February 2016.
 - ▶ Lengths of Stay: Current analysis includes only those reservations with at least one night at 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.
 - ▶ **Bookings** represent air reservations made for travel to the specific destination (i.e. Paris) for any date of travel.