

Olympic Rio de Janeiro

Valencia – March 2016

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(20th March 2016 data update version)

“Applied traveller operational intelligence to support tactical business decisions”



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Main Findings

- Forward Bookings issued as of 20th March 2016 for arriving in Rio are booming for arrivals starting as early as 25th July 2016. The peak arrival date on the book currently is 4th August, the day before the Olympic Opening Ceremony.
- Forward bookings for Olympic arrivals between 25th July to 21st August 2016 are up 289%, while Paralympic arrivals between 31st August and 18th September 2016 are up 50%, compare to same period last year.
- Overnights on the book for the Olympic and Paralympic Games (25th July to 18th Sep 2016) are up by 208%. Busy overnights will last for the entire Olympic period.
- Total International Arrivals on the Book for Rio from July 25th to September 18th is 3 times of that of same period of last year. USA market takes over the traditional European source markets, leading the 1st position of market in total international arrivals on the book.
- Lengths of stay of those bookings due to arrive before the Olympic games are higher (63% will stay longer than 14 nights), those due to arrive after August 21st will stay shorter (63% will stay shorter than 14 nights), showing the willingness of visitors to enjoy the Olympic games at maximum.

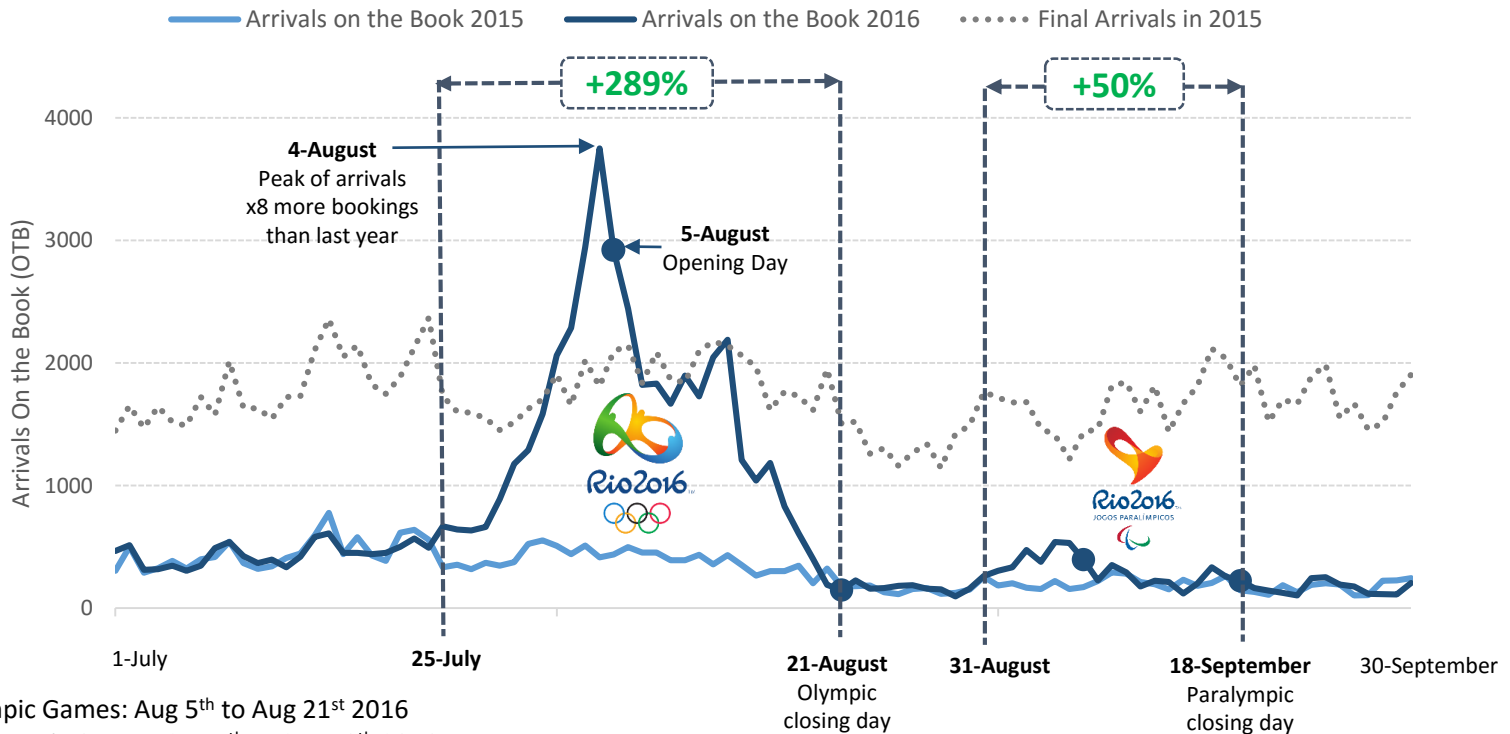


Arrival Peak One Day Before the Opening Ceremony

- Forward bookings for Olympic arrivals between 25th July to 21st August 2016 are up 289%, while Paralympic arrivals between 31st August and 18th September 2016 are up 50%, compare to same period last year.
- The peak arrival date on the book currently is 4th August, the day before the Olympic Opening Ceremony. Arrivals on the book for 1st to 7th August are above last year's final arrivals.

Arrivals On the Book in 2016 and Final Arrivals in 2015
(July 1st to September 30th 2016 vs July 3rd to October 2nd 2015)
bookings issued until March 20th 2016 vs. March 23rd 2015

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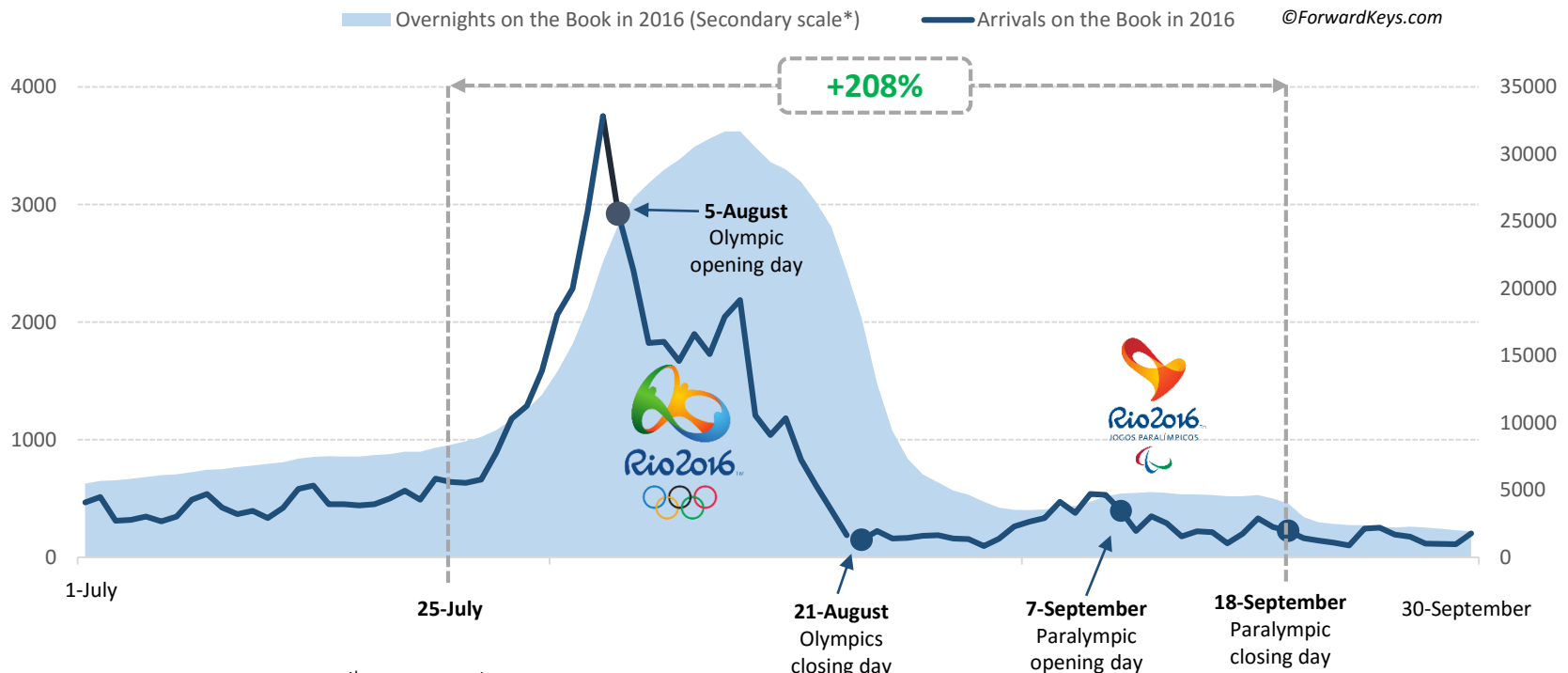
Forward bookings Overnights July-Sep 2016 to Rio de Janeiro

Busy Overnights will Last the Entire Olympic Period



- Overnights on the book for the Olympic and Paralympic Games (25th July to 18th Sep 2016) are up by 208%. Busy overnights will last for the entire Olympic period.
- Pre-Olympic arrivals stay longer: 63% visitors arriving before August 5th will stay longer than 14 nights, while 63% of those arriving between Aug 21st and Aug 31st will stay shorter than 14 nights.

Arrivals and Overnights On the Book in 2016.
 (July 1st to September 30th 2016 vs July 3rd to October 2nd 2015)
 bookings issued until March 20th 2016 vs. March 23rd 2015.



- Olympic Games: Aug 5th to Aug 21st 2016
- Paralympic Games: Sep 7th to Sep 18th 2016

Forward booking Arrivals during the 2016 Rio Olympics & Paralympics

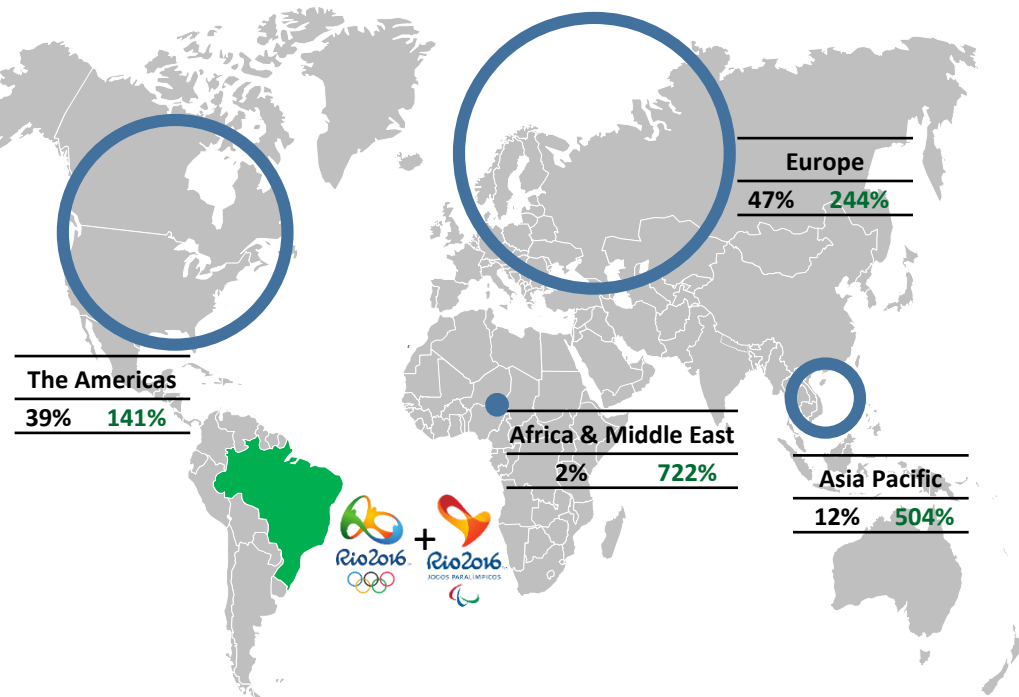
USA Taking the Visa-Free Chance to visit Brazil and Olympics



- Total International Arrivals on the Book to Rio from July 25th to September 18th (Olympics+Paralympics) is 3 times of that of same period of last year. Considering both market share and multiplying factor for arrivals on the book from Top source markets, USA is in the leading position of advanced bookings for the Olympic and Paralympic period.

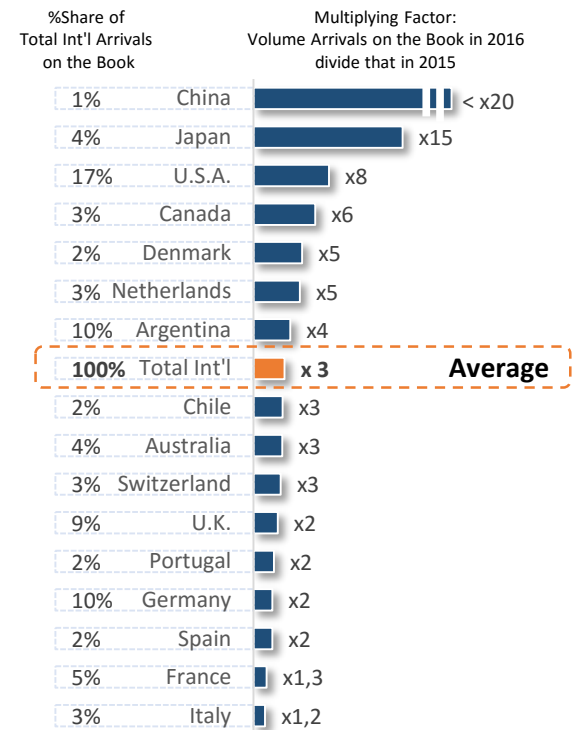
Arrivals On the Book; Share and Variation by Origin Continent.
(July 25th to September 18th 2016 vs July 27th to September 20th 2015)

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Arrivals On the Book; Top Origin Country Performance
(July 25th to September 18th 2016 vs. July 27th to September 20th 2015)



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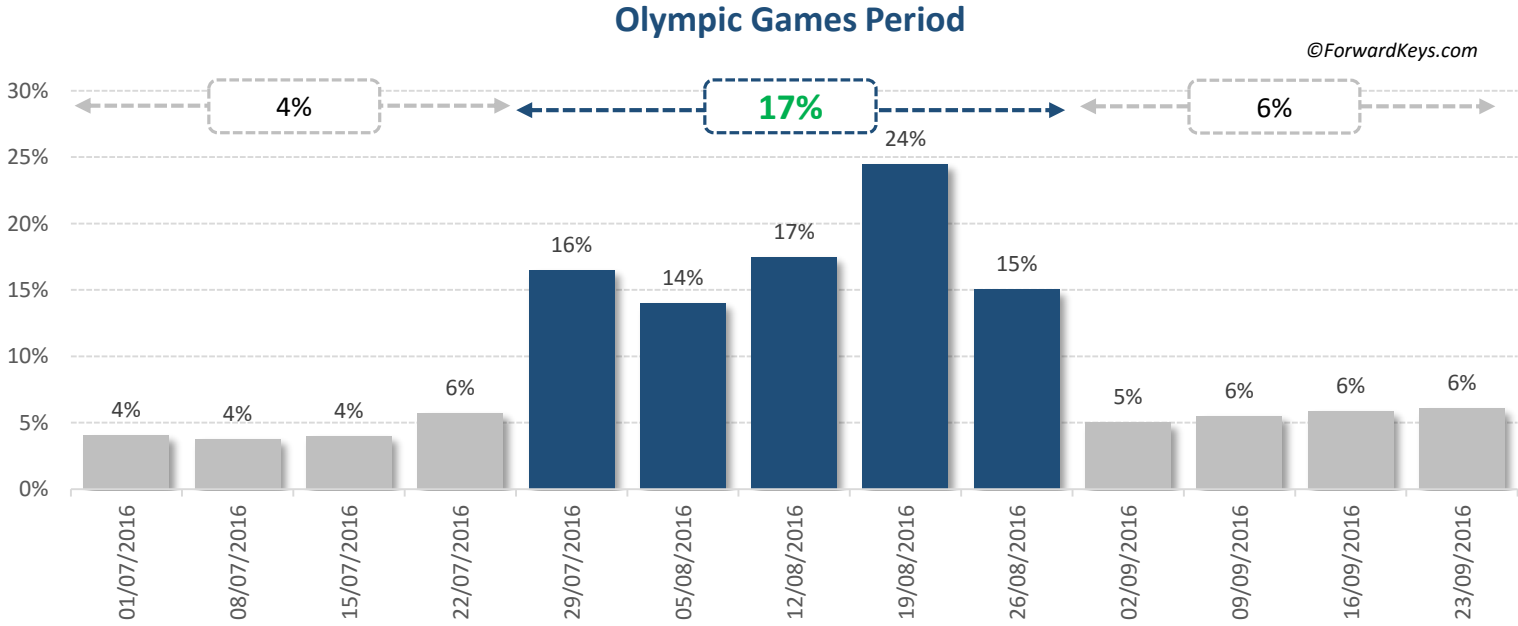
Scheduled International seat Capacity to Rio from July to Sep. 2016

Extra Seats Available during the Olympic Games Period



- During the Olympics period, available seats towards Rio de Janeiro are up by 17% when compared to the same period previous year, more than three times the growth during the adjacent periods.

%Var. Of Weekly Total International Air Capacity to Rio de Janeiro (number of seats)
 (July 1st to September 29th 2016 vs July 3rd to October 1st 2015)



Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data property of ForwardKeys® as of 25th March 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. This study includes reservations processed until **March 20th 2016**.

- ▶ **Perimeter:**
 - ▶ Destination: Rio de Janeiro.
 - ▶ Source Market: Total International bookings including domestics.
 - ▶ Period:
 - ▶ **Capacity:** total scheduled capacity loaded as of March 20th 2016.
 - ▶ **Arrivals on the Book:** Arrival dates from **July 1st to September 30th 2016** based on issued bookings as of March 20th 2016 compared with arrival dates the same weeks (July 3rd to October 2nd 2015) with the same length of booking period.
 - ▶ Lengths of Stay: Current analysis includes only those reservations staying at least 1 night at 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.

- ▶ **Overnights on the Book (OTB Overnights)** refer to the quantity of airline passengers staying overnights at the destination for every night within a specific future time frame according to the bookings that have been issued as noted.

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