

# ***Impact of Events on Global Travel***

***April 2016***



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

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# Global International Arrivals

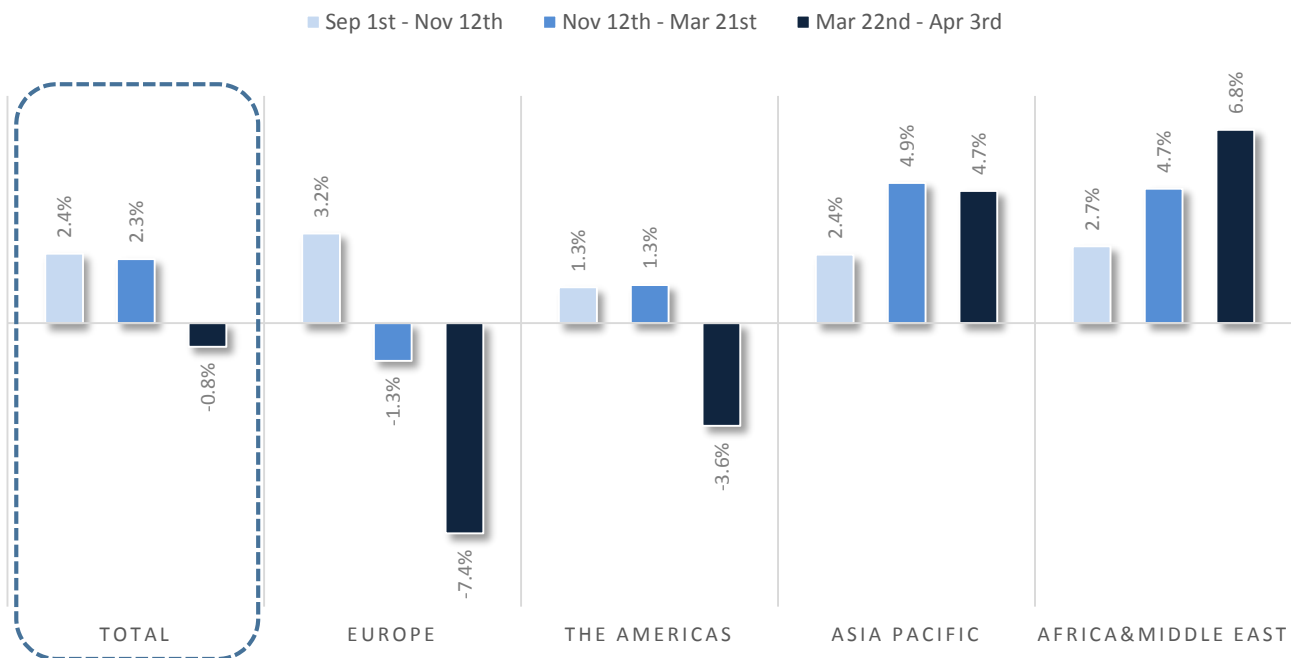
## Before Paris Attack, Inter Attacks Period and After Brussels Attacks



### While Europe and America Stall, Asia Keeps on Growing

**Total International Arrivals Performance in Each Region.**  
(Pre-Paris attacks, between Paris and Brussels attacks, Post Brussels attacks)

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# Global International Arrivals

## Forward Looking April 15<sup>th</sup> to August 31<sup>st</sup> 2016



### Already a Worrying Picture

- Forward looking arrivals for the Spring and Summer season depict a dismal scenario for both America and Europe. Authorities reassurance on safety will be key to improve final performance.

**Total International Arrivals in Each Region on the Book. April 15<sup>th</sup> to August 31<sup>st</sup> 2016.**  
(based on issued bookings as of Apr 4<sup>th</sup> 2016 vs. same period prev. year)



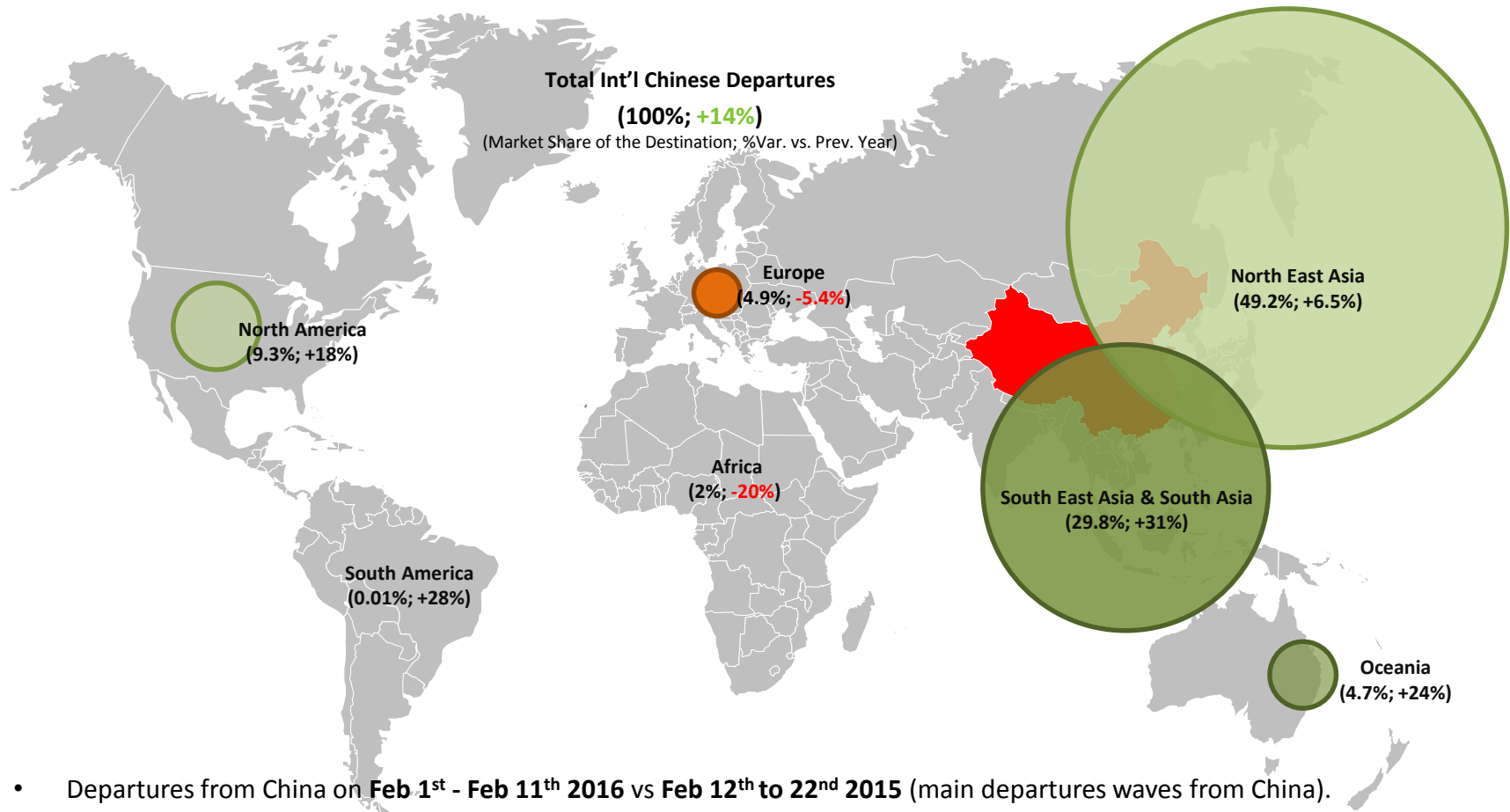
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## Total Int'l Departures from China for Chinese New Year 2016

### Europe Was Less Attractive for Chinese Visitors

- When compared with Chinese New Year 2015, Western and Southern European destinations suffered from latest terror attacks in Paris, its state of emergency and Brussels lockdown.



- Departures from China on **Feb 1<sup>st</sup> - Feb 11<sup>th</sup> 2016** vs **Feb 12<sup>th</sup> to 22<sup>nd</sup> 2015** (main departures waves from China).

# Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data property of ForwardKeys® as of 1<sup>st</sup> April 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. Database updated as of **20<sup>th</sup> March 2016**.
  
- ▶ **Perimeter:**
  - ▶ Destination: Worldwide
  - ▶ Source Market: Total International net bookings (new bookings – mutations and cancellations)(\*)
  - ▶ 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.
  
- ▶ **Bookings** represent air reservations made for travel to the specific destination (i.e. Paris) for any date of travel.
- ▶ **Net Bookings** equal to reservations that have been made minus cancellations.
- ▶ **Cancellations** include modifications to any previously issued booking as well as final cancellation.

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