


Impact of July 14th 2016 Nice Attack on International Air Passenger Trends

 Valencia – July 2016

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



Main Findings

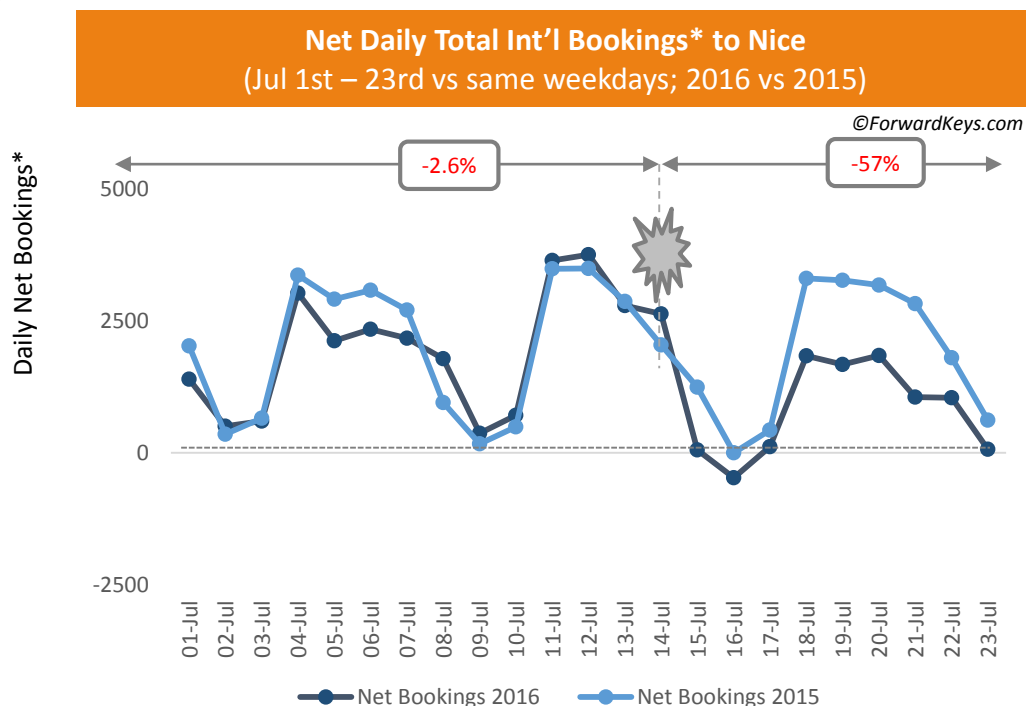
- After Jul 14th, issued bookings for any arrival date in Nice dropped 57% when compared with the issued bookings during the same dates in 2015; while full trip cancellations only boosted during the following three days after the attack, there is a worrying deficit in new bookings.
- Both Nice and France as a whole have been impacted by Nice attack, with an immediate fall in the international visitor arrivals performance during the aftermath of the event.
- Booking situation for future arrivals during August and September shows a worrying double digit delay. France is down 20% and Nice is down 19% when compared with the booking situation last year for the same time period. Further analysis unveils that booking situations were already down by 16% and 14% respectively before the attack.

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Total Int'l Daily Bookings for Nice

Net Bookings* to Destination Nice Severely Hit After Terror Attack

- Bookings issued for any future arrival date have worsened after Nice's attack on July 14th; Full and partial cancellations (booking mutations) outnumbered new bookings only during the following Saturday, but comparing with previous year, there is a relevant erosion in net bookings performance.

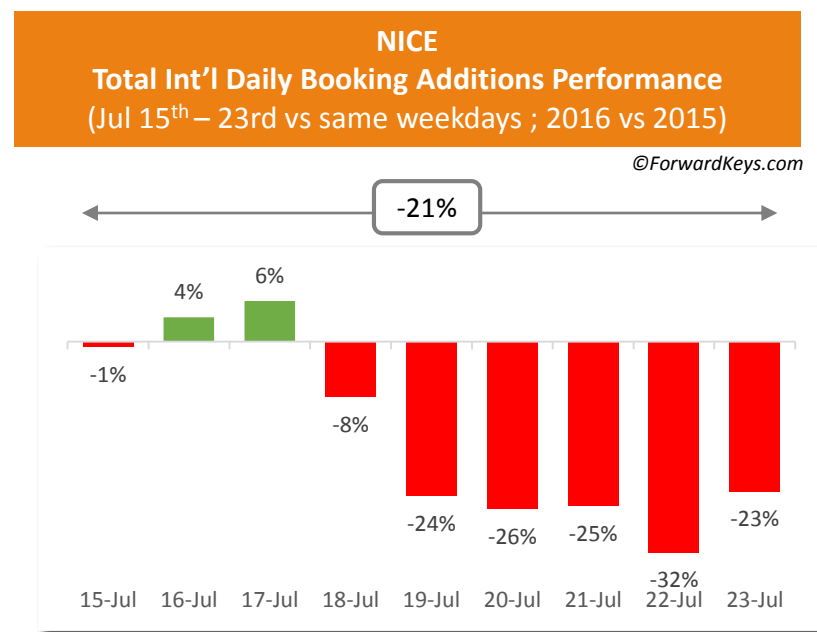
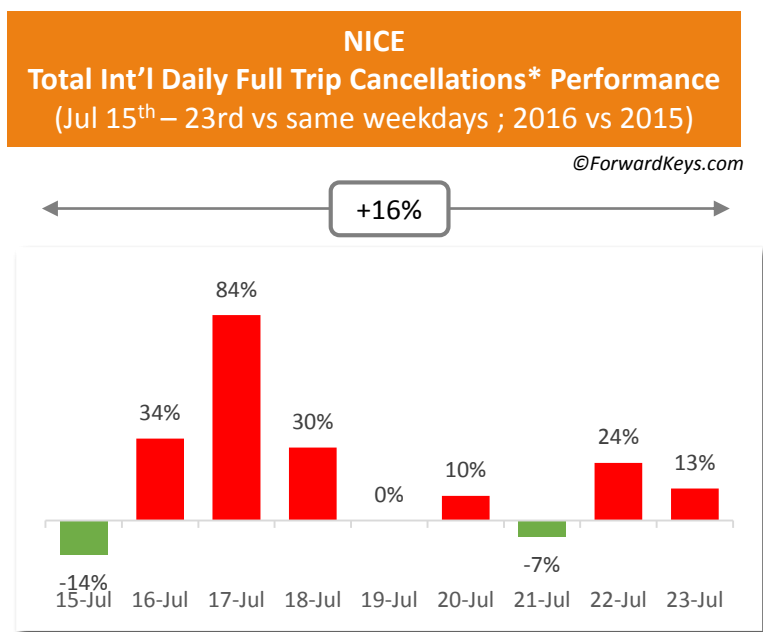


*Net bookings are the result of new bookings minus (-) partial and full cancellations over the analysed time period. Lower than -100% net bookings indicate an immediate surge in cancellations that lead to a drop bigger than last year's net bookings issued during the same time period.

Booking and Cancellation Dynamics for Nice in the Aftermath

Cancellations Wave Decreased, but Bookings Remain Down

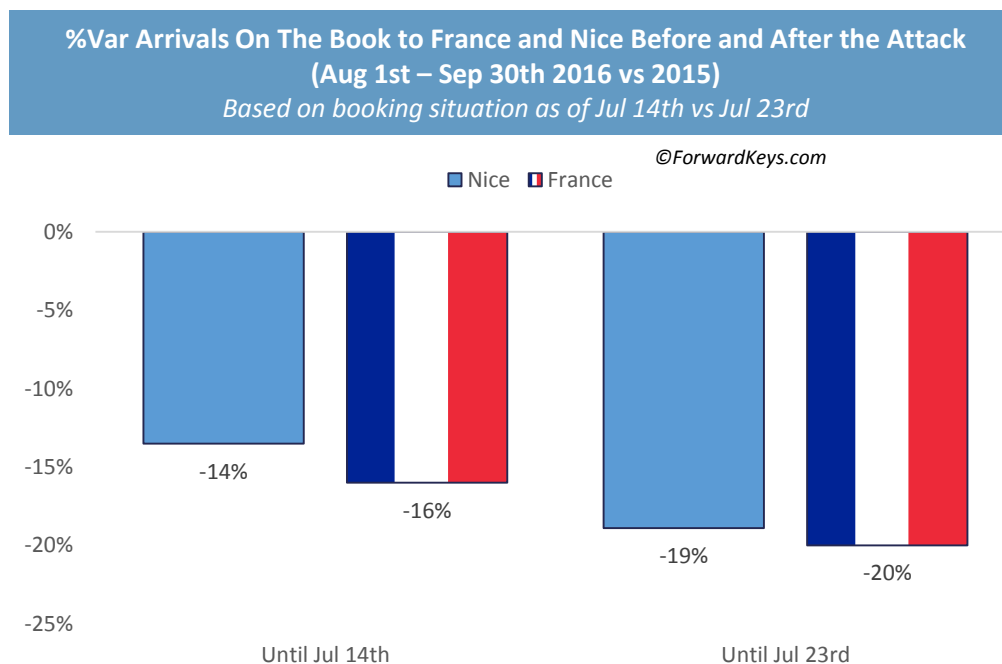
- Full trip cancellations only showed significant increase vs last year during the following three days after the attack, while the new booking additions remain at double digit loss vs previous year.



*Full Trip Cancellations are those bookings that were fully cancelled (disappeared) from ForwardKeys database during the analysed period. Partial cancellations (mutation of booking details) have not been included in this specific analysis.

Forward Looking – Booking Situation for Arrivals Until September 30th Overall, France and Nice More Delayed in Bookings

- The booking situation for arrivals in August and September has become more worrying after the wave of cancellations and deficit in new bookings following July 14th attack.
- Previously, Nice was suffering an already negative scenario; a side effect from Paris and Brussels previous attacks.



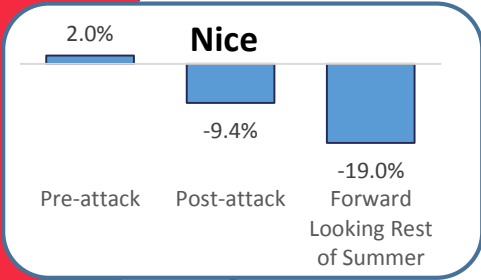
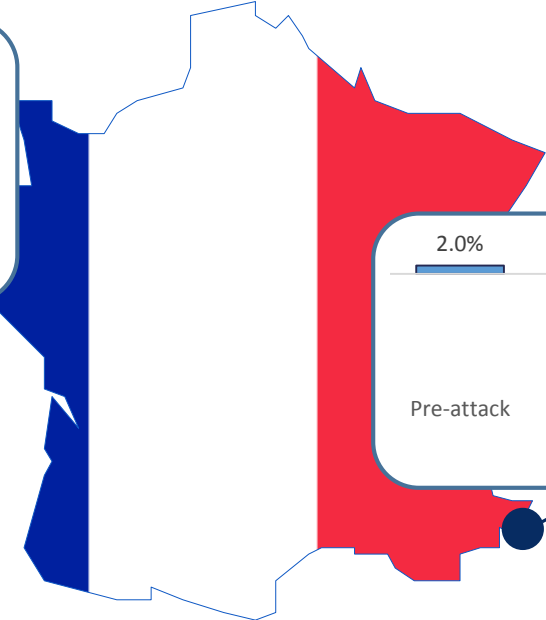
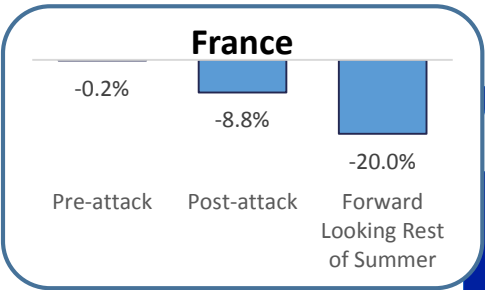
General Overview: Total Int'l Visitor Arrivals in Nice and France for Summer

Arrivals Performance in France Also Suffered After Nice Terrorist Attack

- Visitor Arrivals in Nice dropped by 9.4% vs previous year in the immediate days following the attack. Meanwhile, France also suffered a visible erosion (-8.8%).
- Booking situation for arrivals until end of September is worrying for both destinations, with bookings delayed by 20% and 19% for France and Nice respectively.

Total Int'l Arrivals Performance in Nice and France
 (Jul 1st – 14th; Jul 15th -23th; Forward Looking Aug 1st – Sep 30th; 2016 vs 2015)

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Pre-attack:
 Jul 1st – 14th 2016 vs
 Jul 1st – 14th 2015

Post-attack:
 Jul 15th – 23rd 2016 vs
 Jul 15th – 23rd 2015

Forward Looking Rest of Summer:
 Aug 1st – Sep 30th 2016 vs
 Aug 1st – Sep 30th 2015

Methodology and Glossary



This analysis is based on Air Reservation Data property of ForwardKeys® as of 25th July 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. Database updated as of **23rd July 2016**.

Perimeter:

- ✗ **Destination:** France, Nice.
- ✗ **Source Market:** Total International.
- ✗ **Period:**
 - ✗ **Travel History:** Pre-attack dates include: July 1st to July 14th 2016 vs July 1st to July 14th 2015; Post-attack dates: July 15th to July 23rd 2016 vs July 15th to July 23rd 2015. Based on issued bookings as of July 23rd 2016.
 - ✗ **Booking history:** Pre-attack dates include: July 1st to July 14th 2016 vs July 3rd to July 25th 2015; Post-attack dates: July 15th to July 23rd 2016 vs July 17th to July 25th 2015. Based on issued bookings as of July 23rd 2016.
 - ✗ **Arrivals on the book:** Arrival dates from Aug 1st to September 30th 2016 vs Aug 1st – September 30th 2015 based on issued bookings as of July 14th and 23rd 2016.
- ✗ **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 in the destination within a specific time frame.

Cancellations include modifications to any previously issued booking as well as final cancellation.

Arrivals on the Book (OTB Arrivals) refer to the number of airline passengers arriving in 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. Nice) for any date of travel.

Net Bookings equal to reservations that have been made minus cancellations.