


## *Forward Looking Air Passenger Trends*

*For 2016 World Youth Day Celebration  
in Krakow, Poland*

 *Valencia – July 2016*

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



# Main Findings

**2016 World Youth Day (WYD) Celebration in Krakow are from July 26<sup>th</sup> to 31<sup>st</sup>.  
Pope Francis will visit Krakow for 2016 WYD celebration from July 28<sup>th</sup> to 31<sup>st</sup>.**

- Forward bookings see increasing international visitor arrivals three days before the Opening ceremony of the 2016 World Youth Day (WYD) celebration on July 26<sup>th</sup>. Int'l arrivals in Krakow on the book are up 126% for July 23<sup>rd</sup> to 25<sup>th</sup> and are well above last year's final arrivals before Saturday and Sunday, indicating that believers arrive and stay to attend the weekend Mass with Pope Francis.
- Mexico, Brazil, and Argentina contribute the most to the increase in international arrivals on the book for July 23<sup>rd</sup> to 31<sup>st</sup>. European markets see less growth, possibly because visitors from neighboring countries can also travel by car.
- The most growing categories are those who will stay 6 to 13 nights, as Pope Francis will host the masses on July 28<sup>th</sup> and 31<sup>st</sup>.
- A considerable number of WYD visitors will visit nearby cities during their trips to Krakow: Warsaw clearly receives the biggest benefit, enjoying 26.7% of the share, followed by Rome (15.1%), the German cities Berlin and Frankfurt (together counting for 8.9% of the share), and Prague (5.4%).

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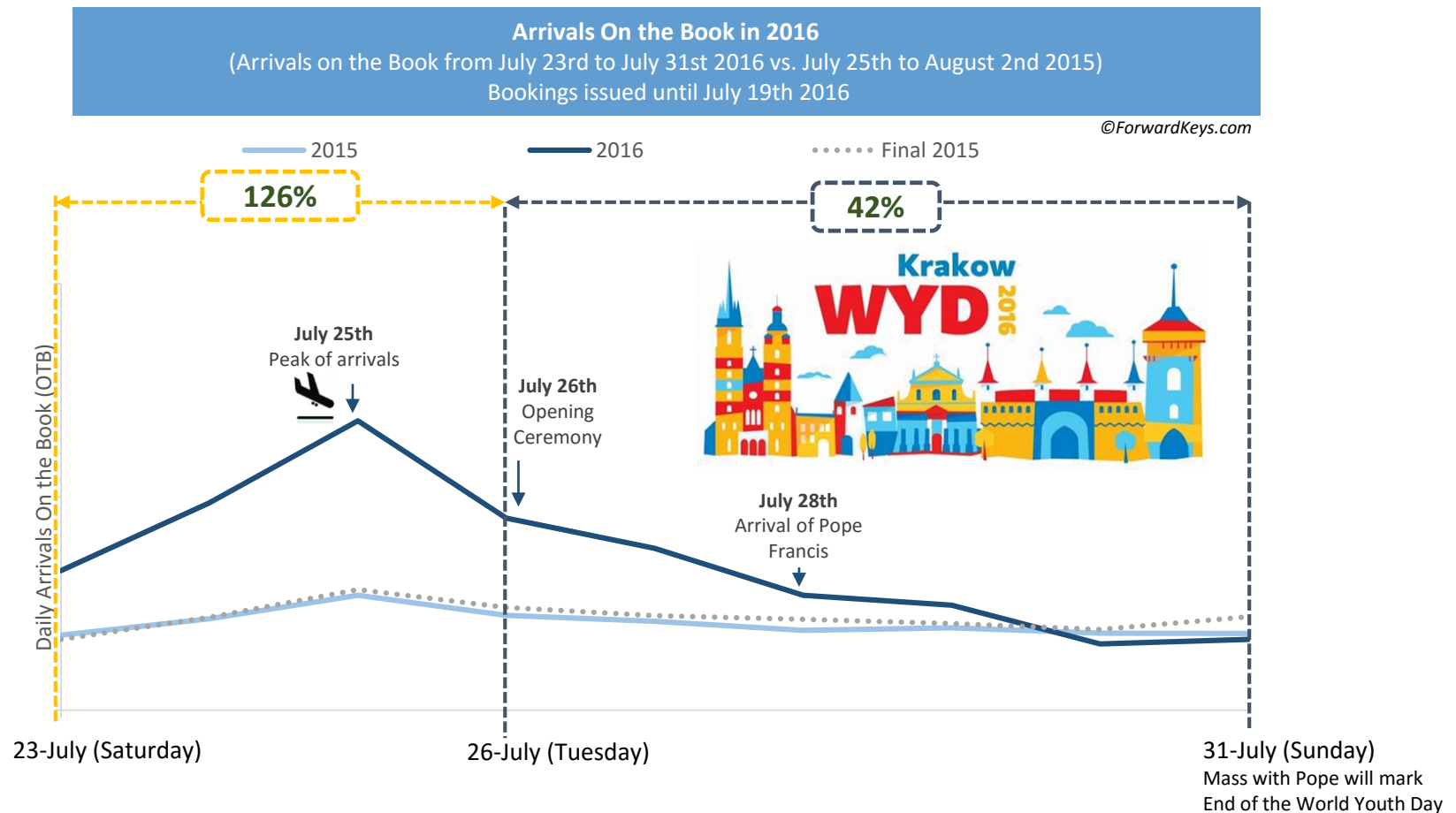


ForwardKeys  
Traveller data intelligence

# Forward Looking Int'l Arrivals For The World Youth Day (WYD) in Krakow

## Busy Arrivals Starting Two Days Before the WYD Opening Ceremonies

- Forward bookings see increasing international visitor arrivals three days before the Opening ceremony of the 2016 World Youth Day (WYD) celebration on July 26<sup>th</sup>. Int'l arrivals in Krakow on the book are up 126% for July 23<sup>rd</sup> to 25<sup>th</sup> and are well above last year's final arrivals before Saturday and Sunday, indicating that believers arrive and stay to attend the weekend Mass with Pope Francis.



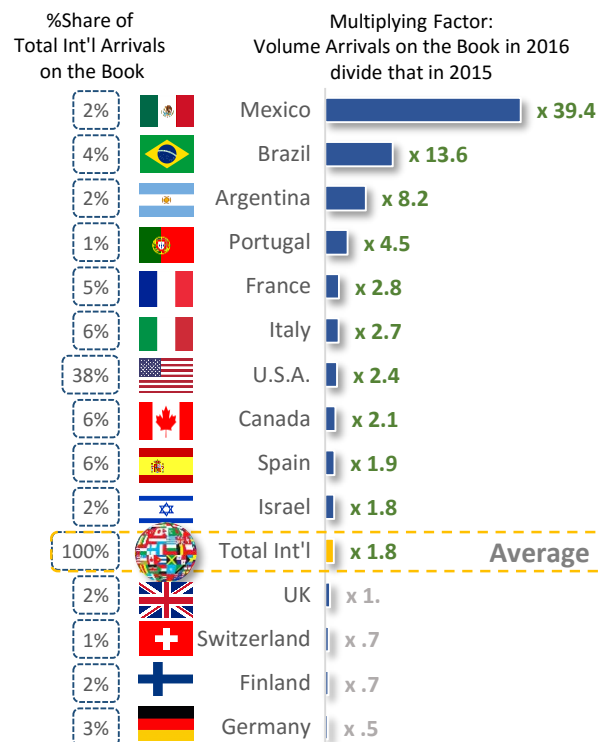
# Forward Looking WYD Visitors by Origin Countries

## More Long-Haul Visitors from the Americas

- Mexico, Brazil, and Argentina contribute the most to the increase in international arrivals on the book for July 23<sup>rd</sup> to 31<sup>st</sup>. European markets see less growth, in part because visitors from neighboring countries can travel by car.

### International Arrivals On the Book; Top 15 Origin Country Performance (Arrivals on the Book from July 23rd to July 31st 2016 vs. July 25th to August 2nd 2015) Bookings issued until July 19th 2016

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# Forward Looking Length of Stay of WYD Visitors

## Staying Longer to Attend the Mass with Pope Francis

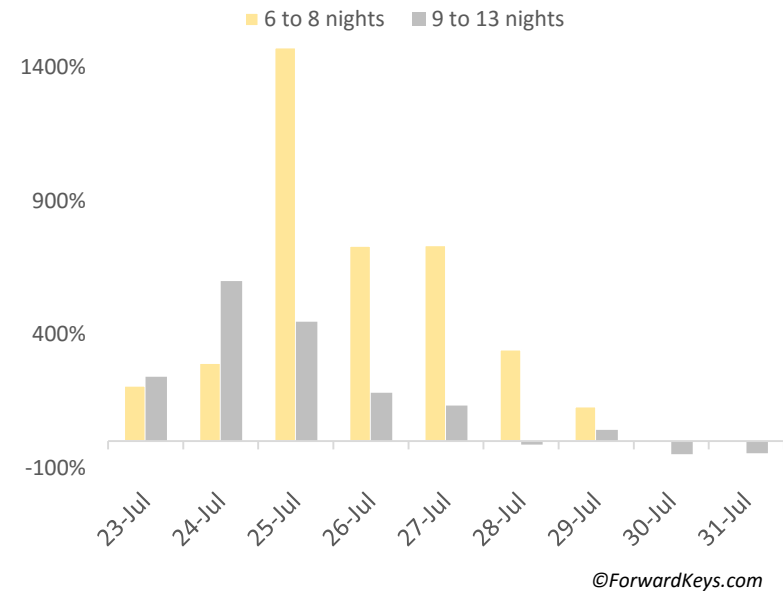
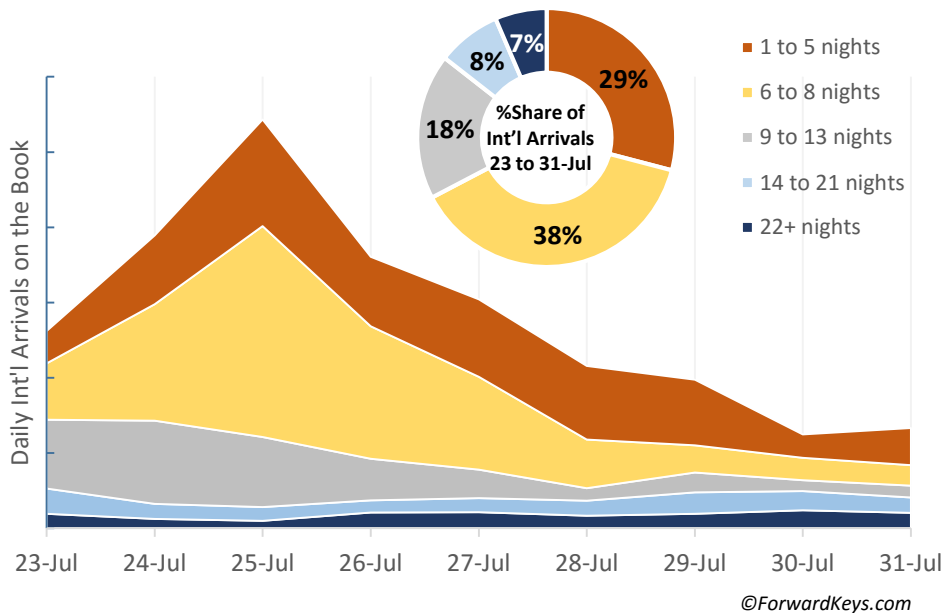


- The most growing categories are those who will stay 6 to 13 nights: travelers who arrive early will stay as Pope Francis will host the masses on July 28<sup>th</sup> and 31<sup>st</sup>.

### Length of Stay of Daily International Arrivals On the Book in Krakow

### Daily YoY %Variation of International Arrivals On the Book in Krakow with Specified Length of Stay

(International Arrivals On the Book from July 23rd to July 31st 2016 vs. July 25th to August 2nd 2015)  
Bookings issued until July 19th 2016



# Forward Looking Combined Destinations of WYD Visitors

## Germany, Italy, Czech Republic Benefit from Pope's Visit to Krakow

- A considerable number of WYD visitors will visit nearby cities during their trips to Krakow: Warsaw clearly receives the biggest benefit, enjoying 26.7% of the share, followed by Rome (15.1%), the German cities Berlin and Frankfurt (together counting for 8.9% of the share). Prague will welcome 5.4% of passengers combining the trip.

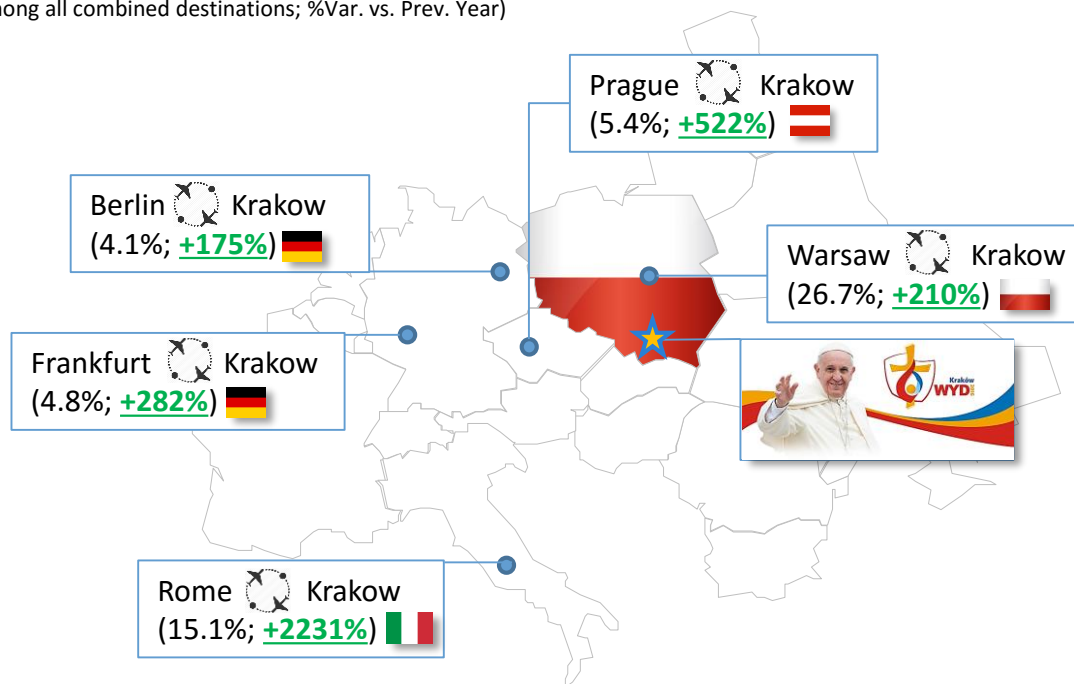
### Top 5 Combined Destinations for International Travelers to Krakow On the Book

(Arrivals on the Book from July 23rd to July 31st 2016 vs. July 25th to August 2nd 2015)  
Bookings issued until July 19th 2016

Combined Destinations

(Share among all combined destinations; %Var. vs. Prev. Year)

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**i** \*Combined Destinations: travelers will stay at least 1 night at the destination

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# Methodology and Glossary



This analysis is based on Air Reservation Data property of ForwardKeys® as of July 22nd 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. This study includes reservations processed until **July 19th 2016**.

## Perimeter:

- ✂ **Destination:** Krakow
- ✂ **Source Market:** Total International.
- ✂ **Period:**
  - ✂ **Arrivals on the Book:** Arrival dates from **July 23<sup>rd</sup> to July 31<sup>st</sup> 2016** based on issued bookings as of July 19<sup>th</sup> 2016 compared with arrival dates the same weekdays (July 25<sup>th</sup> to August 2<sup>nd</sup> 2015) with the same length of booking period.
  - ✂ **Overnights:** Arrival dates from July 23<sup>rd</sup> to July 31<sup>st</sup> 2016 vs. July 23<sup>rd</sup> to August 2<sup>nd</sup> 2015.
- ✂ **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.

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