

# ***Impact of Brexit on Air reservations to the UK***

***August 2016  
Press Version***

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



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## Total Int'l Net Bookings for Arrivals in the United Kingdom

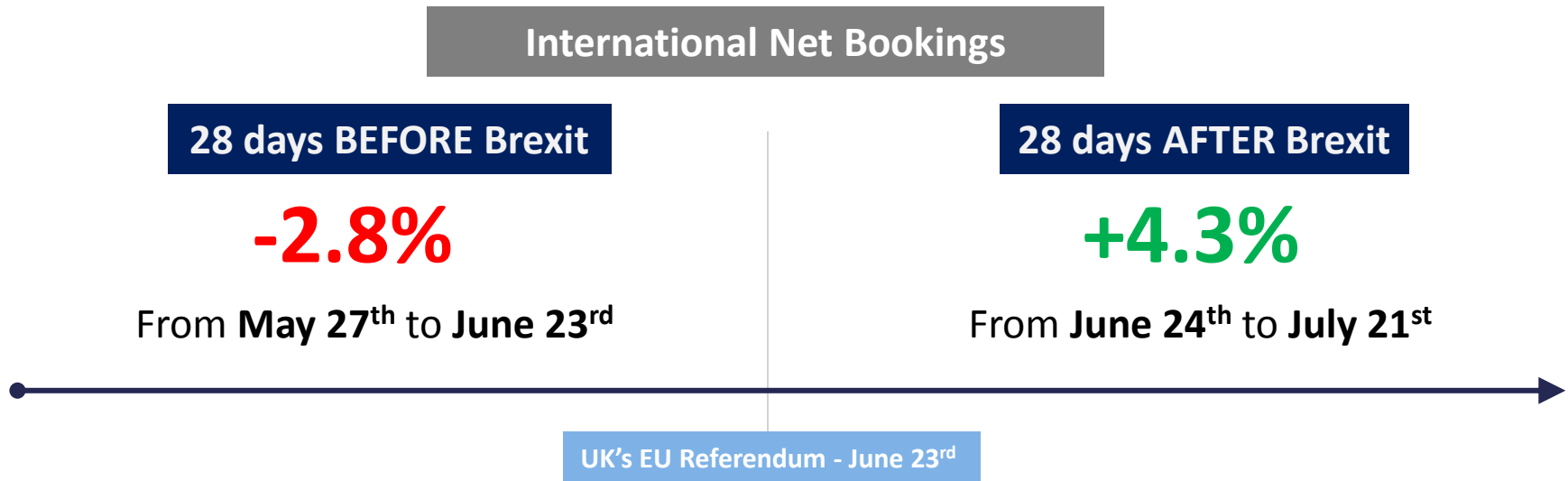
### Bookings For Arrivals To UK Rising Noticeably After Referendum

- Bookings for arrivals to the UK boosted by 7.1% after the Brexit referendum over a comparable period of 28 days.
- As a result, booking trends for international visitors to the UK are up by +4.3%

#### Total International Net Bookings for Arrivals in the United Kingdom

(Booking dates from May 27<sup>th</sup> 2016 to June 23<sup>rd</sup> and from June 24<sup>th</sup> to July 21<sup>st</sup> 2016 vs. same period last year)

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# Total Int'l Net Bookings For Arrivals in the United Kingdom

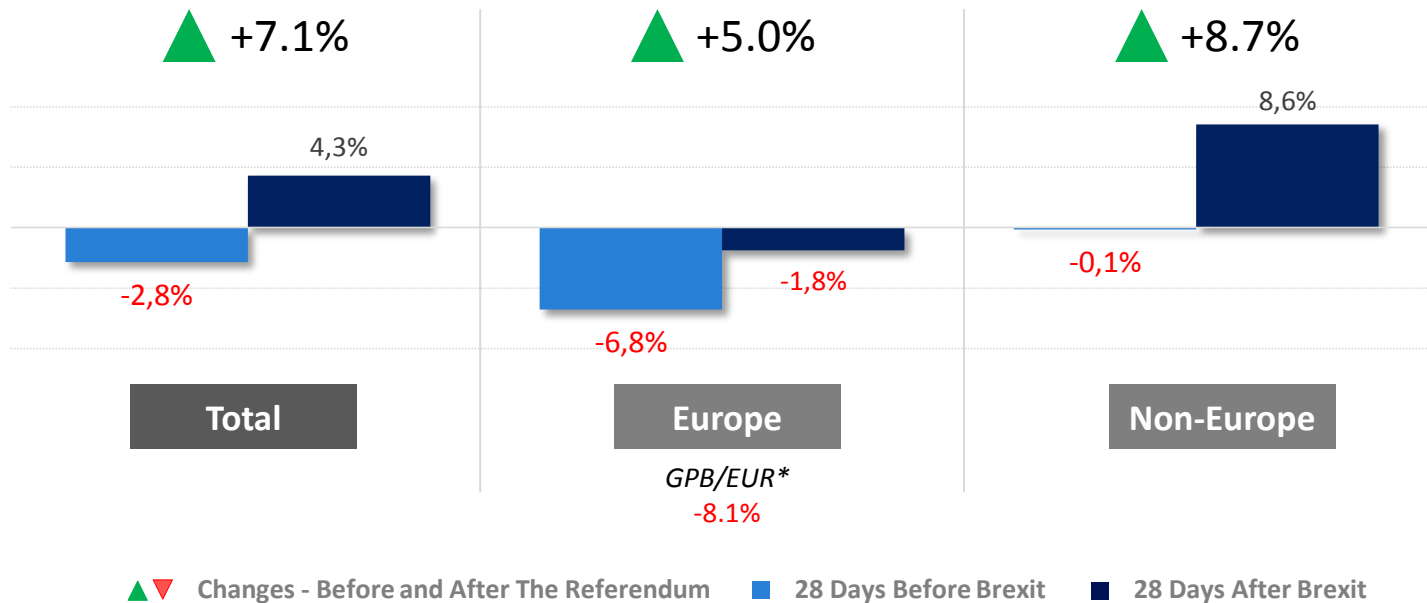
## Favourable Exchange Rate Is More Attractive to Non-Europeans

- Bookings from Europeans improved by +5.0% after the Referendum, very likely due to the sterling depreciation against the Euro.
- Non-European markets reacted more positively and they outperformed by +3.7% the European markets (+8.7% compared with +5.0%).

### European and Non-European Net Bookings for Arrivals in the UK

(Booking dates from May 27<sup>th</sup> 2016 to June 23<sup>rd</sup> and June 24<sup>th</sup> to July 21<sup>st</sup> 2016 vs. same period last year)

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\*Currency ratio as of June 23<sup>rd</sup> vs. Currency ratio as of July 21<sup>st</sup>

## Forward Looking Int'l Arrivals Aug-Oct 2016 in the United Kingdom

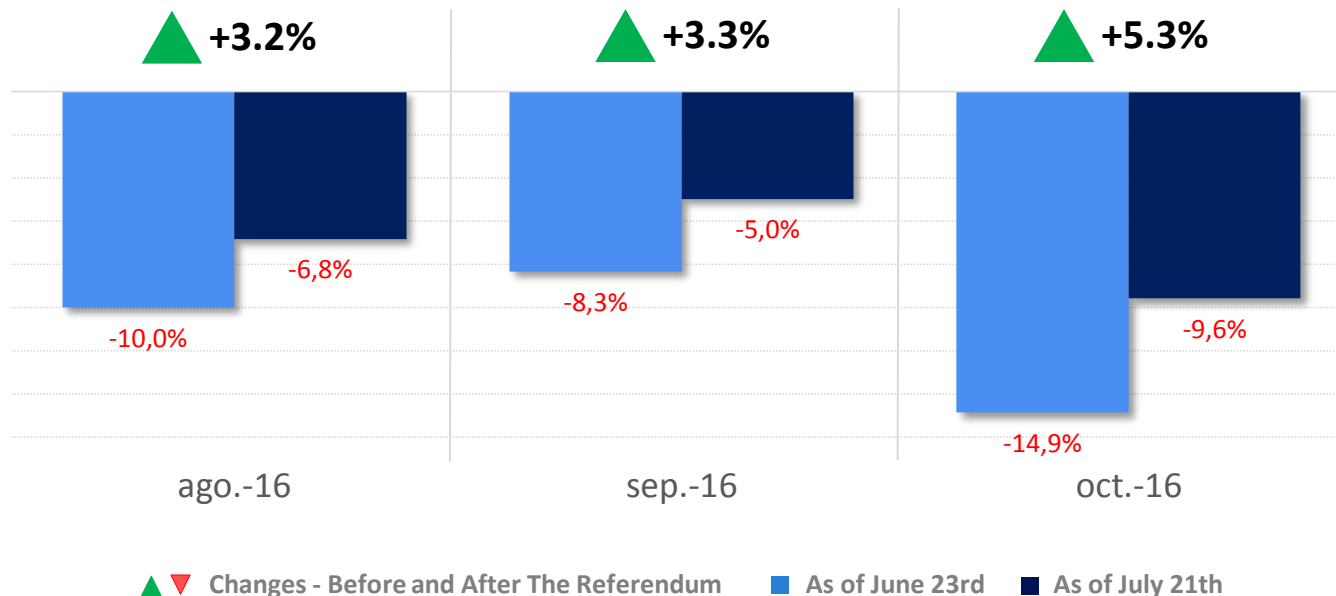
### The Brexit Bounce Shows Greater Impact Further Ahead

- Forward bookings show the best improvement in October (+5.3%). This may be partially explained by the time taken to obtain a UK visa and key events such as China's Golden Week.

#### Forward Looking Int'l Arrivals On The Book Performance in the United Kingdom - August to October 2016

Based on bookings issued as of June 23<sup>rd</sup> and 21<sup>st</sup> July vs same period last year

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# Methodology and Glossary



- ▶ This analysis is based on Air Reservation Data property of ForwardKeys® as of 25<sup>th</sup> July 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. Database is updated as of **21<sup>st</sup> July 2016**.
- ▶ **Perimeter:**
  - ▶ Destination: United Kingdom
  - ▶ Market: Total International
  - ▶ Period:
    - ▶ **Booking history**: May 27<sup>th</sup> to June 23<sup>rd</sup> and June 24<sup>th</sup> to July 21<sup>st</sup> vs. same weekdays previous year.
    - ▶ **Travel History**: May 27<sup>th</sup> to June 23<sup>rd</sup> and June 24<sup>th</sup> to July 21<sup>st</sup> vs. same weekdays previous year.
    - ▶ **Arrivals On The Book**: From August 1<sup>st</sup> to October 31<sup>st</sup> 2016 vs. same period previous year.
  - ▶ **Milestone** in June 23<sup>rd</sup> when British citizens voted in the UK's UE referendum.
- ▶ 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.

**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 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. UK) for any date of travel.

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

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