



Webinar Forward London

February 2017


"Know tomorrow's travellers"


Tourists rush after GBP collapse


Evolution GBP/USD rate and int'l bookings and arrivals in London, monthly YoY% var.

- Bookings for travelling to London rose from October, following the GBP collapse over “hard Brexit” concerns. Arrivals follow from November on, with an optimistic on the book situation until April.
- Fastest growing market for recent and incoming months is North America.



 International arrivals in London between 1st February 2016 and 31st January 2017, vs. same period in the previous year

 Excluded: Bookings issued via Corporate Travel Agencies, Domestic flights, one-way tickets and transits.

 Currency Exchange data from Investing.com

Methodology & Glossary

This analysis is based on Air Reservation Data property of ForwardKeys® as of 14th February 2017. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide

DESTINATION



London.

MARKET



Total International.

PERIOD



Arrival dates: from 1st February 2016 to 31st January 2017 vs from 1st February 2015 to 31st January 2016.



Arrivals: refer to the number of airline passengers arriving at the destination within a specific time frame.

Bookings: represent air reservations made for travel to the specific destination (i.e. London) for any date of travel.