ForwardKeys
PREDICTING TRAVELLERS' IMPACT

Travel trends and outlook:
The future of the travel industry

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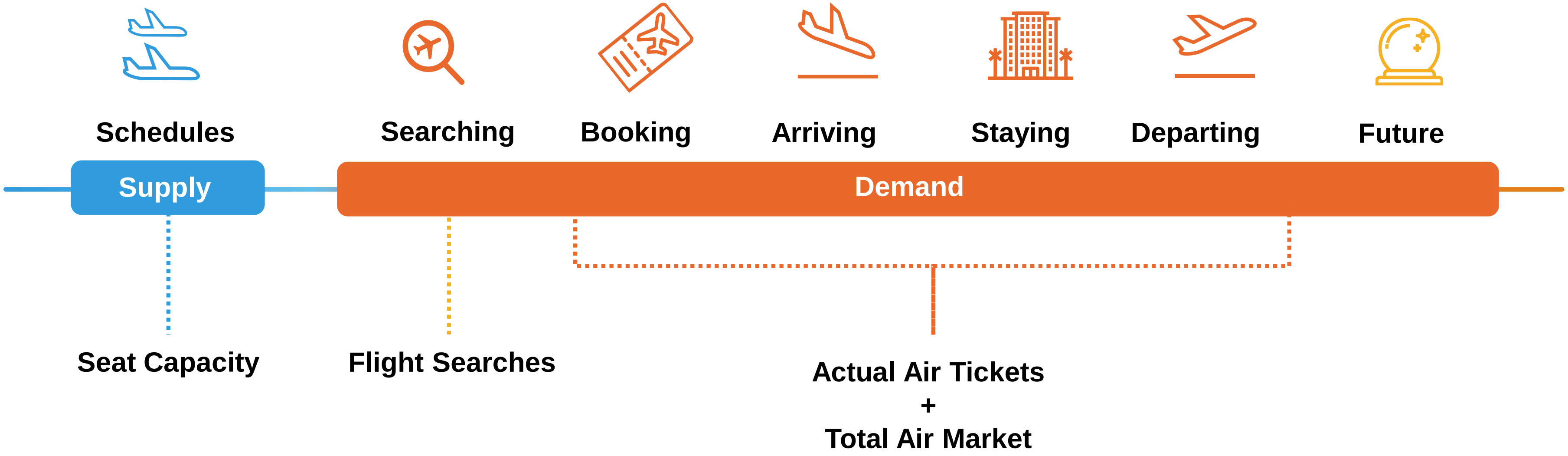
February 2023

ForwardKeys data captures and reflects the entire traveller journey



Schedules

Searching

Booking

Arriving

Staying

Departing

Future

Supply

Demand

Seat Capacity

Flight Searches

Actual Air Tickets
+
Total Air Market

Main Data partners

AXESS*
* Historic data
Sabre
TravelSky
abacus
KIWI.COM
ARC
AMADEUS
Travelport
OAG
IATA

Global outlook

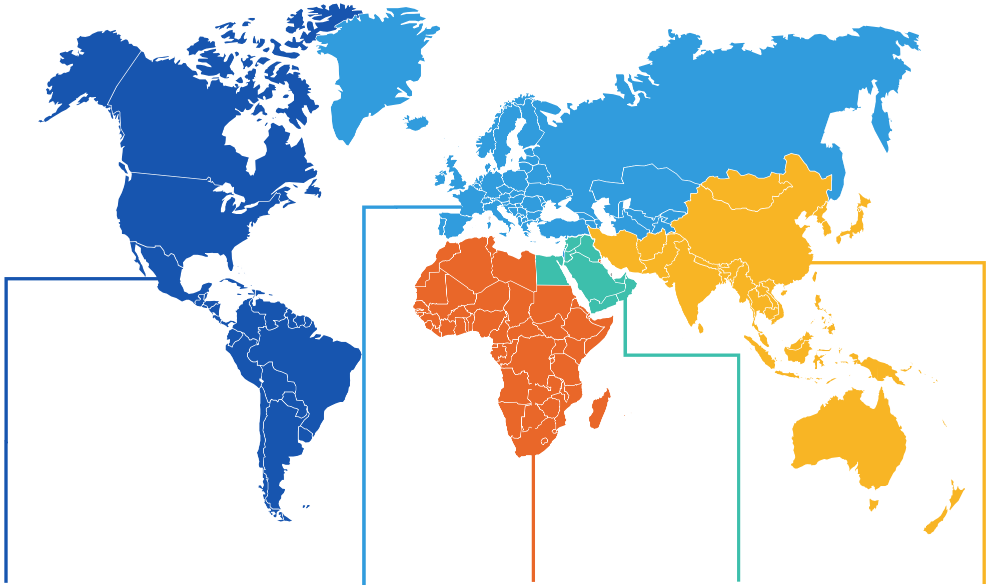
2022: Global recovery reached 66%

International worldwide traffic in 2022 vs 2019 levels

Total International Traffic

2022:

-34%



The Americas

2022: -15%

Europe

2022: -20%

Africa

2022: -20%

Middle East

2022: -21%

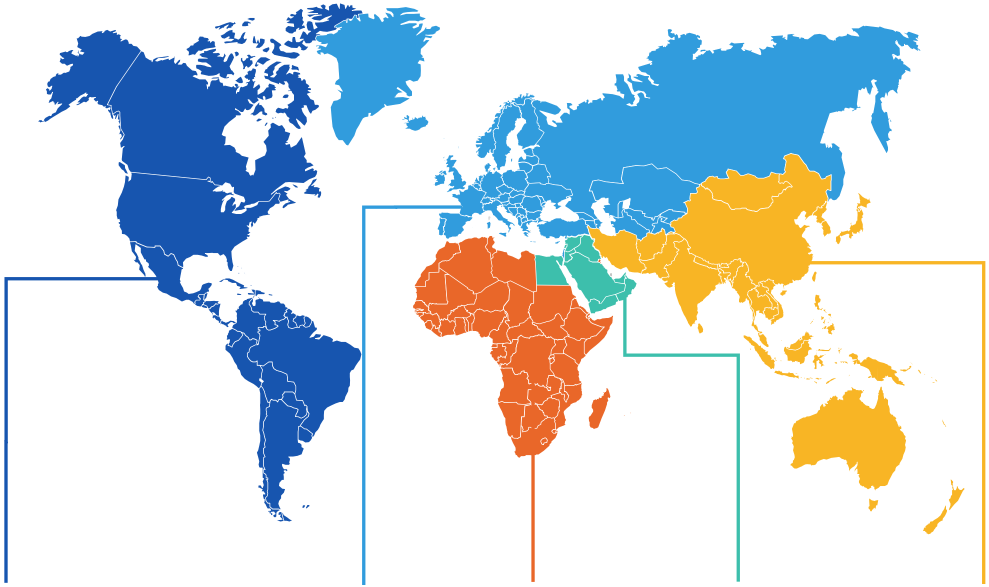
Asia Pacific

2022: -72%

Source: ForwardKeys Total Air Market Data.

The Americas, Africa and the Middle East are on their way to full recovery

International worldwide traffic in H1 2023 vs 2019 levels



The Americas
H1: -6%
(2022: -15%)

Europe
H1: -13%
(2022 : -20%)

Africa
H1: -5%
(2022 : -20%)

Middle East
H1: -7%
(2022 : -21%)

Asia Pacific
H1: -50%
(2022 : -72%)

Total International Traffic

H1:

-22%
(2022: -34%)

Source: ForwardKeys Traveller Statistics Short term forecast.

Global hubs are picking up, while Doha and Dublin return to growth

International worldwide traffic in H1 2023 vs 2019 levels

	Airport name	Var vs 2019
	1. Dubai Airport (DXB)	-10%
+1 ▲	2. London Heathrow Airport (LHR)	-4%
+3 ▲	3. Charles de Gaulle Airport (CDG)	-13%
+1 ▲	4. Amsterdam Airport Schiphol (AMS)	-15%
+3 ▲	5. Frankfurt Airport (FRA)	-14%
+1 ▲	6. Changi International Airport (SIN)	-26%
+5 ▲	7. Adolfo Suarez Madrid-Barajas Airport (MAD)	-13%
+7 ▲	8. Hamad International Airport (DOH)	+3%
+5 ▲	9. Istanbul Airport (IST)	=0%
-6 ▼	10. Incheon International Airport (ICN)	-50%
+2 ▲	11. London Gatwick Airport (LGW)	-15%
+8 ▲	12. John F. Kennedy International Airport (JFK)	-4%
-4 ▼	13. Suvarnabhumi Airport (BKK)	-41%
+7 ▲	14. Dublin Airport (DUB)	+2%
+3 ▲	15. Barcelona-El Prat Airport (BCN)	-16%

Source: ForwardKeys Traveller Statistics Short term forecast.

US travellers are back on track

International worldwide traffic in H1 2023 vs 2019 levels

Nationality	Share	Var vs 2019
USA	10.7%	-3%
United Kingdom	8.2%	-12%
Germany	5.3%	-17%
Spain	4.5%	-14%
France	4.2%	-11%
Italy	3.5%	-16%
Canada	3.1%	-11%
India	2.3%	-23%
South Korea	1.8%	-52%
Australia	1.8%	-16%
TOTAL	**100%**	**-22%**

Source: ForwardKeys Traveller Statistics Short term forecast.

Turkey is expected to completely recover before summer

International worldwide traffic in H1 2023 vs 2019 levels

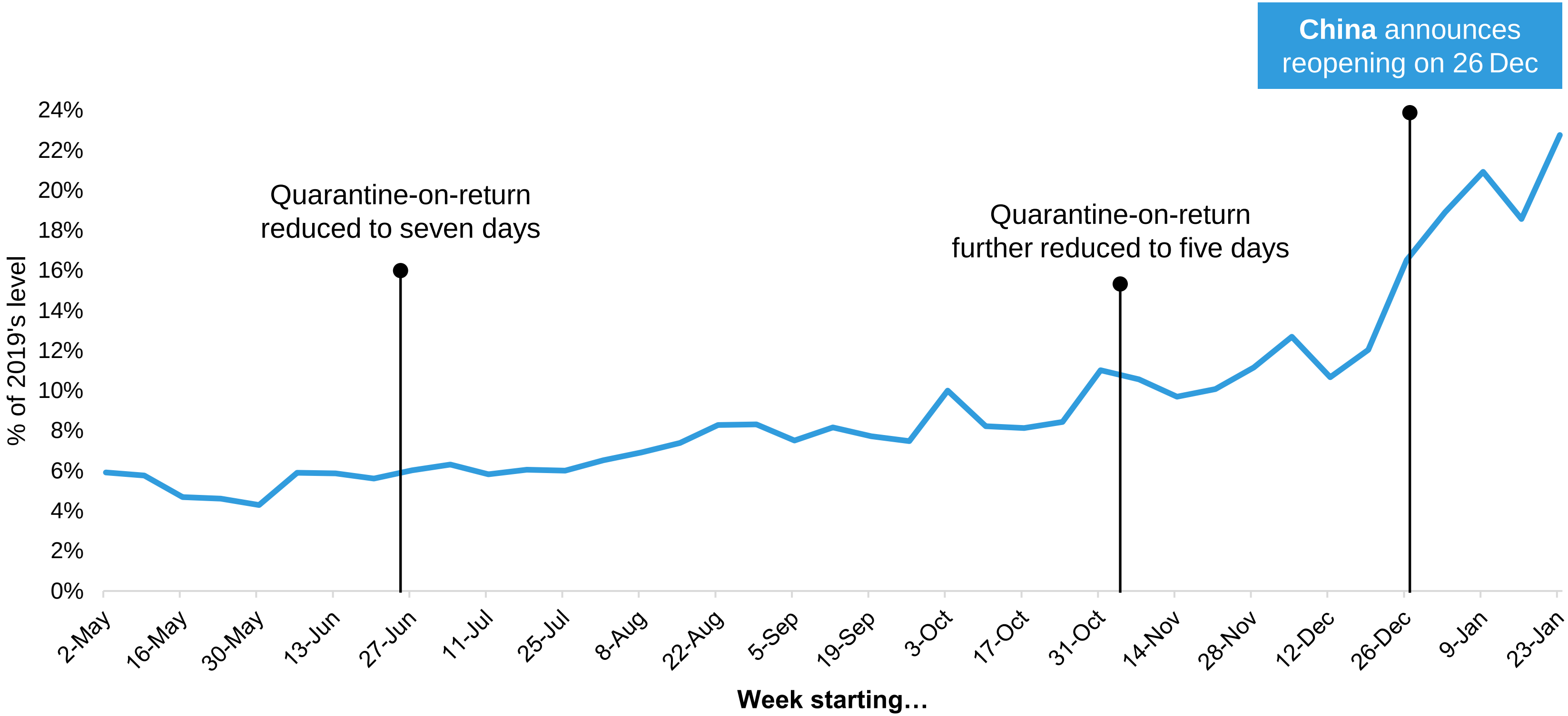
Destination countries	Share	Var vs 2019
U.S.A.	7.7%	-11%
United Kingdom	7.6%	-9%
Spain	5.5%	-10%
Germany	5.2%	-17%
France	4.2%	-10%
Italy	3.7%	-10%
United Arab Emirates	3.6%	-11%
Turkey	2.5%	-1%
Netherlands	2.3%	-14%
Canada	2.1%	-14%
TOTAL	**100%**	**-22%**

Source: ForwardKeys Traveller Statistics Short term forecast.

The sleeping dragon awakens

Bookings for outbound travel surge though still behind 2019’s level

Tickets issued up until 29 Jan 2023, for any future outbound China travel; % of 2019's level



Source: ForwardKeys Actual Air Tickets Data.

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Chinese travellers prefer regional destinations

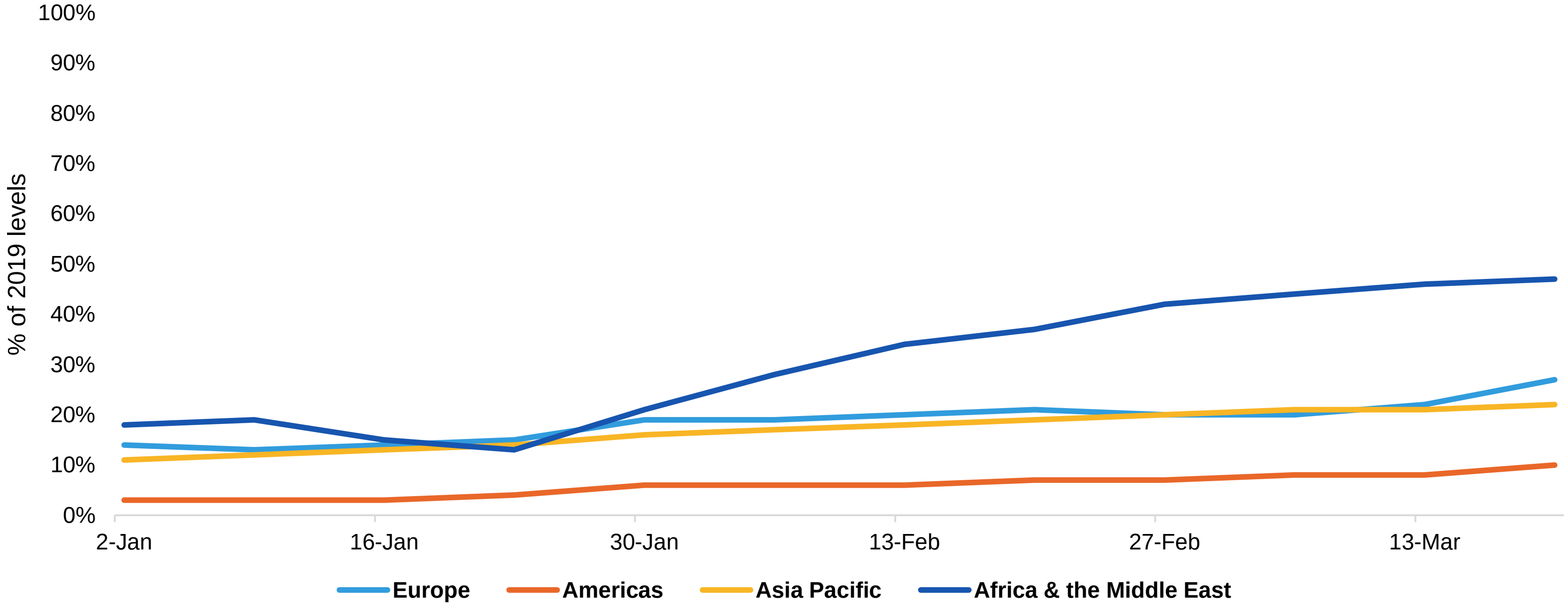
Booked international departures from China between Jan and Mar 2023, as of 31 Jan 2023; vs 2019 levels

Top destinations	Var vs 2019
Macao	-37%
Hong Kong	-80%
South Korea	-85%
U.S.A.	-85%
Japan	-94%
Taiwan	-86%
Thailand	-93%
Australia	-83%
Singapore	-83%
Canada	-68%
United Arab Emirates	-79%
United Kingdom	-76%
Malaysia	-87%
Germany	-84%
Vietnam	-90%
TOTAL	**-85 %**

Source: ForwardKeys Actual Air Tickets Data.

Seat Capacity for international departures remains limited in Q1

Capacity for international departures from China between Jan and Mar 2023, as of 23 Jan 2023; vs 2019 levels

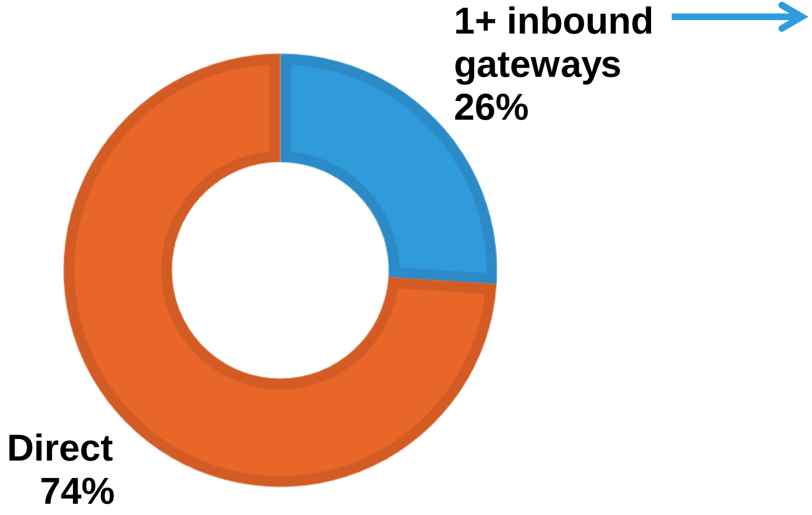


Source: ForwardKeys Seat Capacity Data.

Direct travel over gateways – changing preferences

Booked international departures from China between Jan and Mar 2023, as of 20 Jan 2023; vs 2019 levels

Share of direct vs indirect arrivals in 2023



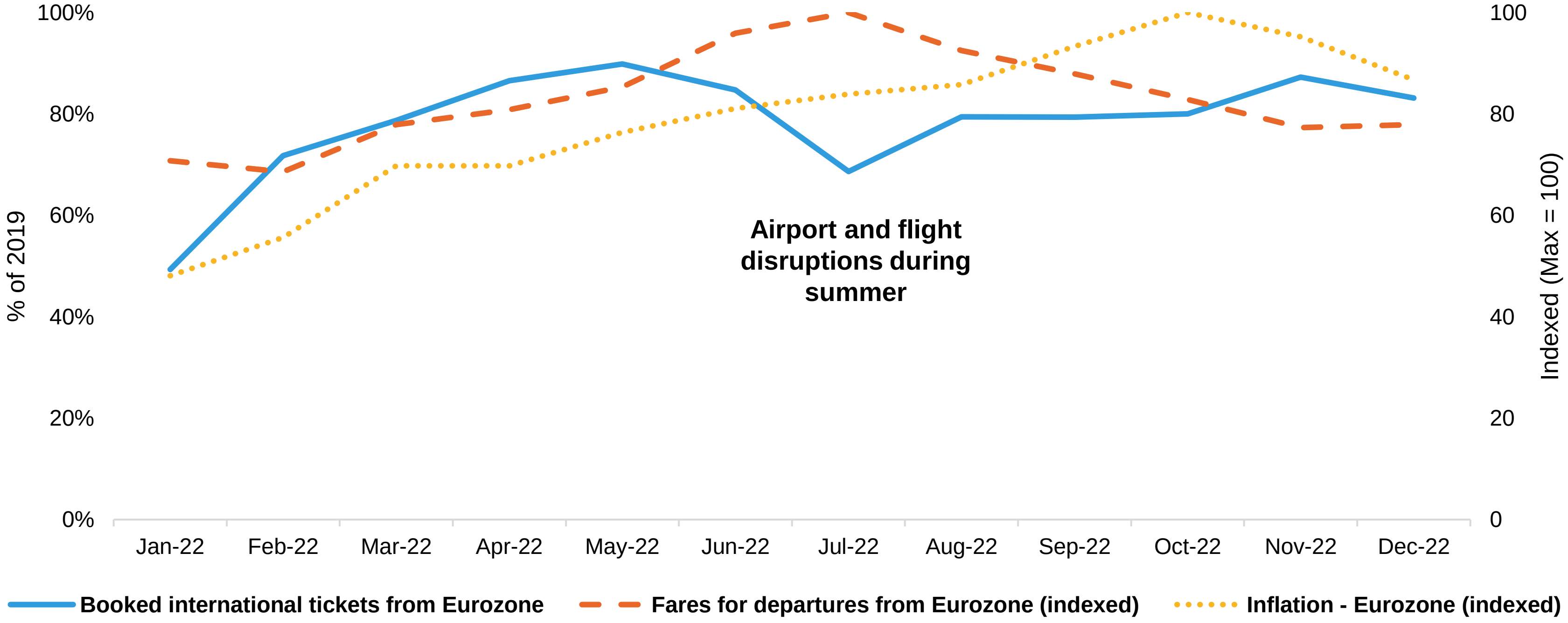
Best recovered hubs*	Var vs 2019
Hong Kong (HK) - Hong Kong Intl/HKG	-75%
Seoul (KR) - Incheon International/ICN	-78%
Addis Ababa (ET) - Bole/ADD	-73%
Frankfurt (DE) - Intl/FRA	-71%
Amsterdam (NL) - Schiphol/AMS	-77%

Source: ForwardKeys Actual Air Tickets Data.

Importance of economic factors

Slowdown in inflation and fares could positively impact demand in Eurozone

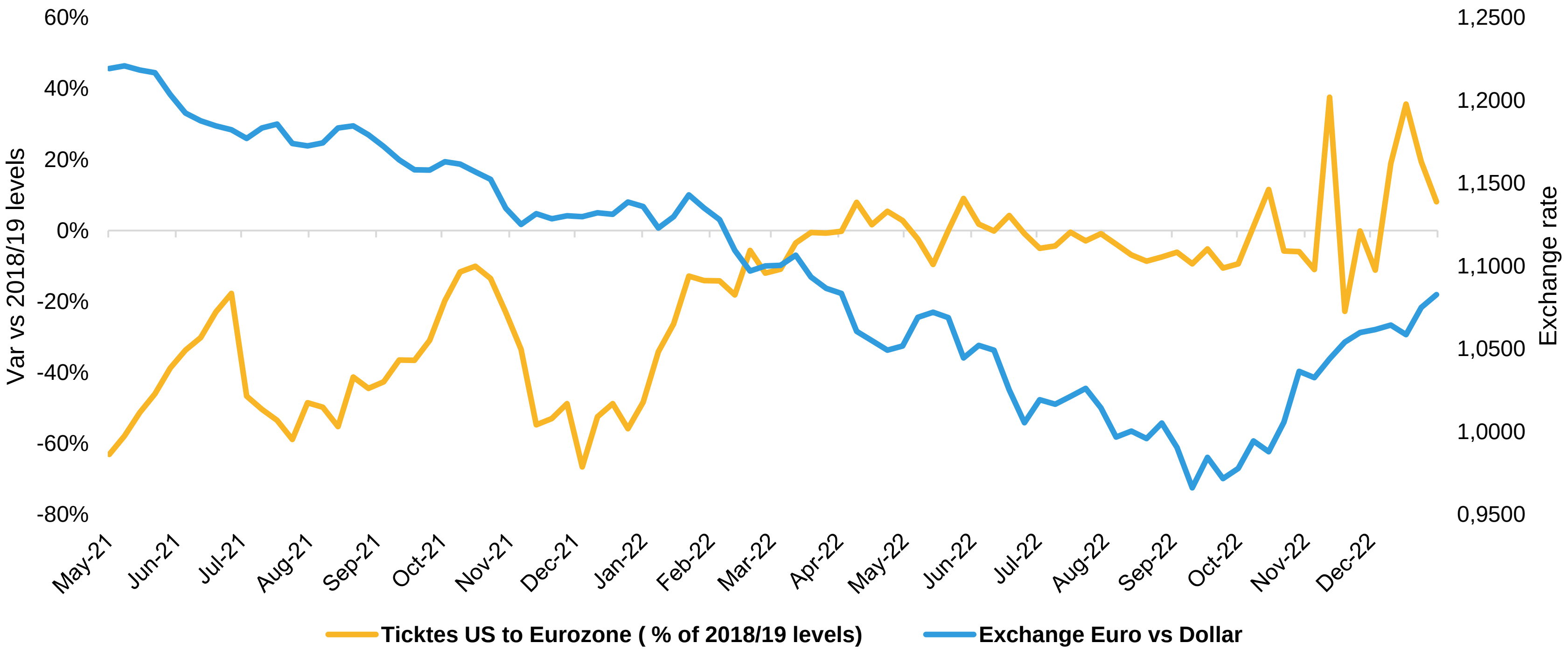
Booked tickets, fares and inflation from Eurozone between January and December 2022 for future international departures



Source: ForwardKeys Air Ticket, Fares and Eurostat data.

Demand from the US remains strong despite exchange rates fluctuations

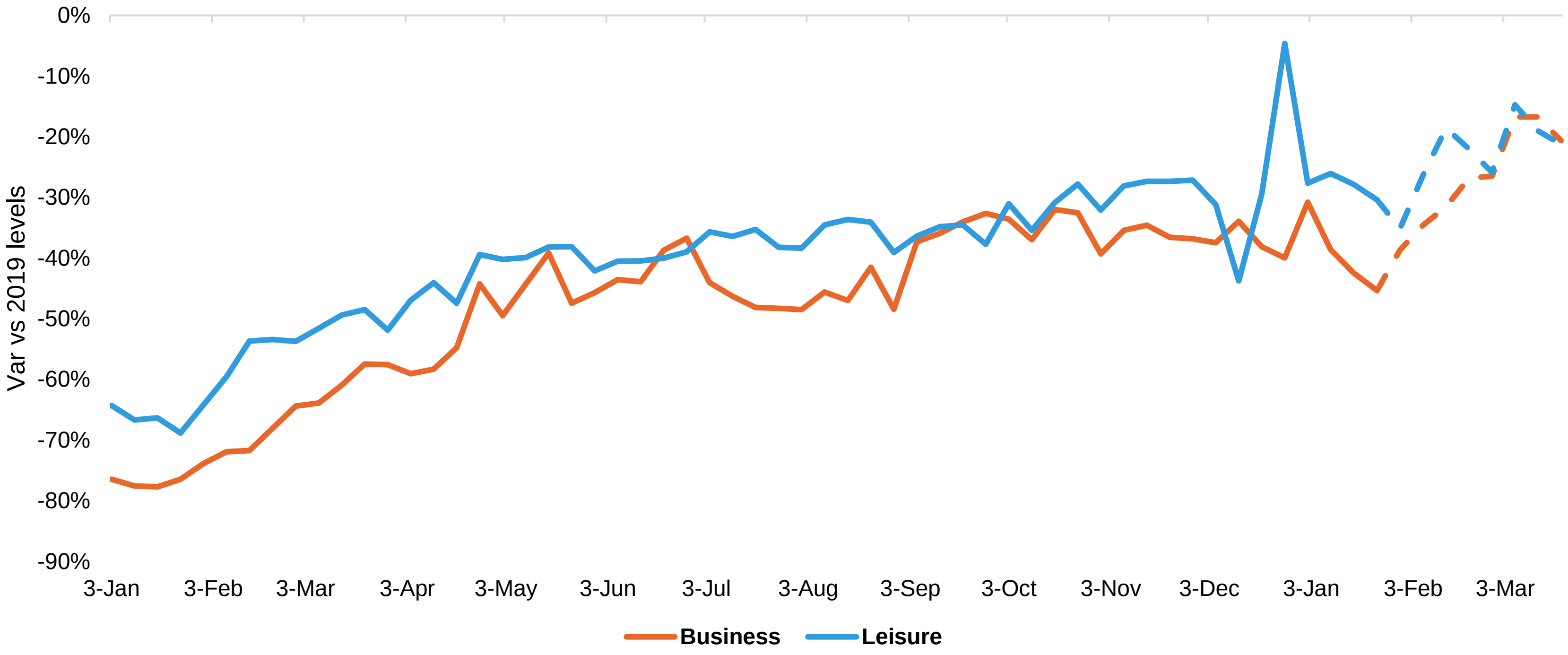
Euro vs US dollar exchange rates and tickets for arrivals from US to Eurozone issued between May 2021 and January 2023



Source: ForwardKeys Air Ticket & European Central Bank Data

Business travel recovery continues despite looming economic recession

International worldwide arrivals in 2022 and Q1 2023, as of 20 Jan 2023 vs 2019 levels



Source: ForwardKeys Actual Air Tickets Data.

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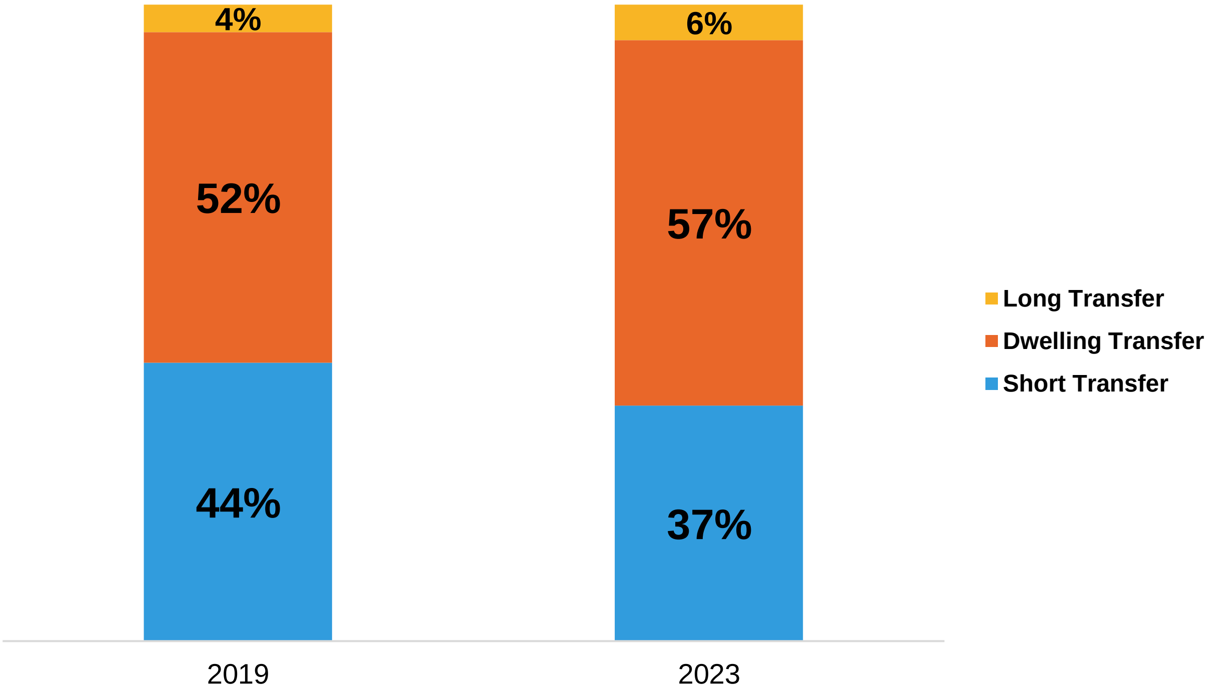
New opportunities

Airport shops could benefit from longer dwelling times

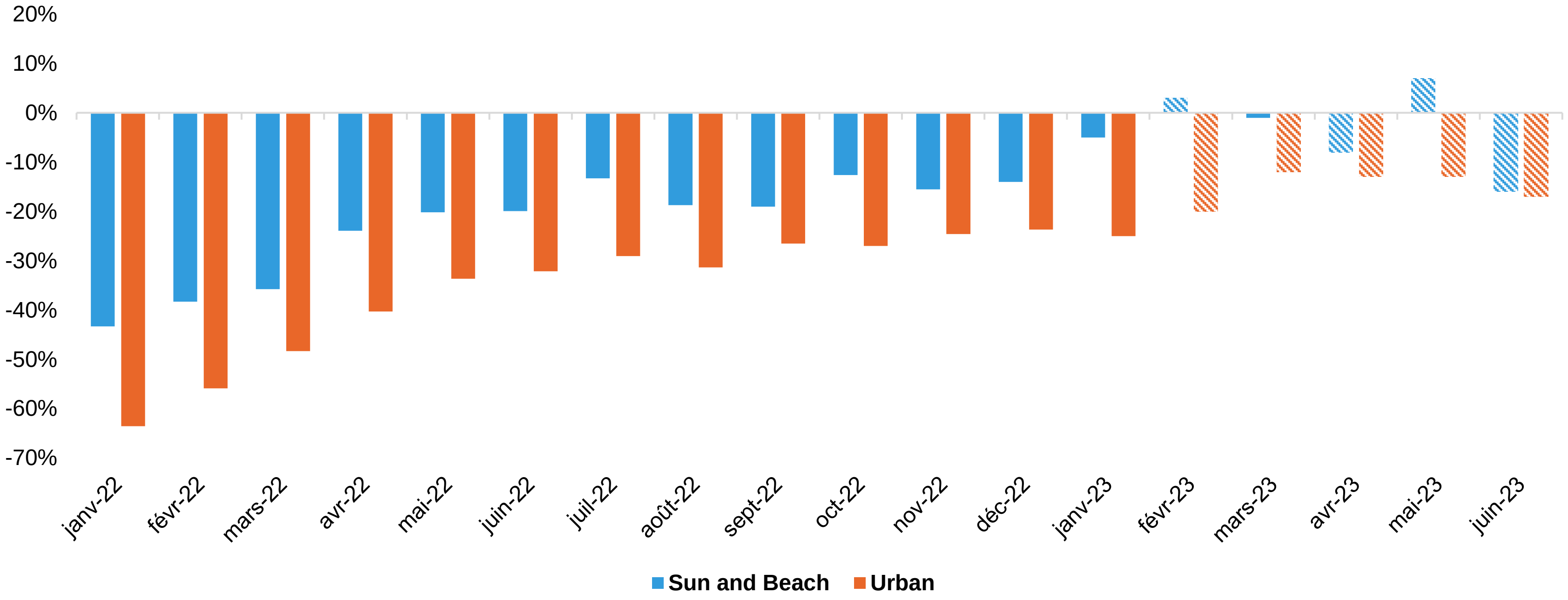
International transfers in top worldwide airports in H1 2023, as of 31 Jan 2023; vs 2019 levels



Source: ForwardKeys Actual Air Tickets Data.

Sun & beach destinations are about to reach pre-pandemic levels

Historical and booked international arrivals to Europe in 2022 and H1 2023 as of 18 Jan 2023; vs same period in 2019



Source: ForwardKeys Actual Air Tickets Data.

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Southern European destinations overperform Caribbean among US nationals

Historical and forecasted international traffic in Europe and Caribbean, originating in the U.S.A. in Q4 2022 and H1 2023; vs 2019 levels

Departures from the US to …

	Caribbean	Southern Europe	Western Europe	Northern Europe	Central-Eastern Europe*
Q4 2022	-4%	+4%	+6%	0%	-10%
H1 2023	-1%	+15%	+6%	-4%	-6%

*excluding RU, UA, BY

Source: ForwardKeys Traveller Statistics
Total Air Market and Short-Term Forecasts.

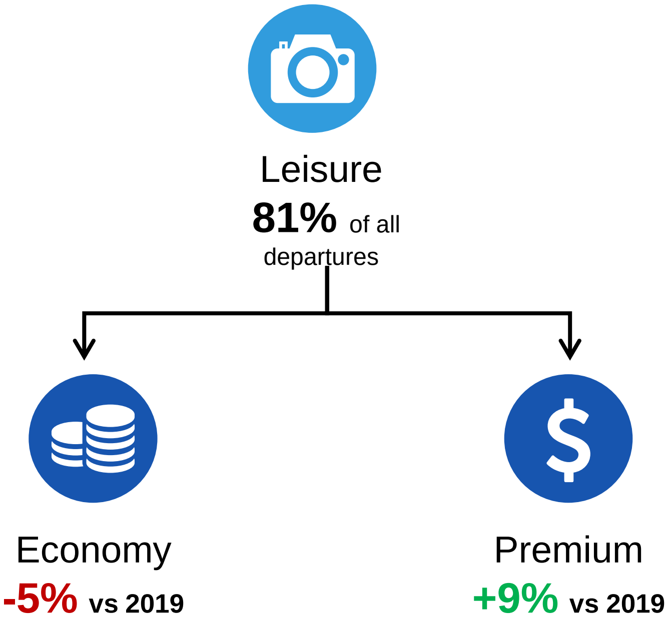
Colombia – one of the strongest leisure outbound markets in South America

International departures from Colombia in H1 2023, as of 17 Jan 2023; vs 2019

Destinations*	Var vs 2019
Dominican Republic	+163%
United Kingdom	+74%
Spain	+19%
Italy	+17%
Curacao	+16%
TOTAL	**-5%**

*out of destinations with share > 1%

Dominant reason for travel



Leisure
81% of all departures

Economy
-5% **vs 2019**

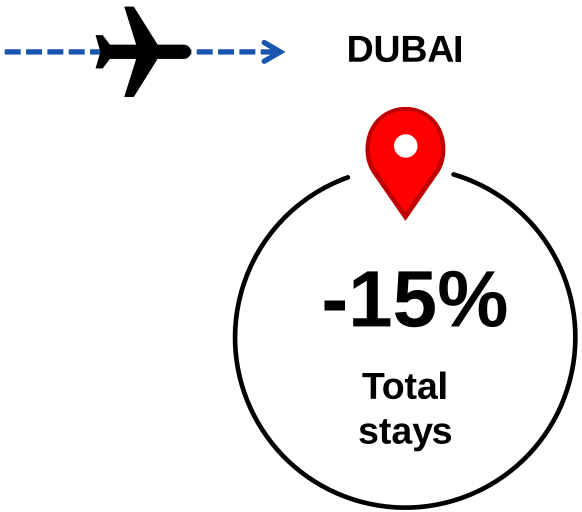
Premium
+9% **vs 2019**

Source: ForwardKeys Actual Air Tickets Data.

Dubai is enticing more US travellers

International arrivals to Dubai in Q1 2023; vs 2019

Top origin markets	Var vs 2019
United Kingdom	-9%
U.S.A.	+27%
India	-8%
Germany	-7%
Saudi Arabia	-38%
France	-12%
Russia	-1%
Kuwait	-24%
Pakistan	-13%
Italy	-25%



DUBAI

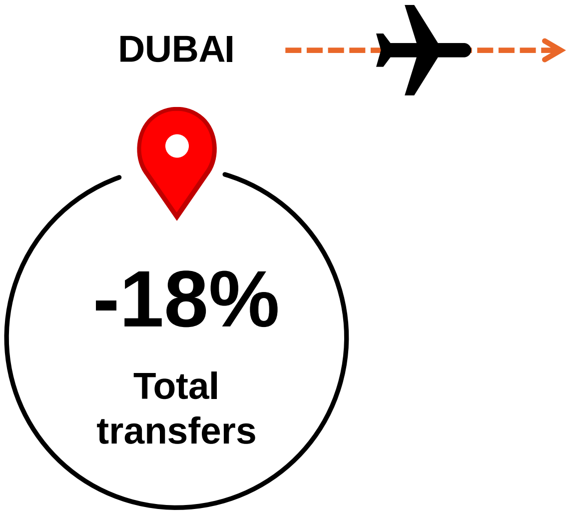
-15%

Total stays

Source: ForwardKeys Actual Air Tickets Data.

International transfers in Dubai are catching up as well

International transfers in Dubai in Q1 2023; vs 2019



DUBAI

-18%

Total transfers

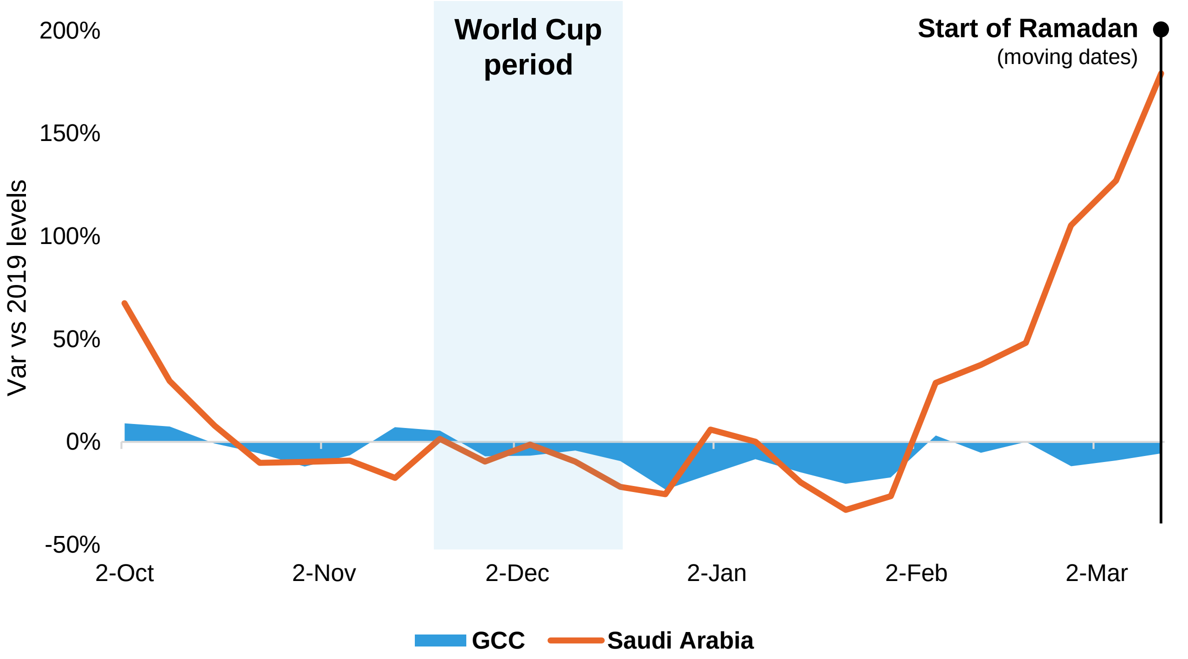
Further destinations	Var vs 2019
United Kingdom	-20%
U.S.A.	-14%
India	-22%
Australia	-30%
Thailand	-7%
Germany	-28%
Italy	-7%
France	-24%
Pakistan	-22%
Saudi Arabia	-42%

Source: ForwardKeys Actual Air Tickets Data.

Impact of events

Saudi Arabia gained traction during the World Cup and to grow towards Ramadan

International arrivals from extraregional markets for stays of 2 nights + to GCC countries between 02 Oct 2022 and 18 Mar 2023; var vs 2019



Arrivals during the WC (20 Nov-18 Dec)	Var vs 2019
Doha	+355%
Riyadh	+21%
Jeddah	+4%
Kuwait	-7%
Bahrain	-8%
Dubai	-12%
Muscat	-28%
Madinah	-35%
Abu Dhabi	-45%
TOTAL GCC	-3%

Source: ForwardKeys Actual Air Tickets Data.

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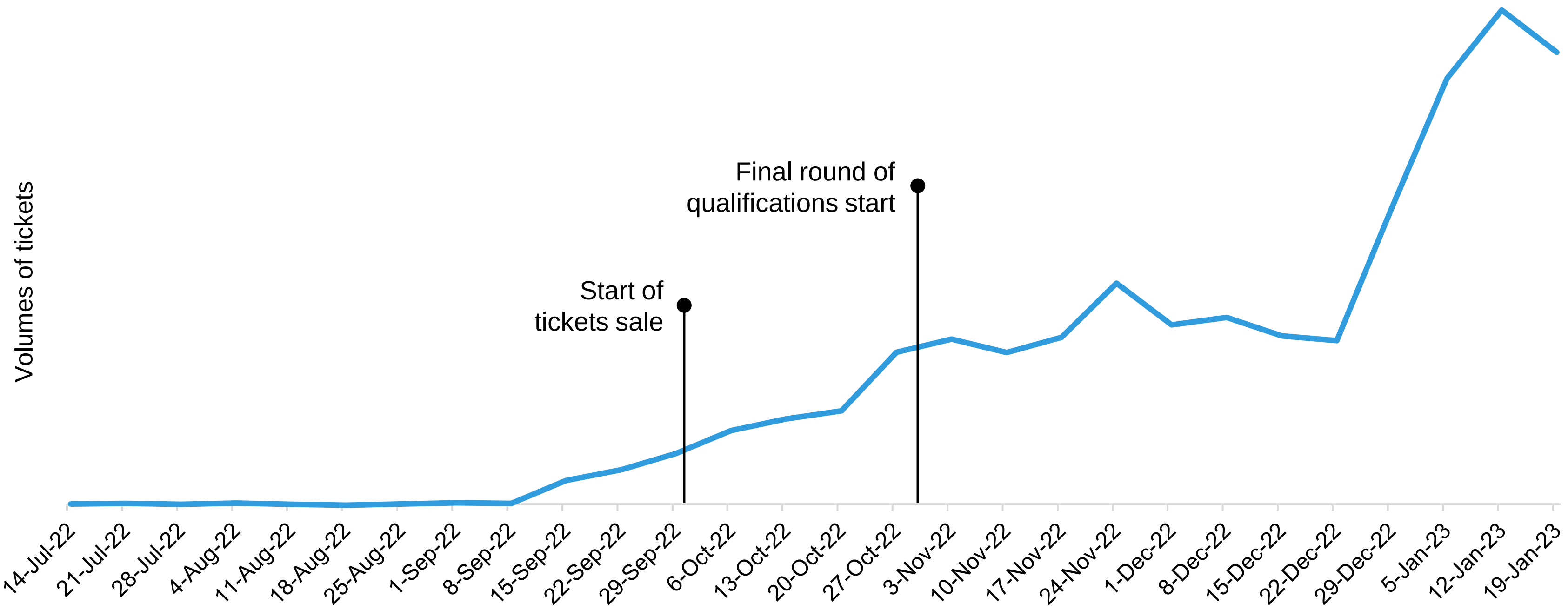
Bookings to France during the Rugby World Cup are picking up

Booking pace for international arrivals in France between 8 Sep and 28 Oct 2023, as of 25 Jan 2023



Source: ForwardKeys Actual Air Tickets Data.

Demand to France is strong, especially from markets that qualified for the World Cup

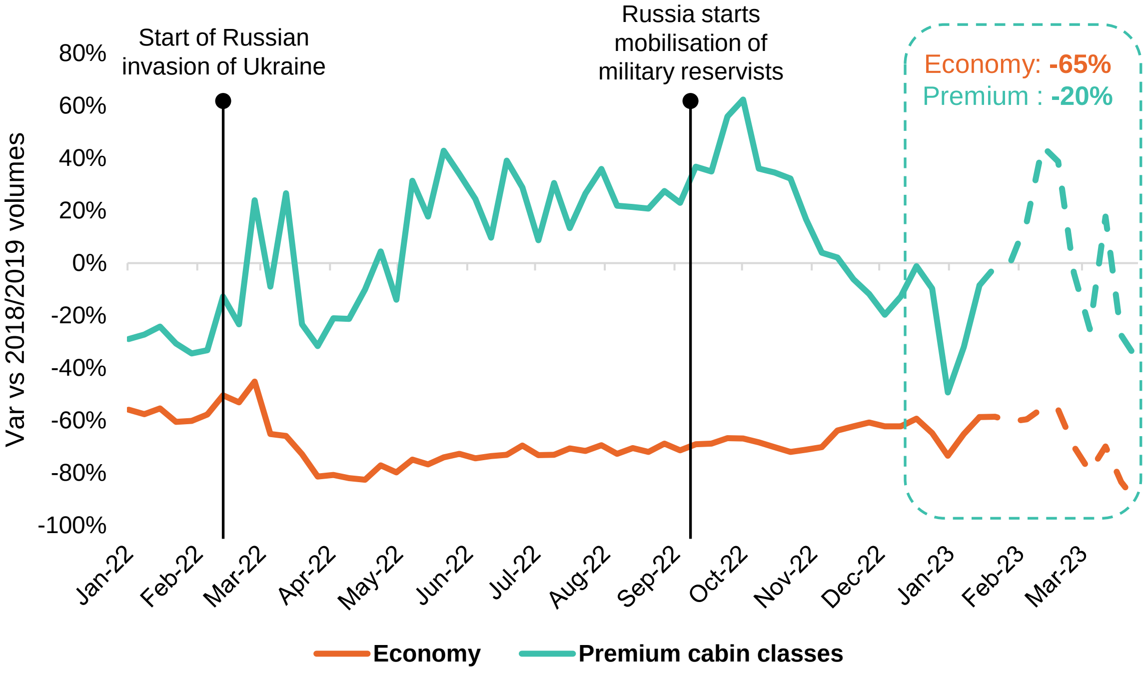
Booked international arrivals in France between 8 Sep and 28 Oct 2023, as of 31 Jan 2023; vs 2019

Origin market	Rugby world Cup in France (2023 vs 2019)
South Africa	+784%
Spain	+519%
Portugal	+390%
Argentina	+309%
United Kingdom	+236%
Ireland	+197%
Japan	+67%
Australia	+36%
South Korea	+35%
U.S.A.	+4%
TOTAL	**+43%**

Source: ForwardKeys Actual Air Tickets Data.

Affluent Russian travellers continue to travel

Historical and booked international departures from Russia in 2022 and Q1 2023, as of 17 Jan 2023 vs 2018/2019 levels



Start of Russian invasion of Ukraine

Russia starts mobilisation of military reservists

Economy: **-65%**
Premium : **-20%**

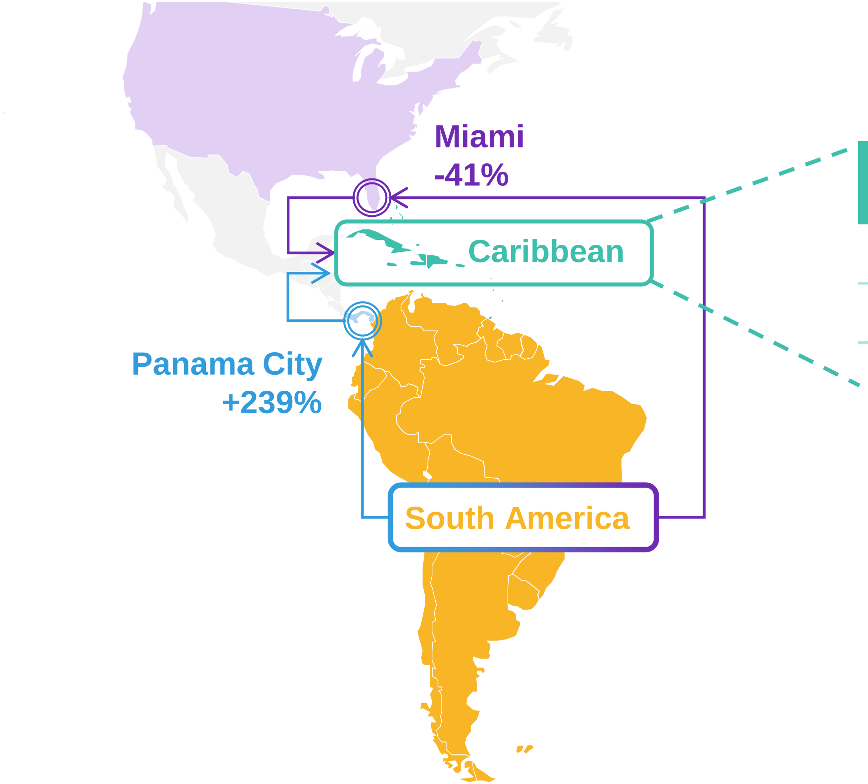
DESTINATIONS **(premium travel in Q1 2023)**	**Var vs 2019**
Thailand	+149%
United Arab Emirates	+177%
Qatar	+596%
Turkey	+149%
Maldives	+184%

Source: ForwardKeys Actual Air Tickets Data.

New players in the market

Panama City is a growing hub connecting South America with the Caribbean

Arrivals from South America to Caribbean in Q1 2023, as of 21 Jan 2023; vs 2019 levels

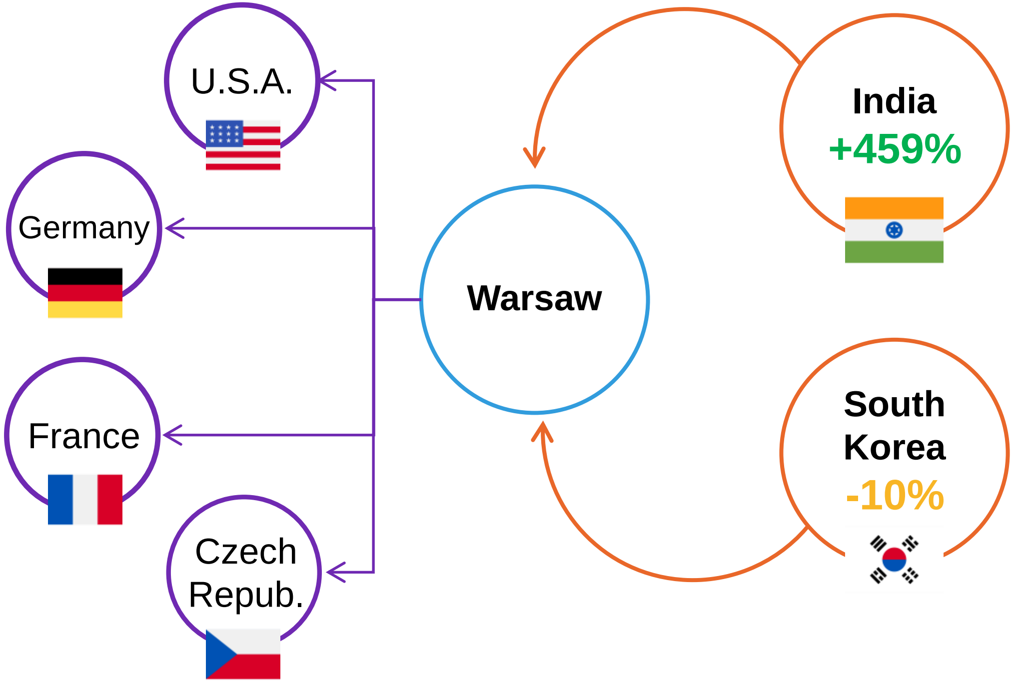


Final destination	Var vs 2019
Curaçao	+520%
Dominican Republic	+308%
Aruba	+189%

Source: ForwardKeys Actual Air Tickets Data.

Warsaw positions itself as hub connecting APAC markets with Europe and the U.S.A.

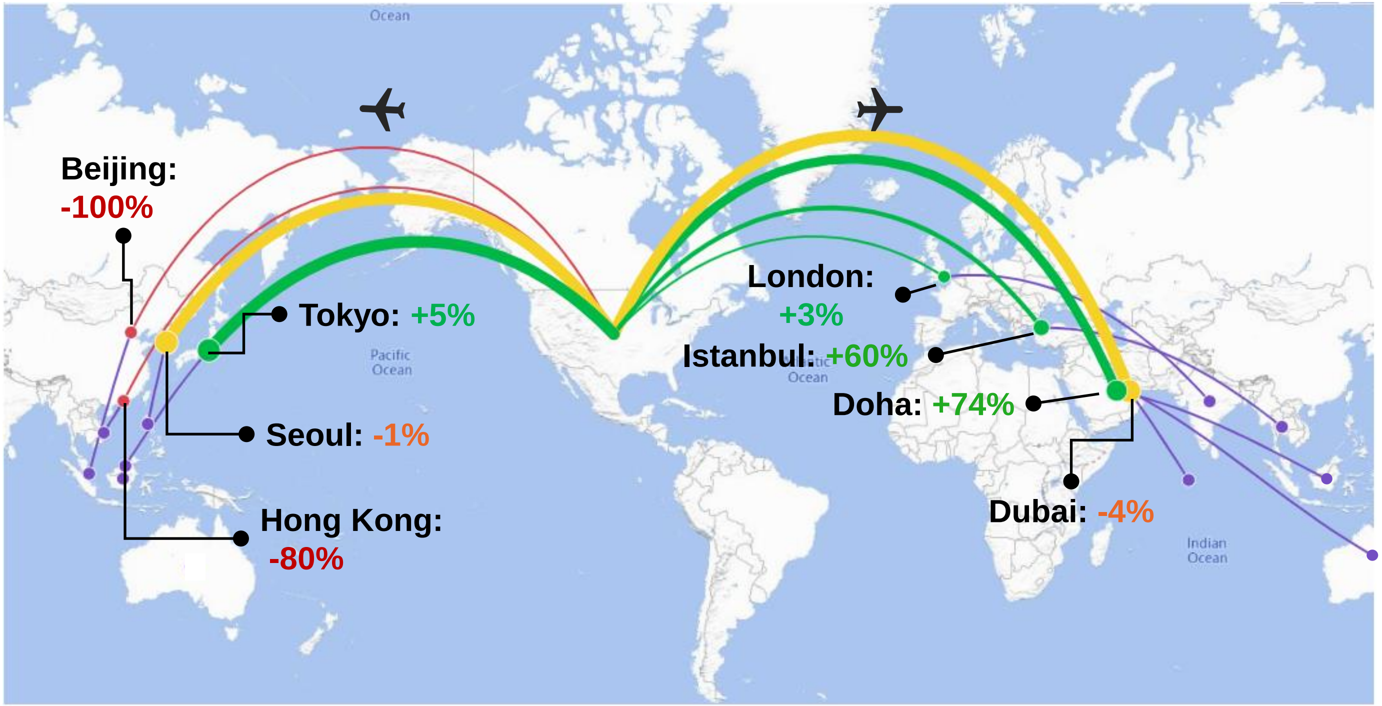
Worldwide international indirect arrivals originating in South Korea and India in H1 2023, based on tickets as of 17 Jan 2023; var vs 2019



Source: ForwardKeys Actual Air Tickets Data.

Key hubs connecting the US with APAC

Departures from the US, with final destinations in Asia Pacific, in H1 2023, as of 19 Jan; var vs 2019



Source: ForwardKeys Actual Air Tickets Data.

Take-Aways

1

Travel recovery is set to continue in 2023.

Take-Aways

2

The reopening of China reveals strong pent-up demand, but recovery is limited by capacity

Take-Aways

3

The dynamism of **premium and business** travel means revenue could recuperate faster than passenger volumes.

Take-Aways

4 Development of **new routes** reveals new players in the market

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