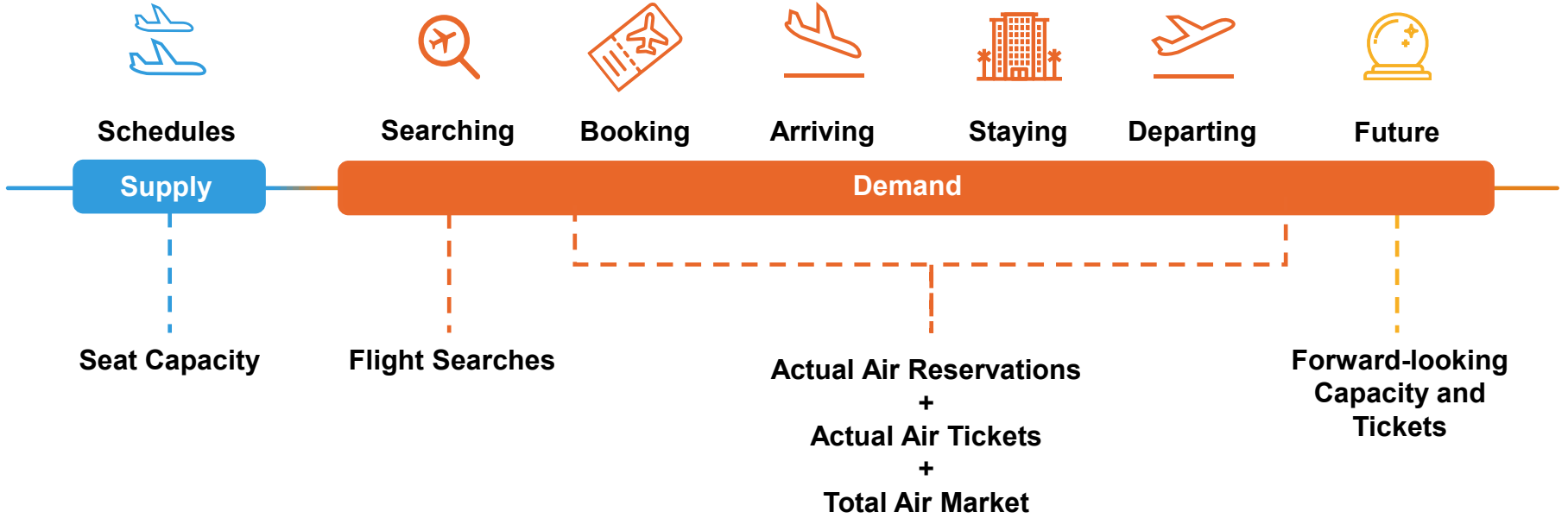


Understanding and adapting to new trends


Oliver Ponti, VP Insights | ForwardKeys

26 October 2023

ForwardKeys data captures and reflects the entire traveller journey



Main Data partners



* Historic data

Trusted by 200+ sector leaders

DESTINATION MANAGEMENT & THEME PARKS



TRAVEL RETAIL, MEDIA & BRANDS



HOSPITALITY & FINANCIALS



Redefining Horizons: Mapping Global Travel

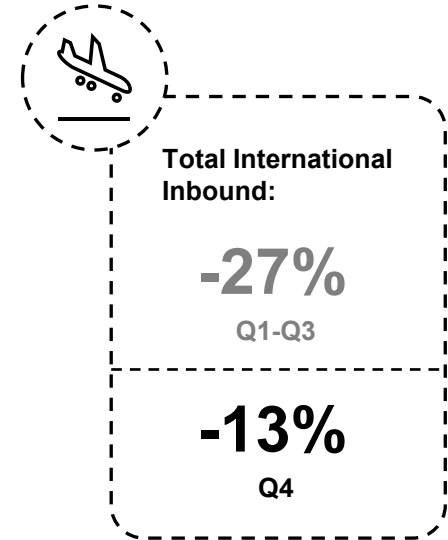
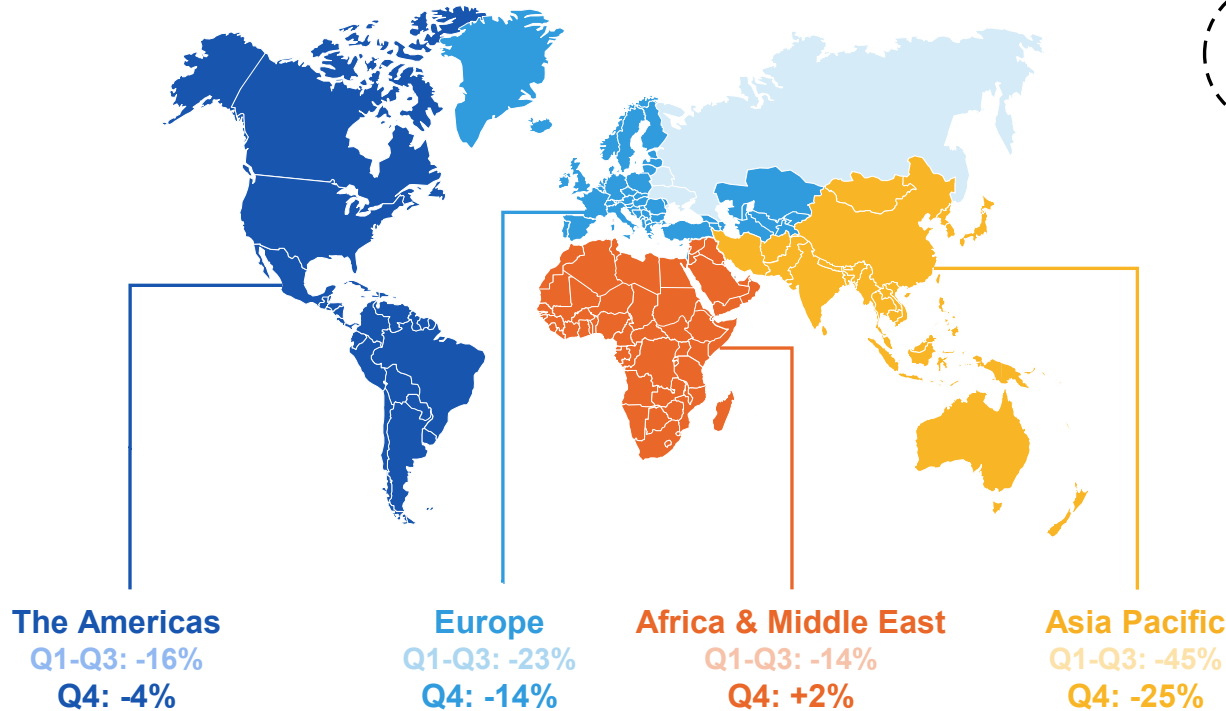


ForwardKeys



Asia Pacific's Inbound Travel Accelerates, Claims the Q4 Recovery Speed Crown

International worldwide arrivals in 2023; vs 2019 levels

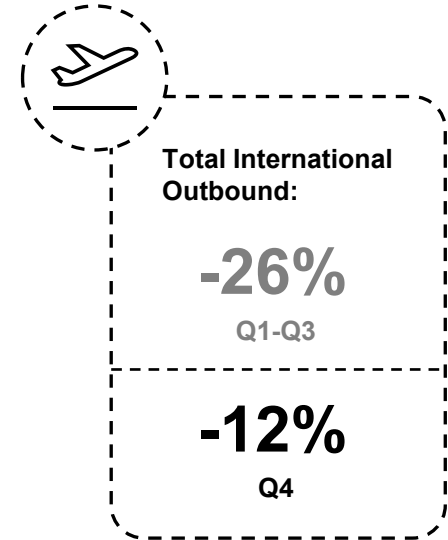
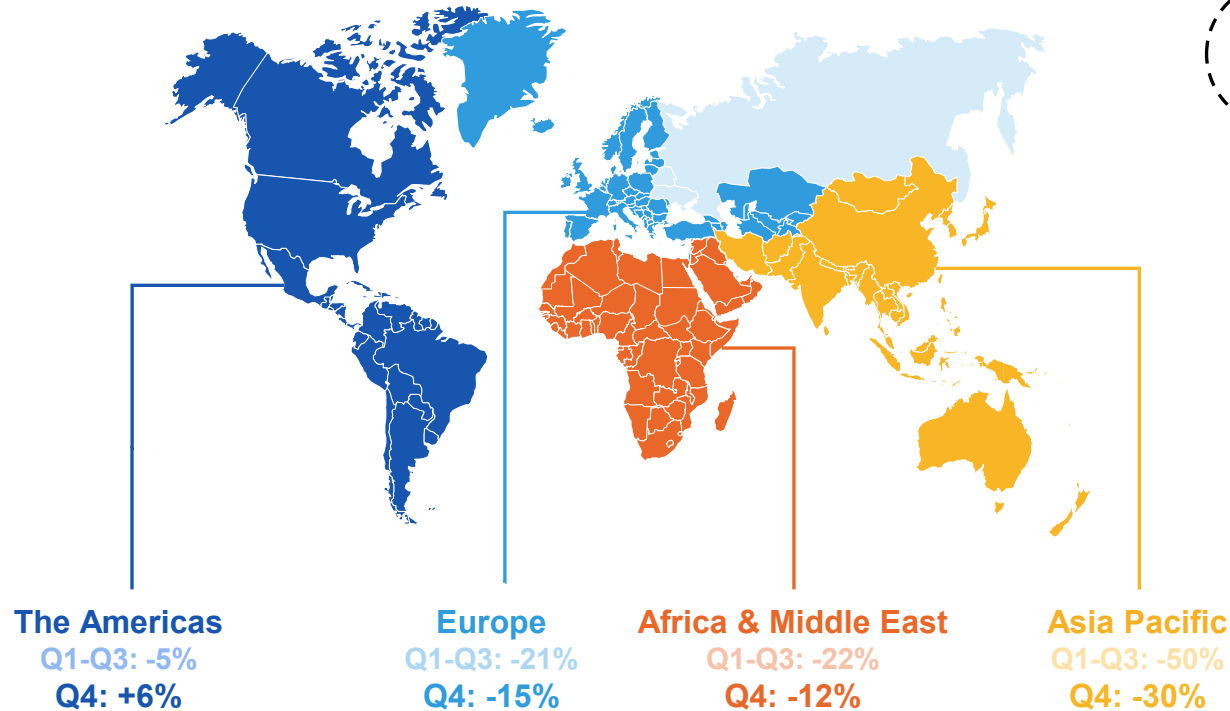


*excluding Russia, Belarus and Ukraine

Source: ForwardKeys Air Ticket Data.

Outbound Travel in the Americas Takes the Lead

International worldwide departures in 2023; vs 2019 levels



*excluding Russia, Belarus and Ukraine

Source: ForwardKeys Air Ticket Data.



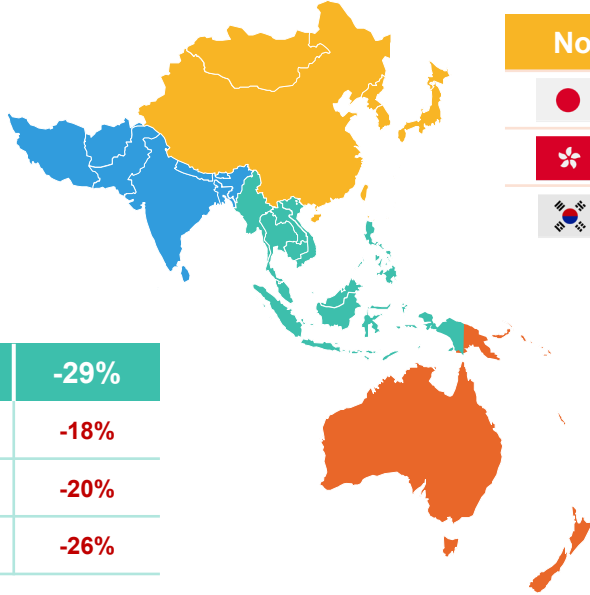
ForwardKeys




A Spotlight on APAC Travel









Diverse Q4 Recovery Trends Across Asia Pacific




International arrivals in Q4 2023, as of 10 Oct; var vs 2019



South Asia		-1%
	India	+6%
	Maldives	-16%
	Sri Lanka	-28%

Northeast Asia		-27%
	Japan	-8%
	Hong Kong	-15%
	South Korea	-16%

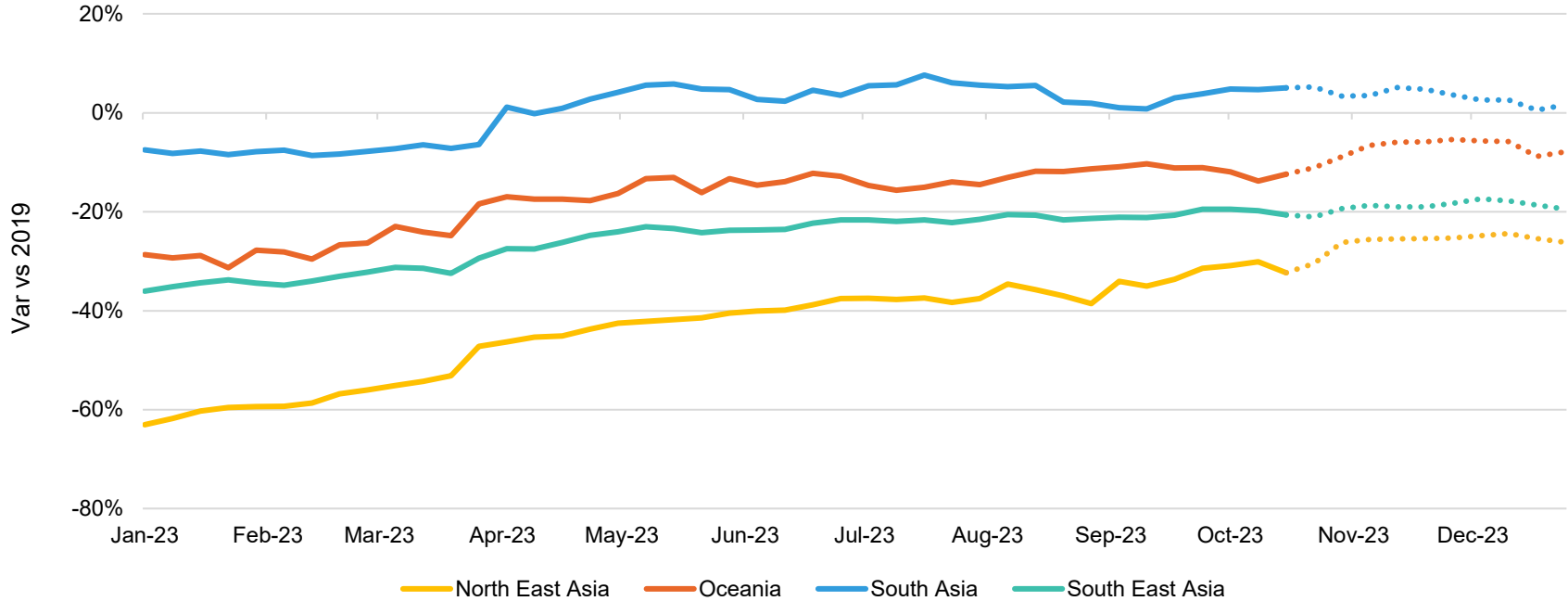
Southeast Asia		-29%
	Vietnam	-18%
	Philippines	-20%
	Thailand	-26%

Oceania		-35%
	Fiji	+16%
	New Zealand	-35%
	Australia	-39%

Source: ForwardKeys Air Ticket Data.

The Significance of Restored Air Supply

Scheduled Seat Capacity for air arrivals in Asia Pacific in 2023, as of 16 Oct; vs 2019 levels



Source: ForwardKeys Seat Capacity Data.



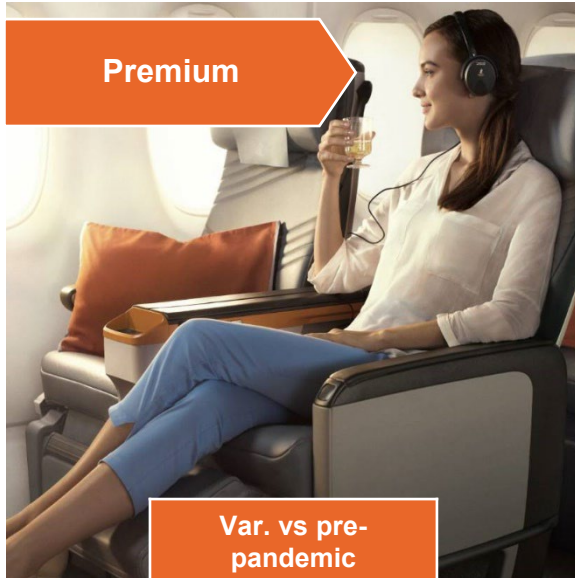
ForwardKeys

Emerging Pax Profiles: Charting New Travel Dynamics



Premium Travel is Driving the Recovery

International arrivals in Asia Pacific in Q4 2023; vs 2019 levels



Premium

Var. vs pre-pandemic

-7%



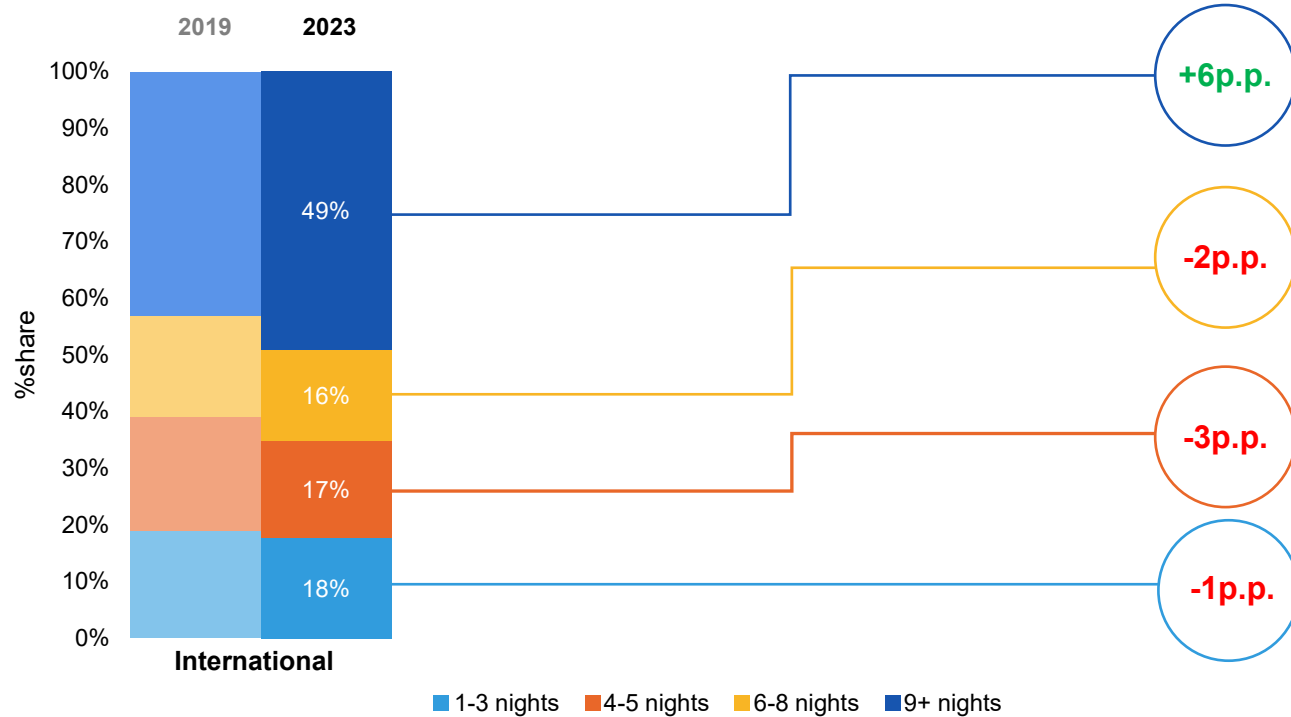
Economy

Var. vs pre-pandemic

-24%

Tourists are Staying for Longer

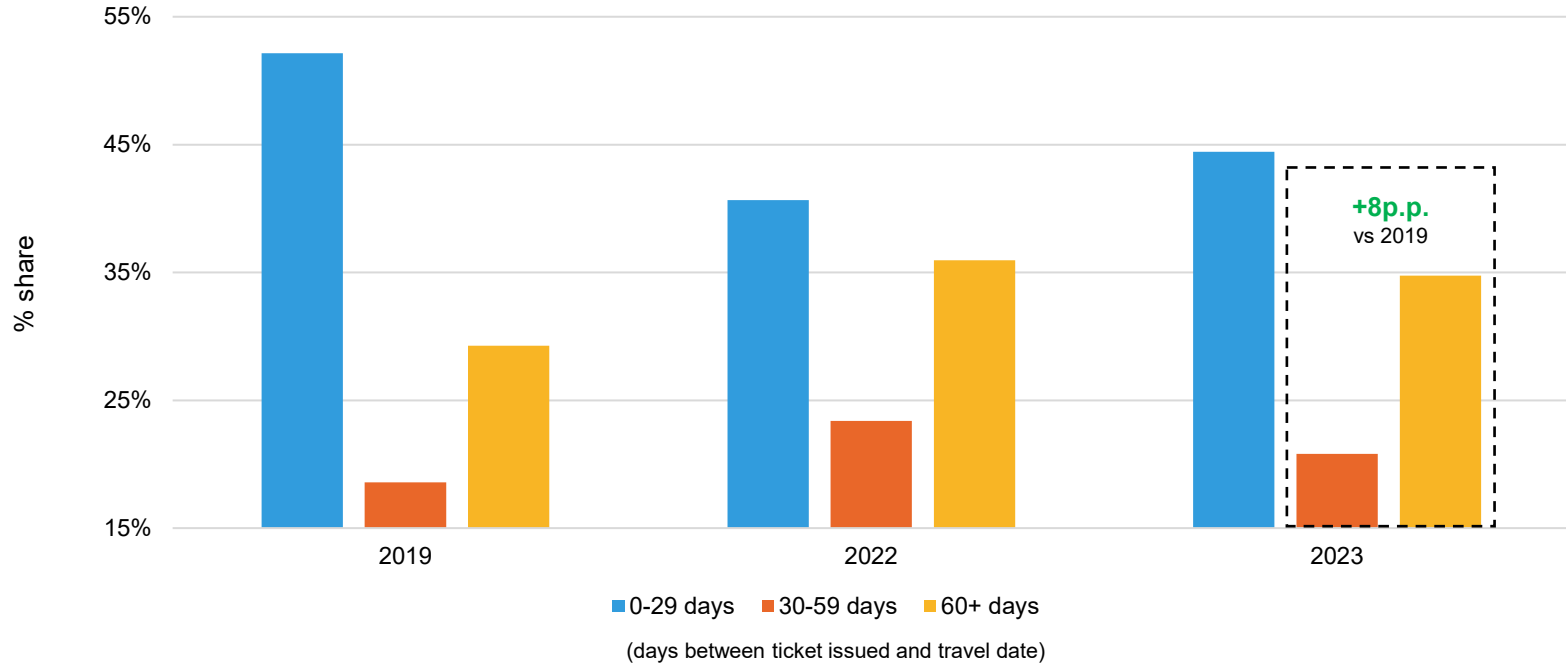
International arrivals in APAC in Q4 2023, as of 7 Oct; var vs 2019



Source: ForwardKeys Air Ticket Data.

Lead-times: Trips are Booked with Greater Anticipation

International arrivals to APAC in Q3, segmented by lead-time; vs 2019



Source: ForwardKeys Air Ticket Data.



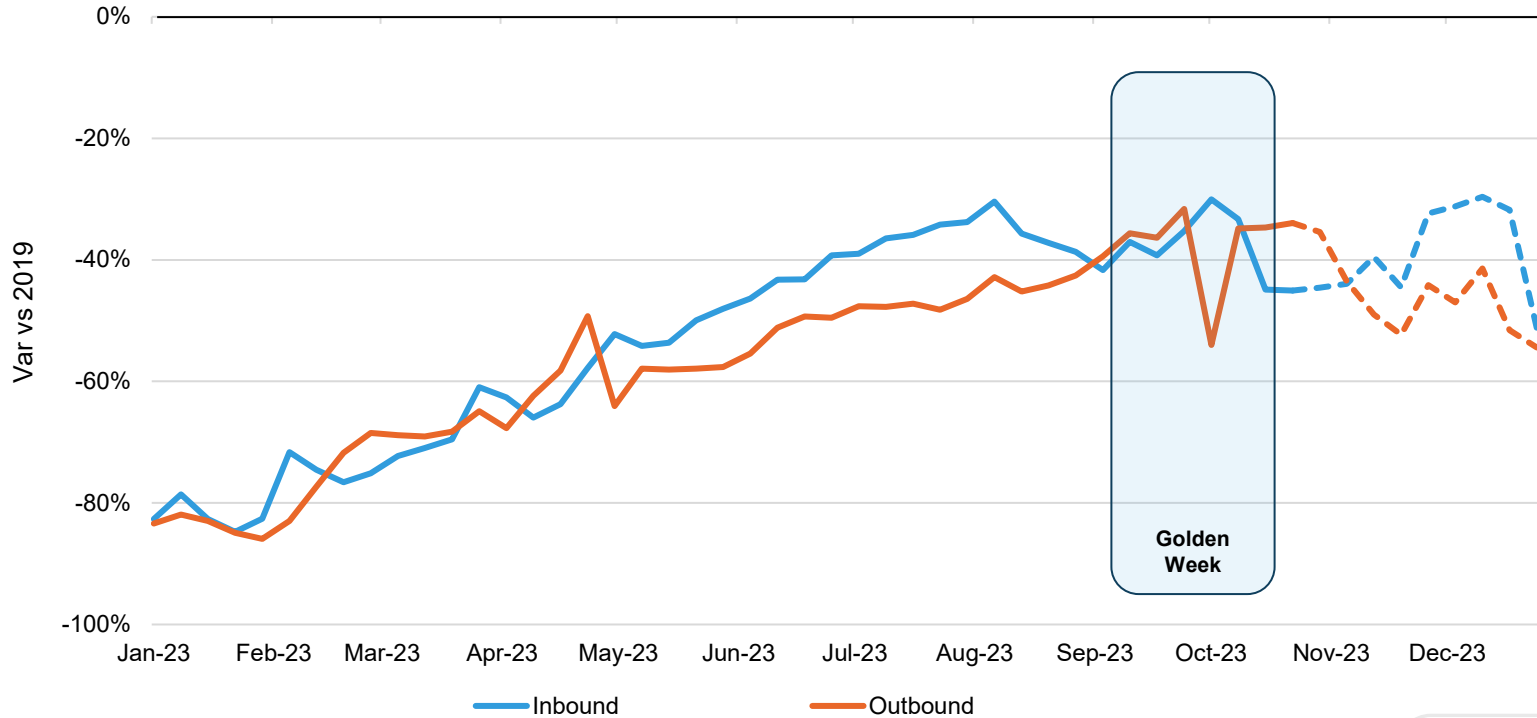
ForwardKeys

Revealing the Dragon's Path: China's Inbound and Outbound Travel



Inbound and Outbound Travel in China are on Upward Trends






International traffic to and from China in 2023, as of 9 Oct; var vs 2019








Source: ForwardKeys Air Ticket Data.

Most Resilient Destinations for Outbound China Travel during Golden Week

International arrivals in worldwide destinations from China, between 23 Sept and 08 Oct 2023 vs 2019

Most resilient destinations* in Asia	Var vs 2019
 Hong Kong	+13%
 Malaysia	+0.5%
 Singapore	-8%
 Macao	-12%
 Indonesia	-28%
TOTAL ASIA	-38%

Most resilient destinations* outside Asia	Var vs 2019
 Egypt	+91%
 United Arab Emirates	+22%
 United Kingdom	-1%
 New Zealand	-23%
 Turkey	-24%
TOTAL OUTSIDE ASIA	-41%

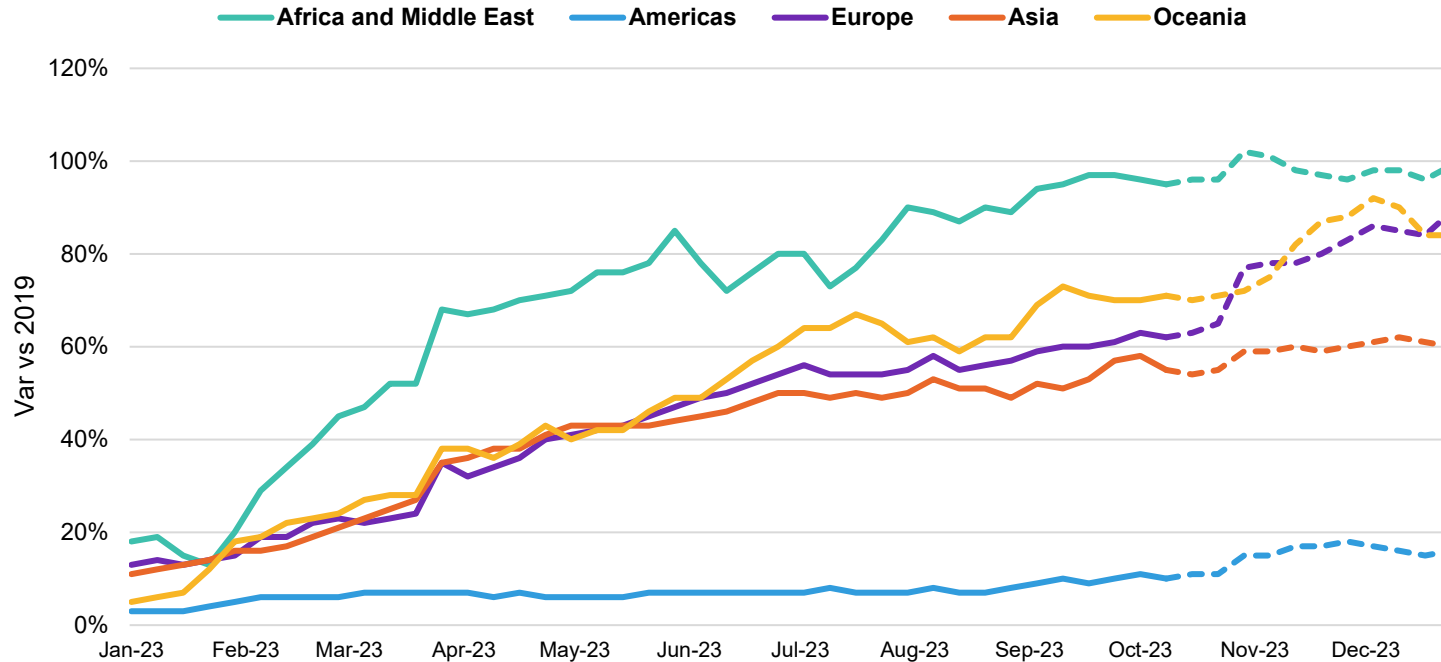
* Market share > 1%

Source: ForwardKeys Air Ticket Data.

Flight connectivity to China: Limited in the Americas, Markedly Enhanced in Europe



Scheduled Seat Capacity for departing flights from China in 2023, as of 16 Oct; vs 2019



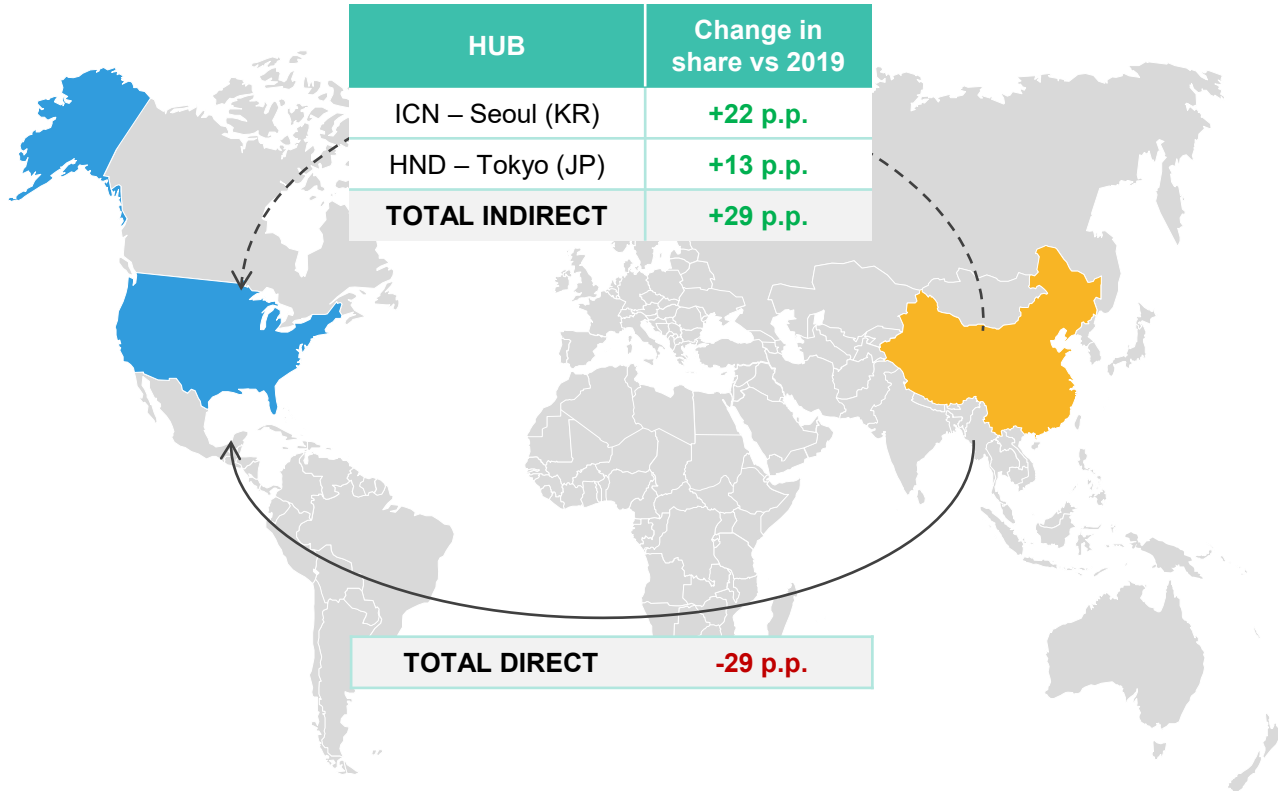
Source: ForwardKeys Seat Capacity Data



Check out the latest analysis at www.forwardkeys.com | #ForwardKeys

ICN and HND are Vital for Connecting Chinese Travel to the US

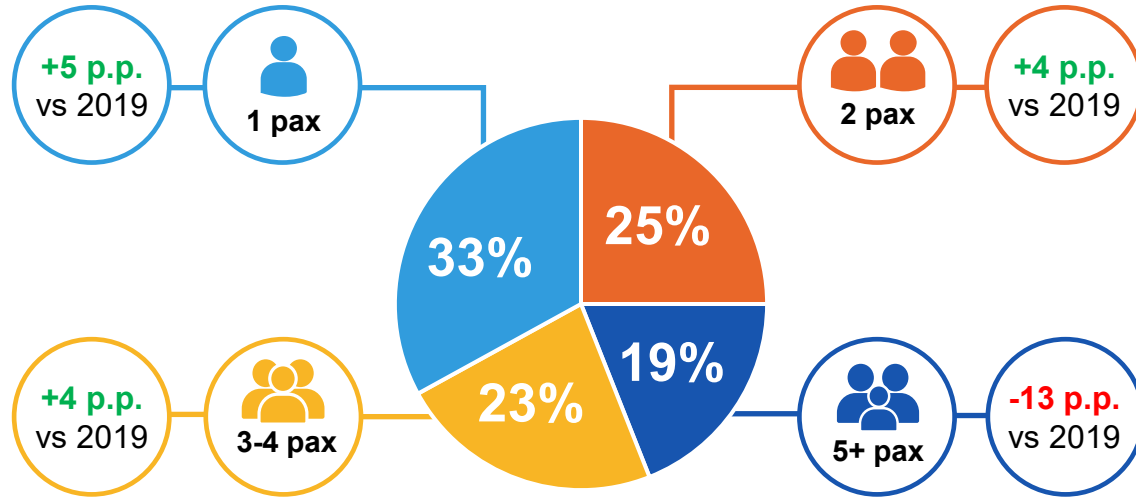
Arrivals from China in the US in Q3 2023; vs same period in 2019



Source: ForwardKeys Air Ticket Data.

The Changing Preference of Smaller Size Travel

International arrivals in worldwide destinations from China, Q3 2023 vs 2019



*with share in arrivals >1%

Source: ForwardKeys Air Ticket Data.



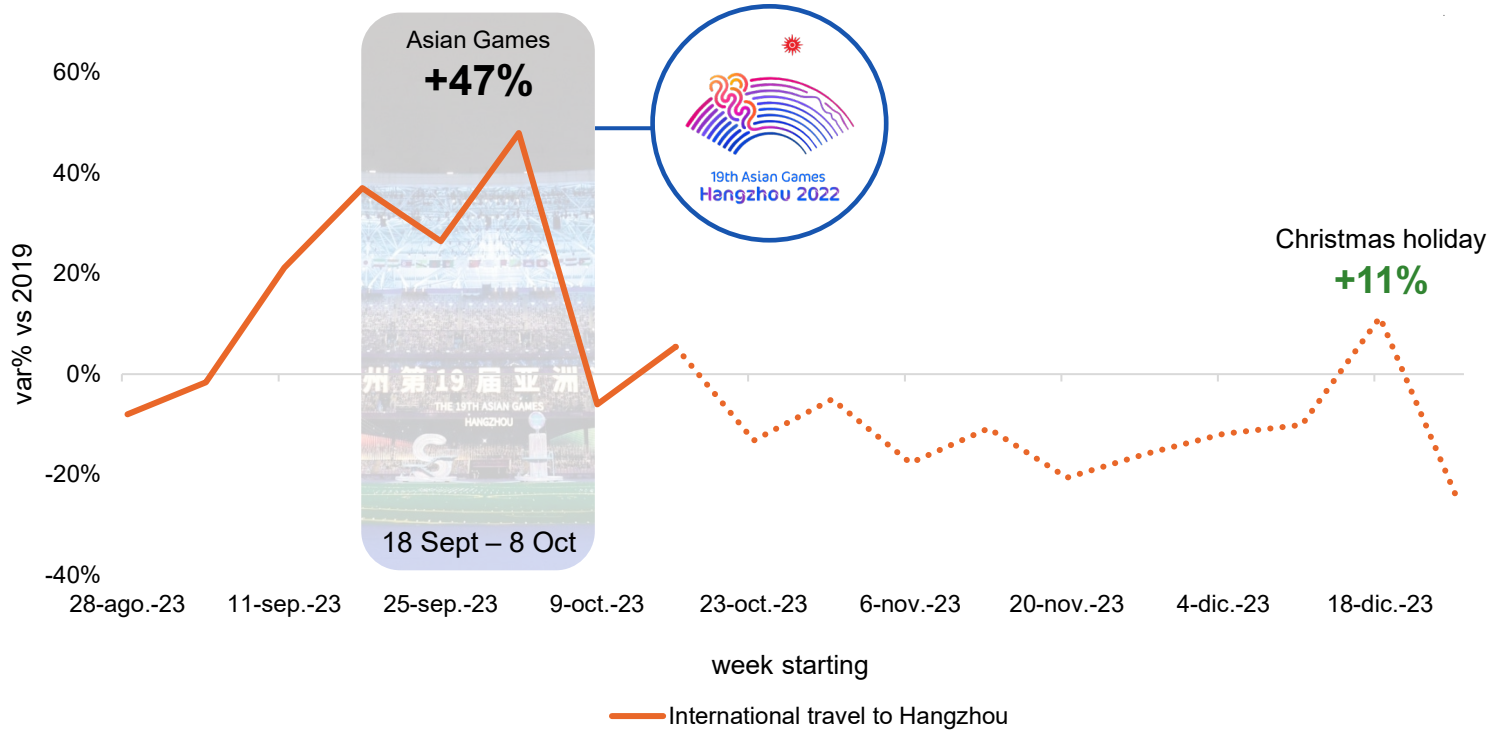
ForwardKeys

The Power of Events: Shaping the Tourism Scene



Event Creates Long-term Opportunities for Destination

International arrivals in 2023, as of 9 Oct; Var vs 2019



Source: ForwardKeys Air Ticket Data.

The Rise of the Live Music Industry to Attract Tourism

International arrivals in 2023, as of 9 Oct; Var vs 2019



Coldpaly concert period Singapore
(23 – 31 Jan 2024 vs 2019)

+241%

Travel from Southeast Asia



Talyor Swift concert
period Singapore
(2 – 9 March 2024 vs 2019)

+380%

Travel from Southeast Asia



Take-Aways

1

Travel recovery in APAC accelerates, with certain events serving as significant stimulus for travel.

2

New Travel Dynamics: Premium travel, longer stay, booked with greater anticipation.

3

China's travel is clearly back on track in its recovery phase.



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