The impact of the Coronavirus on travel – Early impact analysis

Olivier Ponti – VP Insights
January 2020
Key topics

1. Analysis focus
2. China Outbound
3. China Inbound
1. Analysis focus
Coronavirus event timeline

Chinese New Year Golden Week
24 January – 2 February 2020

31 Dec
The World Health Organization was alerted by Chinese authorities

11 Jan
First death

19
BBC headlined the Coronavirus situation

23
Wuhan lock-down declared

24 - 25
Nationwide landmarks & attractions are shut

25
A Level 1 health emergency was declared

27
No tour groups are allowed to depart from mainland China, nationwide

© ForwardKeys, 2020. All Rights Reserved.
Analysis focus

Chinese New Year
(monitored travel period)

10 January to 6 February 2020 vs.
21 January to 17 February 2019

Before
Based on actual air bookings
as of 19 January 2020

After
Based on actual air bookings
as of 26 January 2020
### Chinese New Year Gold Week 2020 vs 2019

#### Calendar of January to February 2020 based on the latest news vs 2019

<table>
<thead>
<tr>
<th></th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan 2020</strong></td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td><strong>Feb 2020</strong></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
</tr>
</tbody>
</table>

**Jan 2019**

<table>
<thead>
<tr>
<th></th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Feb 2019**

<table>
<thead>
<tr>
<th></th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Primary school/ Middle school Winter break Start & End dates**

2020 Chinese New Year (CNY) Golden Week: 24 January to 2 February. It was extended specially after the outbreak happened. 2019 CNY Golden Week: 4 to 10 February.

*Source: ForwardKeys event database.*
2. China outbound
Coronavirus travel restrictions affected travel worldwide

Chinese air arrivals in worldwide regions for Chinese New Year, before and one week after the travel restrictions.

Chinese New Year (10 January – 6 February 2020), Bookings made as of 19 January and 26 January 2020. Year-on-Year variation and market shares by region.

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January and 26 January 2020. Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.
CNY2020 peak travel days outperformed CNY2019 peak travel days

Chinese air arrivals in worldwide regions for Chinese New Year, before vs one week after the travel restrictions

- CNY2019 final
- CNY2020 as of 19 Jan
- CNY2020 as of 26 Jan

Source: ForwardKeys air reservation data.

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January and 26 January 2020.

Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.
Among Top 10, only Japan showed positive growth after travel restrictions.

Top 10 destinations by volume, YOY of CNY2020 as of 19 Jan vs 26 Jan 2020

- **Fit air passengers**
  - Japan: +0.6% vs. 18.0%
  - Thailand: -12.9% vs. 0.2%
  - South Korea: -0.9% vs. 16.4%
  - United States: -14.3% vs. 6.5%
  - Singapore: -22.5% vs. 6.5%
  - Taiwan: -44.6% vs. -47.5%
  - Australia: -17.8% vs. -27.4%
  - Vietnam: -6.0% vs. 12.0%
  - Malaysia: -8.5% vs. 6.5%
  - U.A.E.: -5.6% vs. 6.5%

- **Group air passengers**
  - Japan: -17.6% vs. 12.0%
  - Thailand: -28.5% vs. 6.5%

Among Top 10, only Japan showed positive growth after travel restrictions.

**Source:** ForwardKeys air reservation data.

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January.

Only considered pax staying 1 to 21 nights at destinations.

© ForwardKeys, 2020. All Rights Reserved.
All Tier-1 cities were affected by the news of the outbreak

Chinese air arrivals in worldwide regions for Chinese New Year, before and one week after the travel restrictions

<table>
<thead>
<tr>
<th>Tier-1 cities</th>
<th>Shanghai</th>
<th>Beijing</th>
<th>Guangzhou</th>
</tr>
</thead>
<tbody>
<tr>
<td>-3.0%</td>
<td>-4.8%</td>
<td>-3.3%</td>
<td>+4.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tier-1 cities</th>
<th>Shanghai</th>
<th>Beijing</th>
<th>Guangzhou</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-14.4%</td>
<td>-17.5%</td>
<td>-6.4%</td>
</tr>
</tbody>
</table>

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January and 26 January 2020. Only considered pax staying 1 to 21 nights at destinations. Source: ForwardKeys air reservation data.
3. China inbound
Coronavirus news outbreak affected international travel to China

International arrivals in China
Chinese New Year (10 January – 6 February 2020), Bookings made as of 19 January and 26 January 2020. Year-on-Year variation and market shares by region.

The Americas
+0.4% 14%
-13.4% 14%

Africa & Middle East
+10.9% 3%
+3.9% 3%

Europe
+1.0% 18%
-7.1% 18%

Asia Pacific
+6.0% 65%
-6.2% 65%

International arrivals in China

Before
Bookings as of 19 January 2020

After
Bookings as of 26 January 2020

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January

Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.
Healthy outlook for inbound China travel before the travel restrictions

Daily international arrivals in China
CNY2020 (10 January – 6 February 2020), Bookings made as of 19 January, compared to final arrivals during CNY2019, volume of arrivals.

Moving dates

CNY Gold Week 2020 vs 2019

CNY2019
CNY 2020 Jan 19

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January

Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.
Daily international arrivals in China

Many planned arrivals during the Golden Week were cancelled

Travel dates from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January

Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.
Would you like regular updates about the development of the Coronavirus?

**Webinar series**
Join our webinars for quick updates on the status of travel

**Crisis monitors**
Receive weekly reports with the data relevant for your destinations or airports

**The ForwardKeys platform**
*For travel market analysts*
Get temporary unlimited access to Chinese international outbound travel for daily updates

info@forwardkeys.com
This analysis is based on Air Reservation Data and Seat Capacity property of ForwardKeys® as of 26 January 2020. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide.

**DESTINATION**

Outbound China topic: Worldwide
Inbound China topic: China

**MARKET**

Outbound China topic: China
Inbound China topic: total international

**PERIOD & PERIMETERS**

Travel dates: from 10 January to 6 February 2020 vs. 21 January to 17 February 2020, according to bookings issued as of 19 January

**FREQUENTLY USED TERMS**

**ARRIVALS**: refers to the number of airline passengers arriving at the destination within a specific time frame.

**ARRIVALS OUTLOOK**: refers 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**: represents air reservations made for travel to the specific destination for any date of travel.

**FIT TRAVELLERS**: are pax who travel 1 to 9 persons per booking.

**GROUP TRAVELLERS**: are pax who travel 10 or persons per booking.