an·tic·i·pate {an`tisə˛pāt/}

# *Overview of the Reunion Outbound Market*

*Valencia – 15th September 2012*

*"Use the power of global air reservation data to monitor and benchmark your destination's performance"*

ForwardKeys
Traveller data intelligence


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# Methodology

- This analysis is based on Air Reservation Data  propriety of ForwardKeys® as of **01st September 2012**

- **Perimeter:** Includes air reservations made by passengers starting their trip in Reunion Island (RE=RUN+ZSA) and staying at least one night in any destination, therefore excluding:
  - Transits (when traveller stays less than 7 hours in destination and goes later elsewhere)
  - Day trips (when traveller stays less more than 7 hours in destination but does not stay one night)
  - One-way trips (when there is no return ticket)

# Key Findings

- Reunion Outbound market is a dynamic industry that in the past years has experienced stronger growth than the inbound market
- Seasonality on departures is determined by the school holidays for most destination while bookings are mainly focused in the first quarter of the year
- Mauritius, France and Madagascar was the destination for 82% of issued bookings in the last 12 months while South Africa and Malaysia are the most growing destinations
- Leisure tourism[1] represents lower share of total flows for Madagascar, France or Mayotte than for average, suggesting large part of the departures to these destinations are business or “visit friends and relatives”-related
- For those destinations where very large groups (more than 10 pax) represent an important share of total departures their specific patterns for booking and departure impact largely on global trends

Note (1): Leisure Profile defined as 2 pax or very large groups (more than 10 pax) staying between 4 and 21 nights in destination

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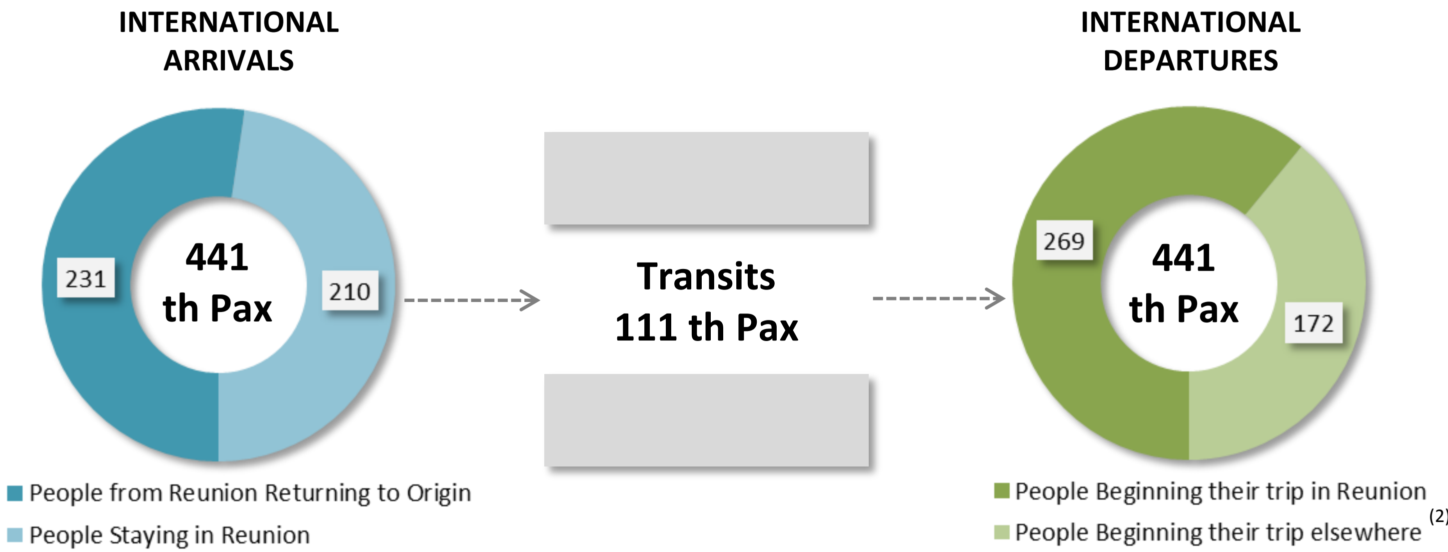
# General Trends: Arrivals and Departures

- Reunion benefits from being used as transit point to other destinations
- Greatest share of total international departures correspond to people from Reunion going abroad

**International Air Flows at Reunion [1]**
(Th Pax; Jan-Dec 2011)

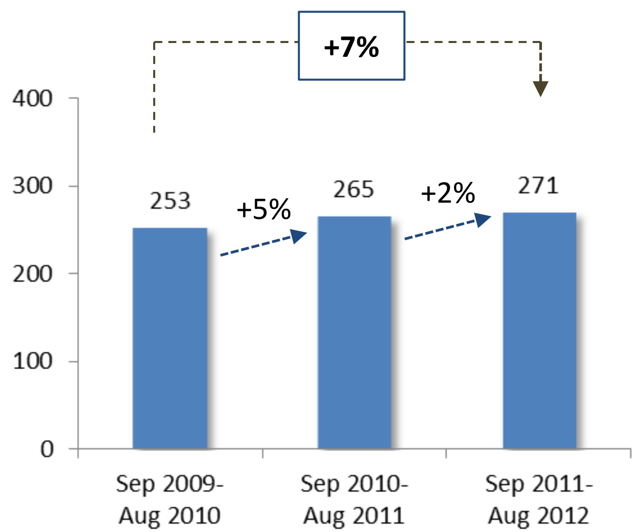



**Note** (1): One way trips have been removed (2): Origin of trip elsewhere including people returning to origin

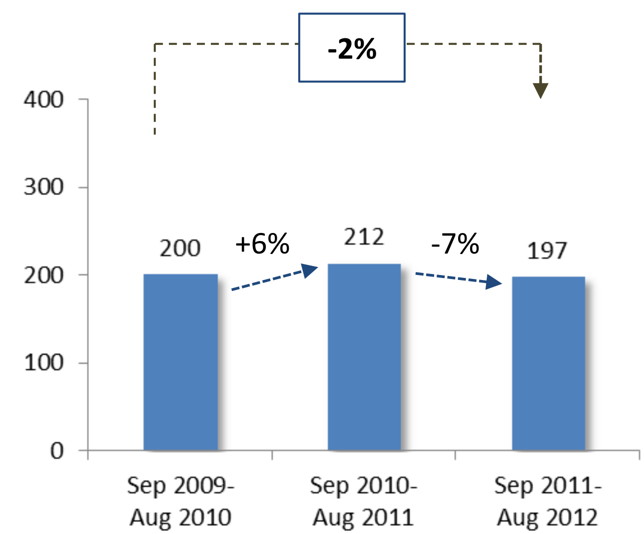
# General Trends: Booking patterns

- Reunion island as an outbound market is bigger and is growing faster than as a destination

**Outbound Booking Trends[1]**
(Th bookings; Sep 2009-Aug 2012)




**Inbound Booking Trends[2]**
(Th bookings; Sep 2009-Aug 2012)

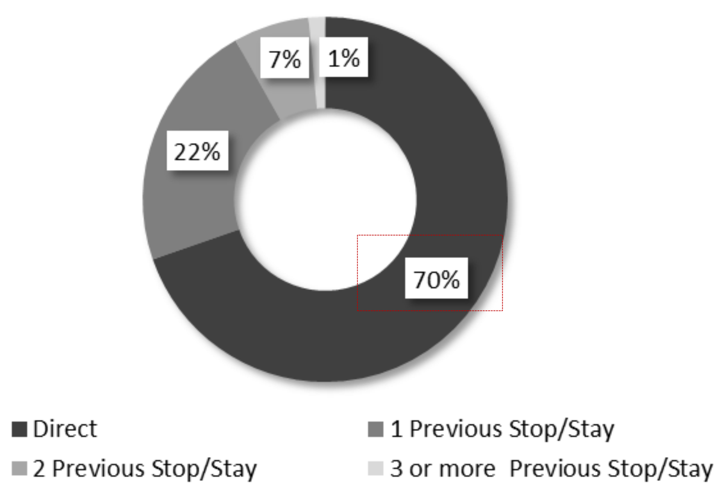



**Note** (1): Outbound bookings considers each destination as separate booking (eg. One trip including Paris and London as destinations would count as 2 bookings) (2) Not including people from Reunion returning from abroad

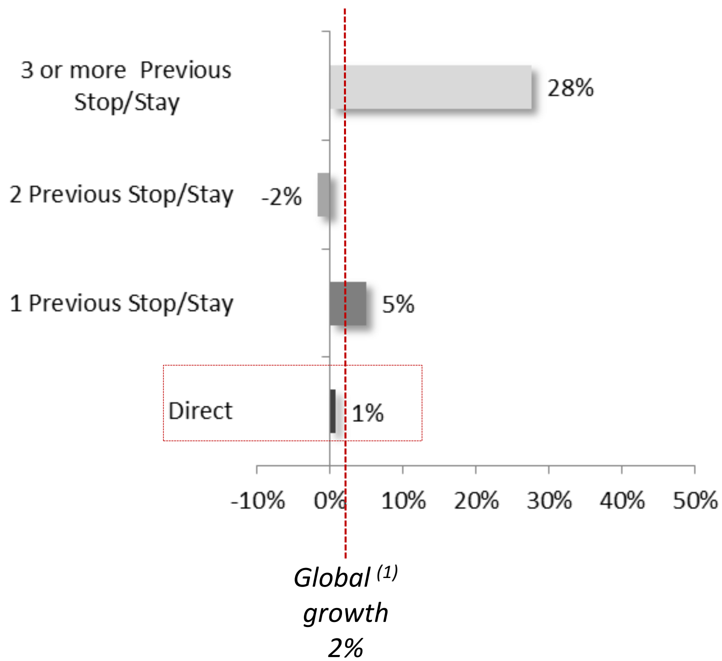
# Reunion as a connected source market

- In the last 12 months, 70% of bookings from Reunion corresponded to direct flights
- Most of the 30% of indirect trips transited via Paris-Charles de Gaulle, Paris-Orly and Mauritius (Main hubs)

**Number of Stops before reaching destination**
(% of bookings from Reunion; Sep 2011-Aug 2012)




**Evolution of number of stops from Reunion**
(% Var. vs prev. year; Sep 2010-Aug 2012)



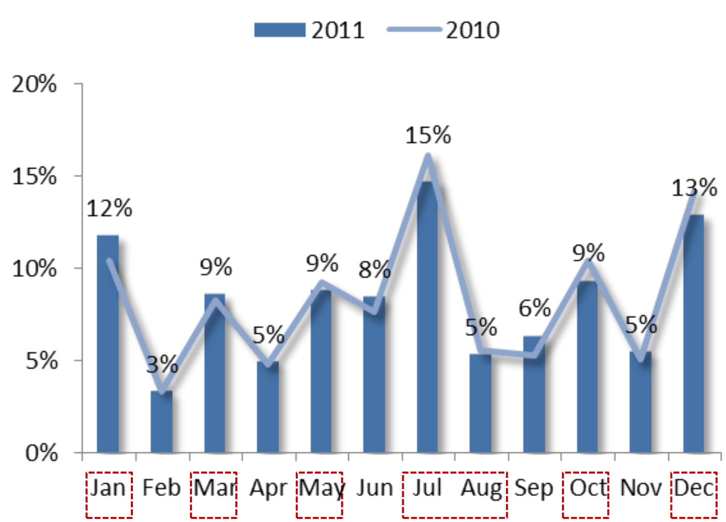



**Note** (1): All destinations

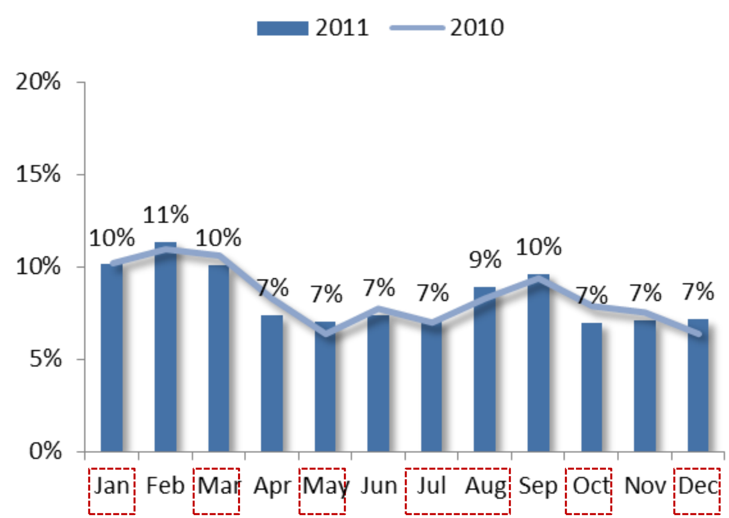
# Seasonality on Departures and Bookings

- Peak months for departures match summer and winter school holidays
- Bookings are issued along the year with special importance of the first quarter

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)

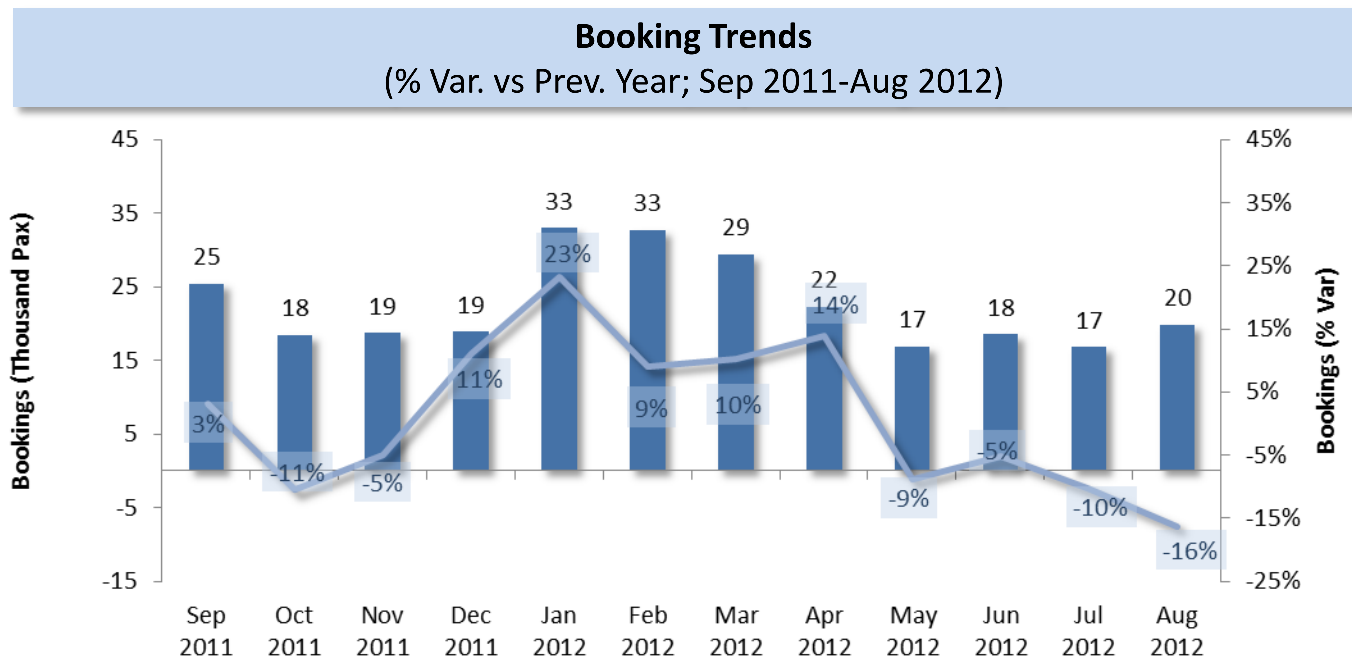



School Holidays Period (1)

**Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Latest Outbound Trends

- In the last 12 months bookings have increased by 2% versus previous year
- Negative trends in October and May-Aug are largely explained by poor performance of bookings to Mauritius




Acc. Var Bookings (%)

-1%

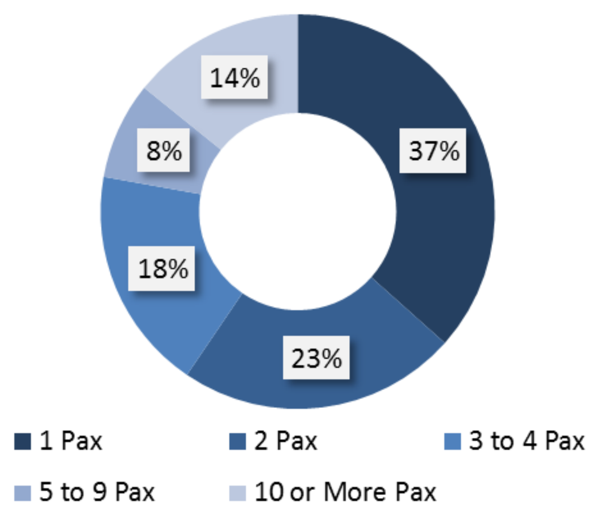
3%

**2%**

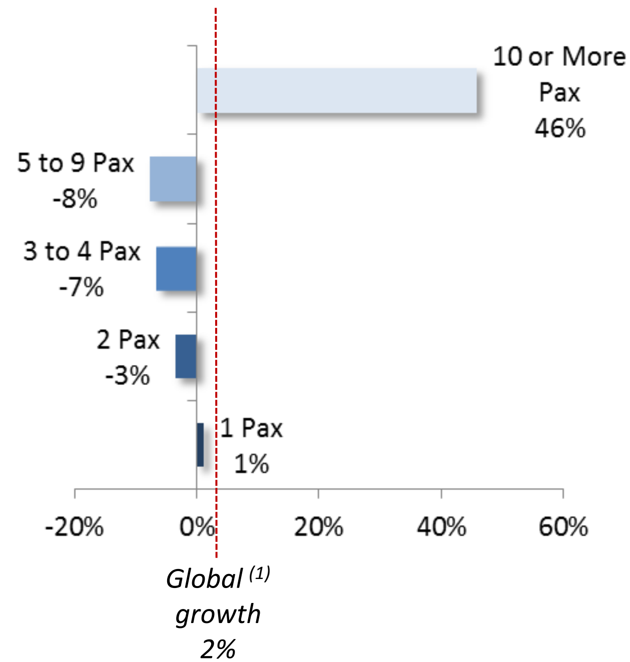
# Outbound Traveller Profile: Pax per booking

- Single travellers are generally associated to "business" and "visit friends" motivations while couples and large groups are usually linked to leisure trips
- Groups of more than 10 pax have experienced an important growth in the last year

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking**
(% Var. vs prev. year; Sep 2010-Aug 2012)

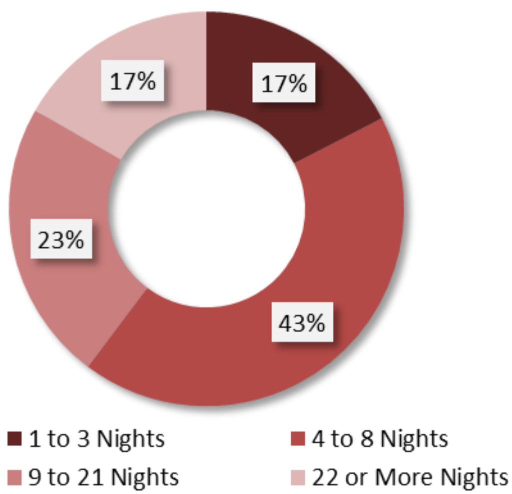



 **Note** (1): All destinations

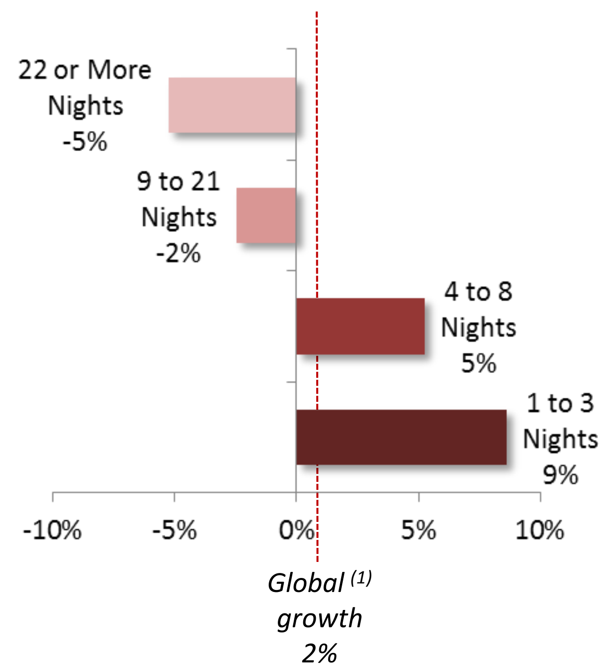
# Outbound Traveller Profile: Length of Stay

- Short stays (less than 4 nights) are increasing by 9%
- The long stays (more than 22 nights) in destination, normally associated to "visiting friends & relatives" are decreasing *vs* the previous year

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay**
(% Var. vs prev. year; Sep 2010-Aug 2012)

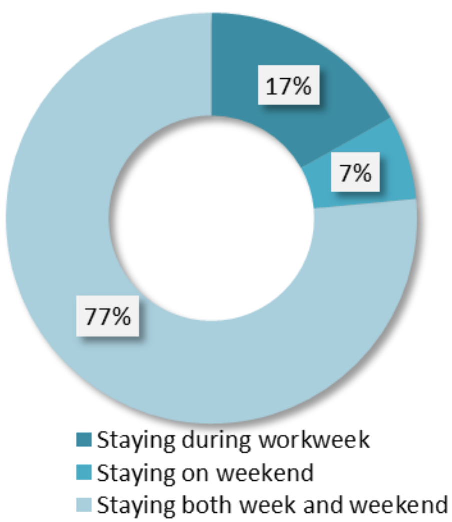



 **Note** (1): All destinations

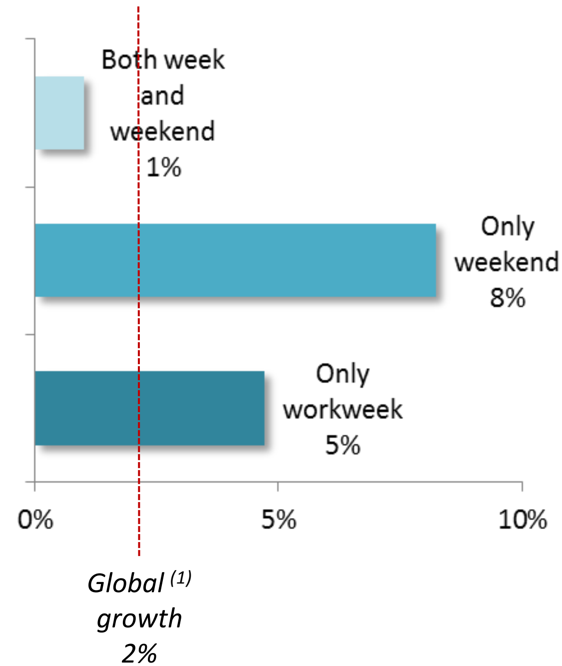
# Outbound Traveller Profile: Type of Stay

- Within the short stays, leisure tourism (weekend) is increasing faster than business related tourism (workweek)

**Type of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Type of Stay**
(% Var. vs prev. year; Sep 2010-Aug 2012)

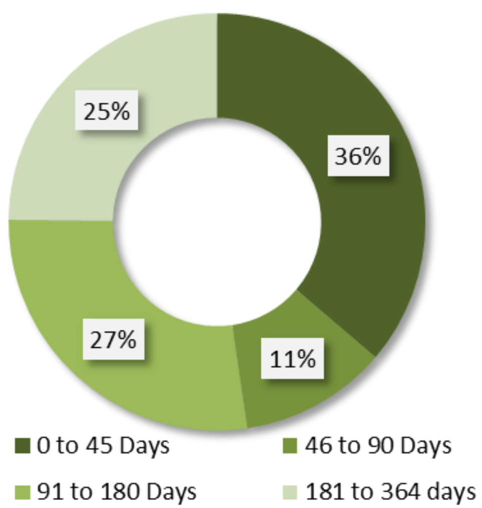



 **Note** (1): All destinations

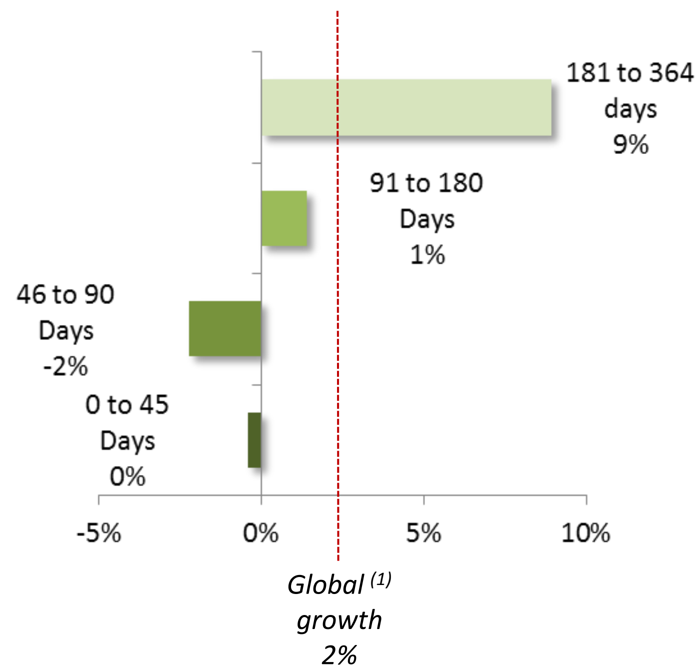
# Outbound Traveller Profile: Lead Time

- Early bookings (more than 6 months) are boosting the general growth and represent now a quarter of the air reservations from Reunion Island

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time**
(% Var. vs prev. year; Sep 2010-Aug 2012)

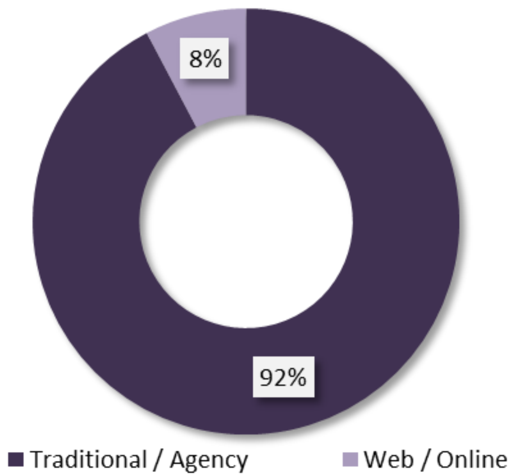



 **Note** (1): All destinations

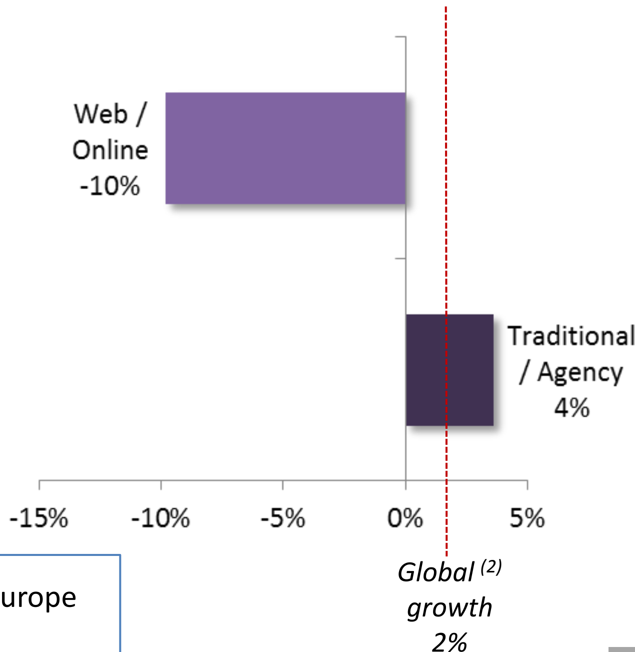
# Outbound Traveller Profile: Dist. Channel[1]

- Traditional Agencies represent vast majority of bookings, having increased their importance in 2011

**Distribution Channel**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Distribution Channel**
(% Var. vs prev. year; Sep 2010-Aug 2012)



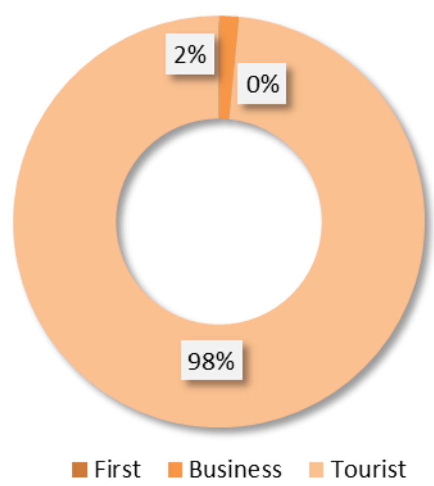

Online bookings represented for departures from Europe 19% of total for the same considered period

 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed (2) All destinations

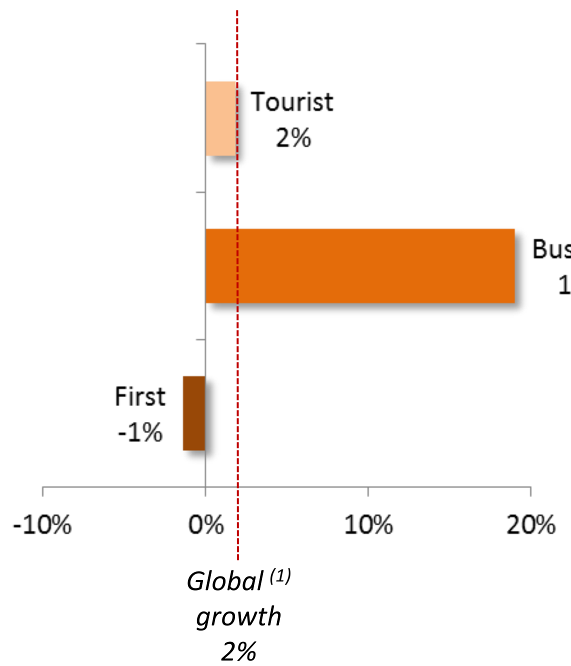
# Outbound Traveller Profile: Cabin Class

- Vast majority of bookings issued (99%) travelled in tourist class
- Very small share of upper classes is a constant for most origins and destinations with low variation in absolute figures over time

**Cabin Class**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Cabin Class**
(% Var. vs prev. year; Sep 2010-Aug 2012)




 **Note** (1): All destinations

# Main Destinations

- Mauritius, France and Madagascar were the destination for 82% of bookings issued in the last 12 months
- South Africa and Malaysia are emerging as most growing destinations

| Ranking of Main Destinations | | Share Sep 2011-Aug 2012 | Variation *vs* prev. Year | Growth contribution (%) |
|---|---|---|---|---|
| 1 | Mauritius | 43% | 3% | 72% |
| 2 | France | 29% | -1% | -9% |
| 3 | Madagascar | 10% | 13% | 55% |
| 4 | Mayotte | 3% | -24% | -42% |
| 5 | South Africa | 2% | 21% | 20% |
| 6 | Malaysia | 2% | 106% | 57% |
| 7 | Thailand | 2% | -26% | -33% |
| 8 | India | 1% | 15% | 9% |
| 9 | Hong Kong | 1% | 0% | 0% |
| 10 | Australia | 1% | -1% | -1% |
| 11 | Un. Arab Emirates | 1% | -14% | -6% |
| 12 | Seychelles | 1% | -26% | -12% |
| 13 | China | 0% | 9% | 1% |
| 14 | Others | 4% | -5% | -11% |

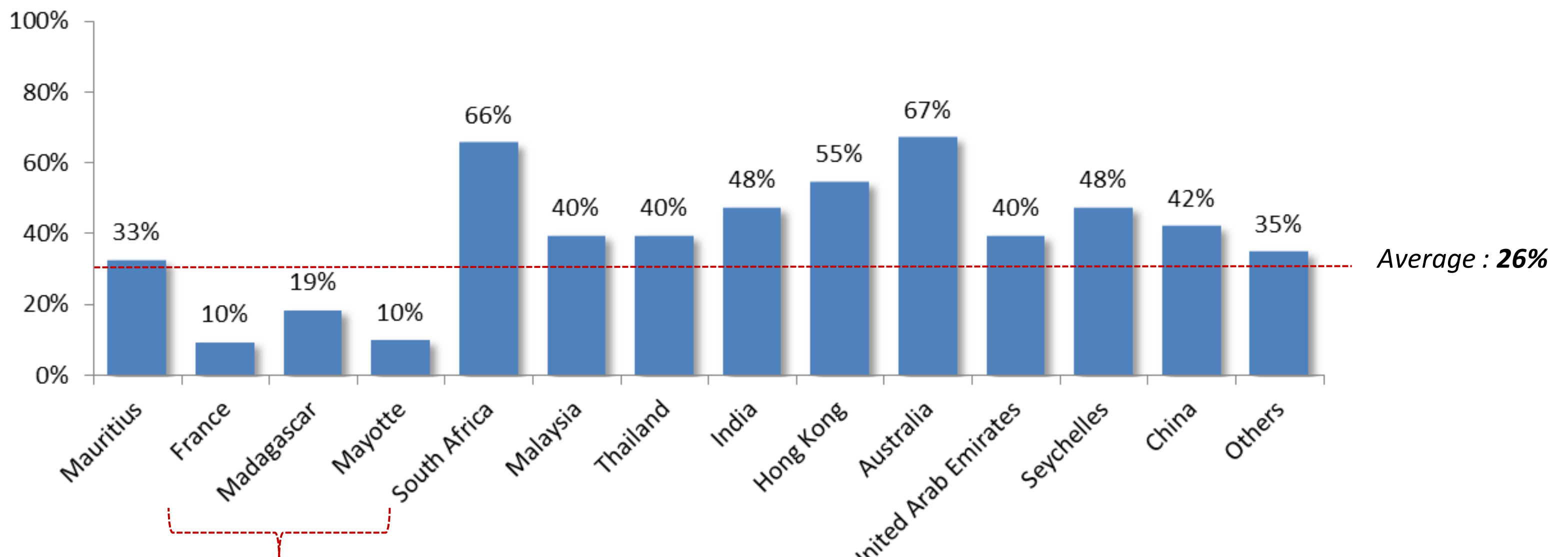
**% Variation vs 2010 figures**

- >20%
- Between 0% and 20%
- ≤0%

# Main Leisure Destinations

- People travelling in couples or in groups of more than 10 pax and staying between 4 and 21 nights in destination could suggest a leisure profile
- With that definition, importance of leisure motivation varies among destinations

**Share of leisure profile[1] by destination**
(% of Bookings; Sep 2011-Aug 2012)



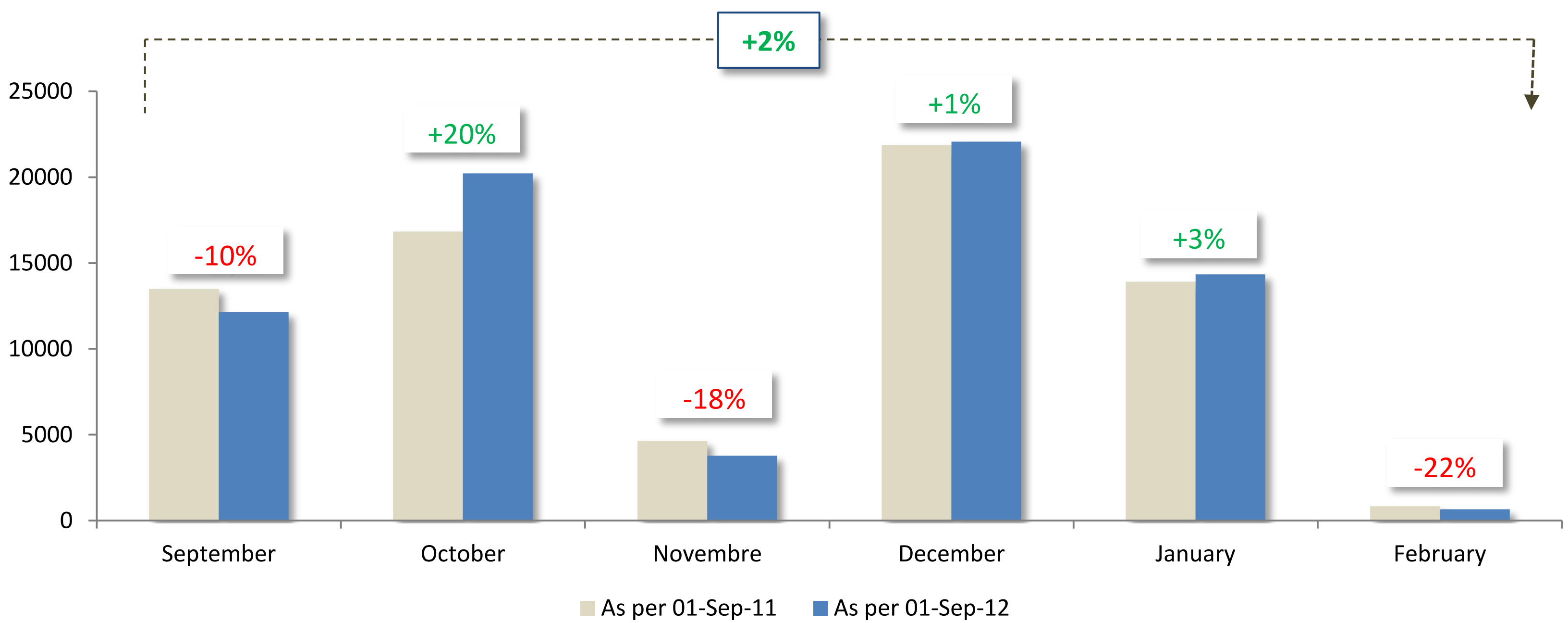

Less share of "leisure profile" [1] traveller than average suggests higher importance of other motivations such as business or visiting friends and relatives

**Note** (1): Leisure Profile defined as 2 pax or very large groups (more than 10 pax) staying between 4 and 21 nights in destination

# Departures "On the book" as per 01-Sept.

- Global trend for departures **"On the book"** until February 2013 is equivalent the last year of booking pace (+3%)
- Strong increase during the October holidays (+20%)

**Trends of departures "on the book" for the 6 next months as per 1st September**
(Booking per months, % Variation vs Y-1 ; Sep 2012- Feb 2013)



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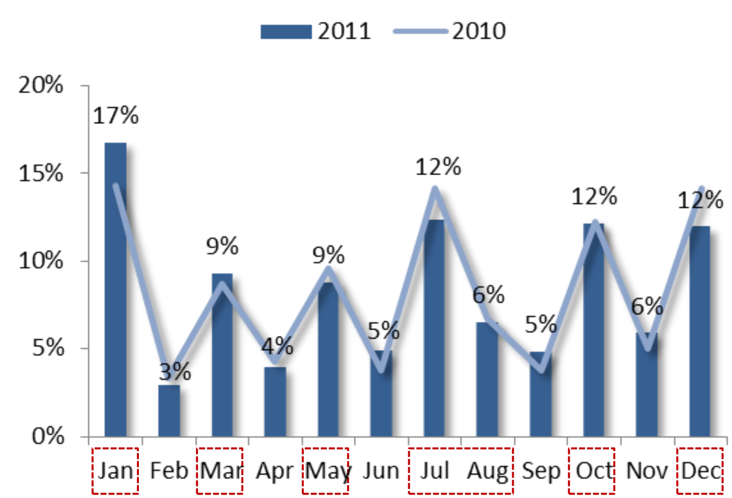
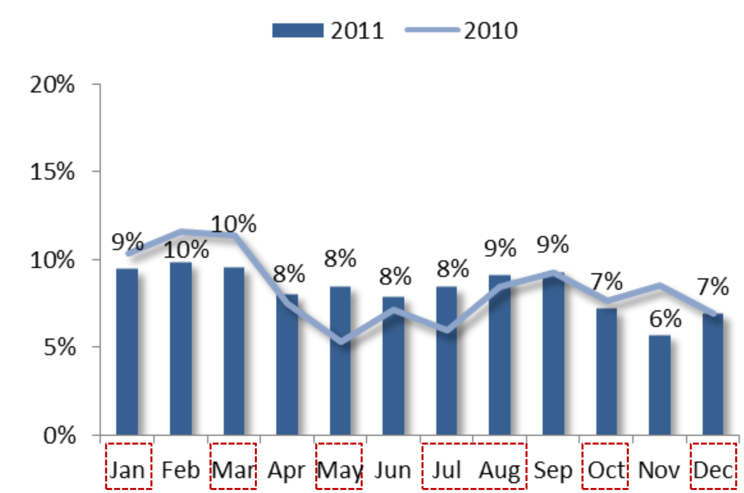
# Mauritius (1/3): Seasonality

- Departures to Mauritius  seem to depend largely on the school holiday calendar
- Bookings are on the other hand issued along the year, dropping slightly only in the last months of the year

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



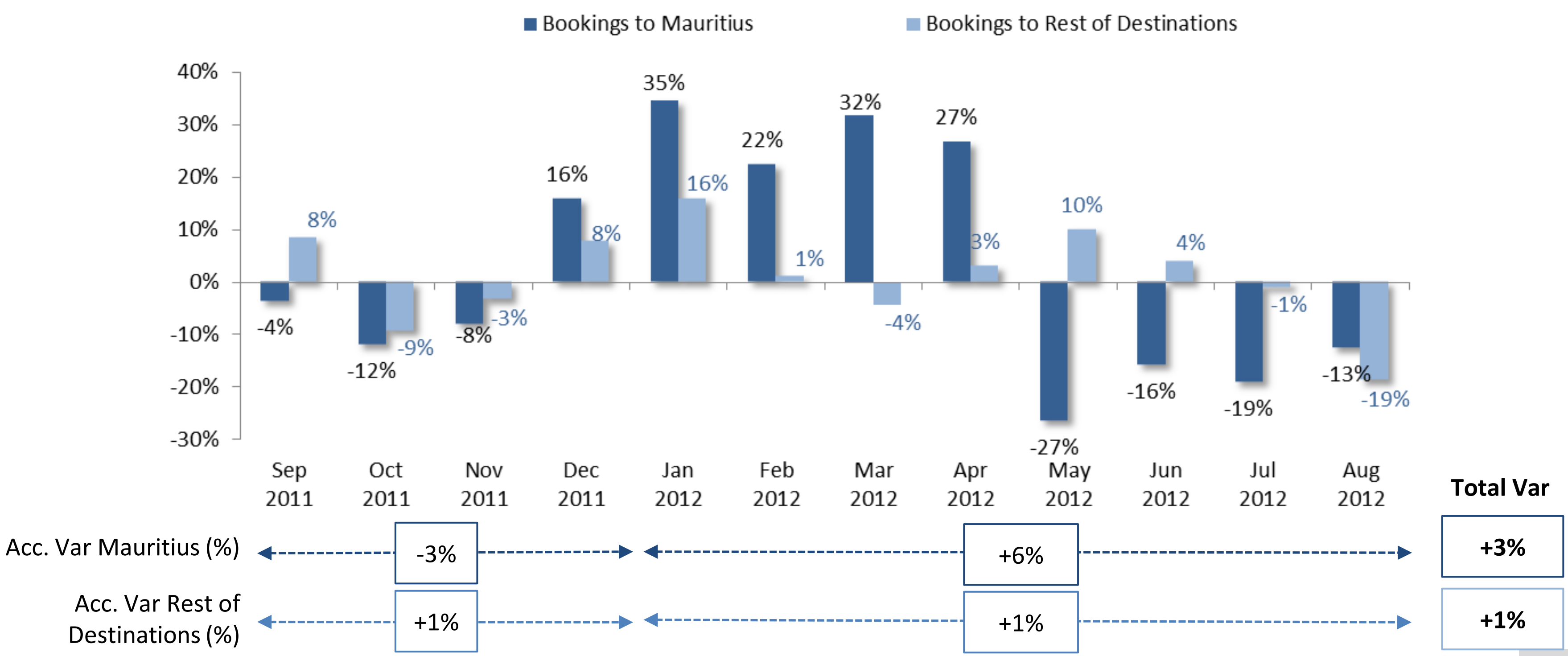

School Holidays Period (1)

**Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Mauritius (2/3): Trends

- In the last 12 months, bookings to Mauritius have increased 6% vs. previous year
- Mauritius is the most popular destination from Reunion and has registered higher growth than average for the rest of destinations

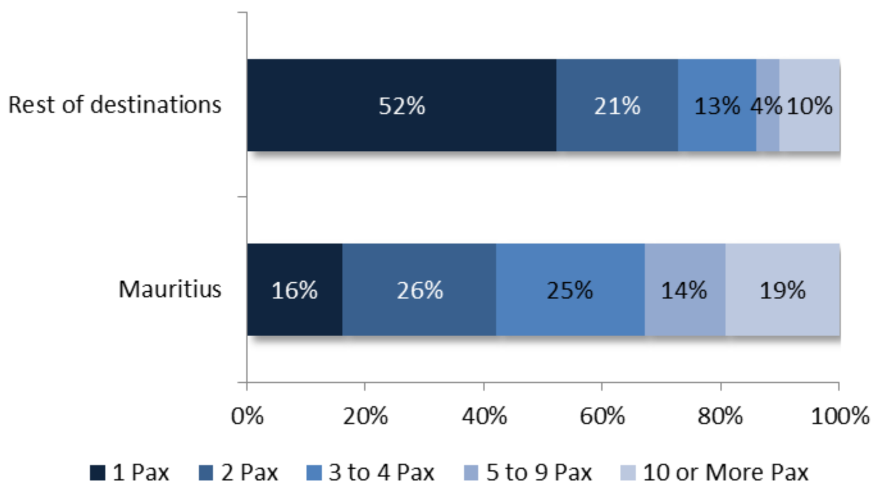
**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)



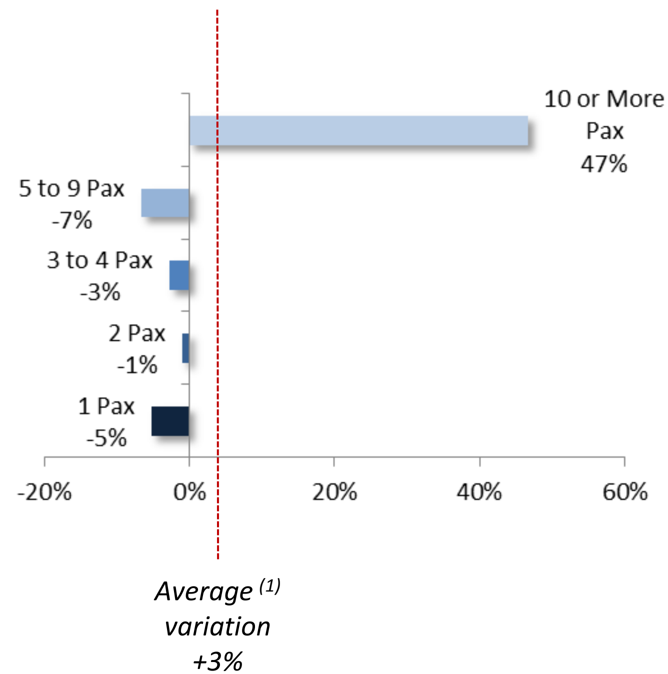
# Mauritius (3/3): Traveller Profile

- Couples and large groups (TO allotments) represent 45% of bookings for Mauritius vs 31% for other destinations
- In the last 12 months only very large groups have increased their bookings

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Mauritius**
(% Var. vs prev. year; Sep 2010-Aug 2012)

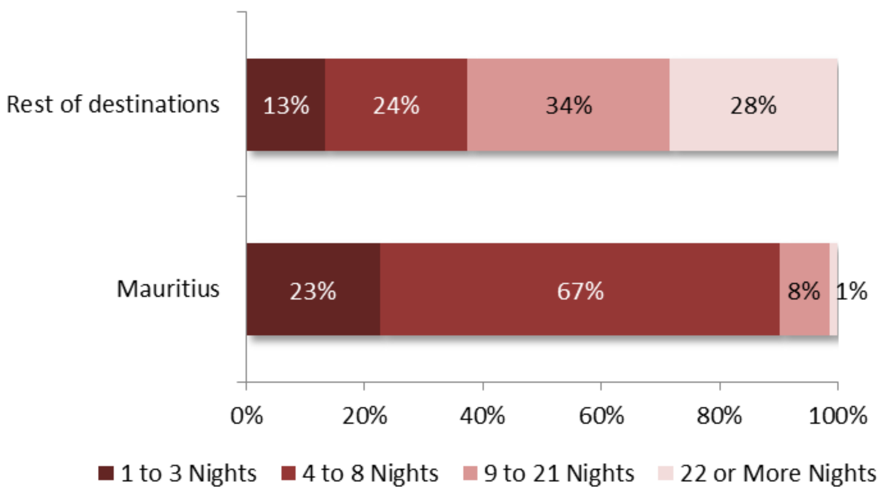



 **Note** (1): Bookings to Mauritius

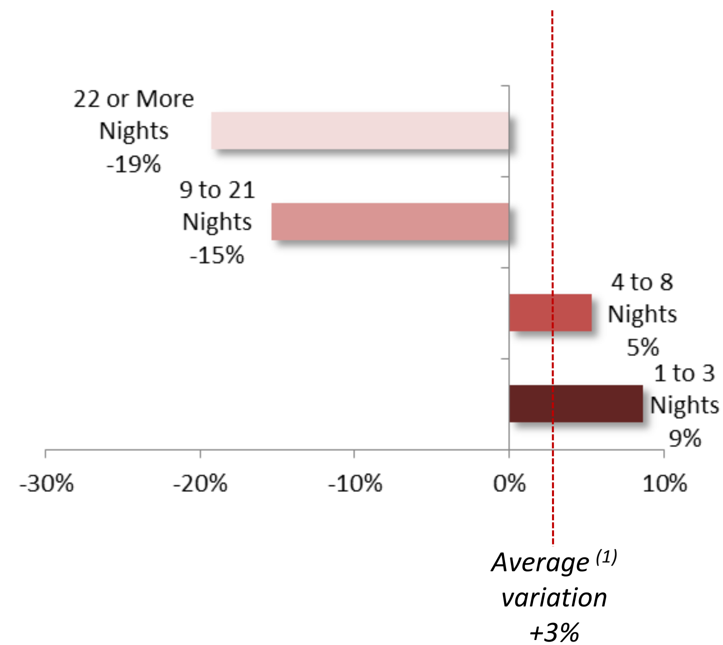
# Mauritius (3/3): Traveller Profile

- 4 to 8 night-stays consolidates as most common length of stay category
- Important share of short stays is naturally explained by geographical proximity

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Mauritius**
(% Var. vs prev. year; Sep 2010-Aug 2012)



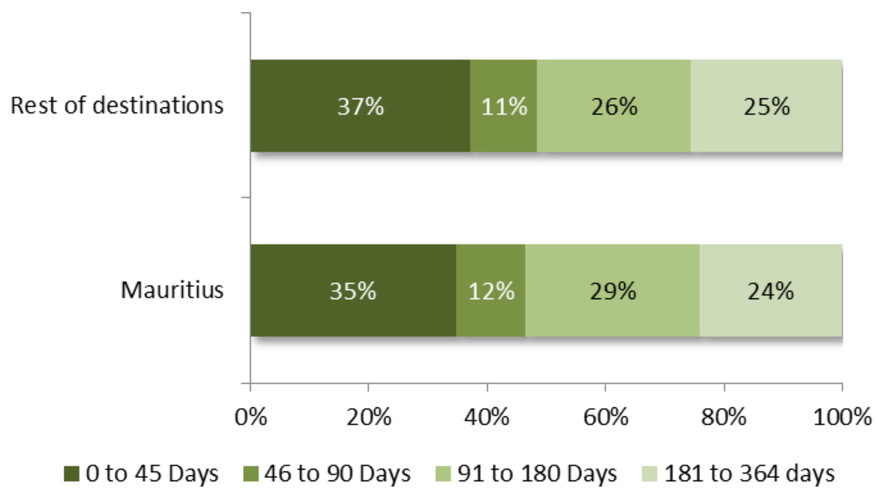

Almost 50% of the 1 to 3 day stays are related specifically to weekends

 Note (1): Bookings to Mauritius

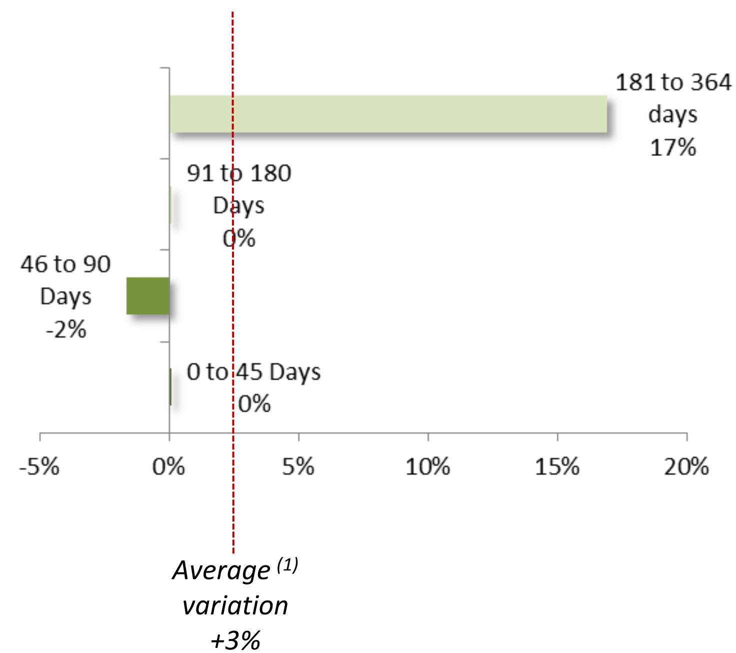
# Mauritius (3/3): Traveller Profile

- Bookings to Mauritius have similar lead time patterns than to other destinations
- Travellers to Mauritius have changed their booking pattern in the last 12 months, preparing their trip with more anticipation

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Mauritius**
(% Var. vs prev. year; Sep 2010-Aug 2012)



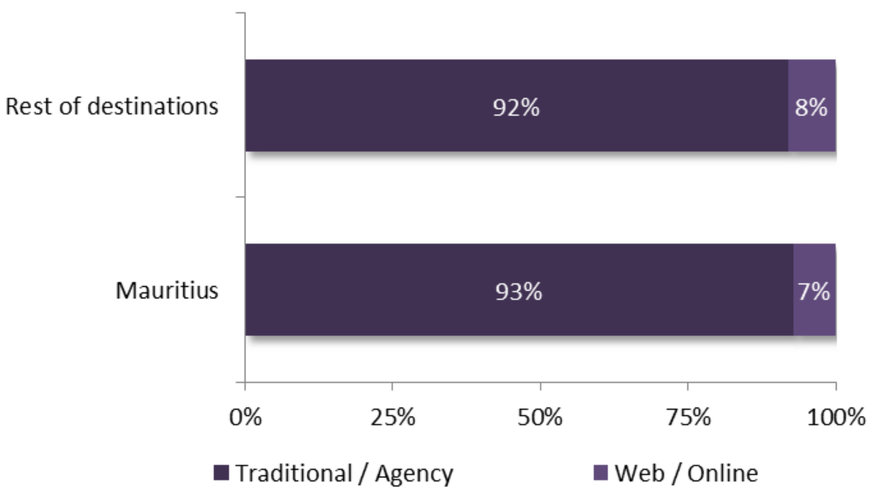


Note (1): Bookings to Mauritius

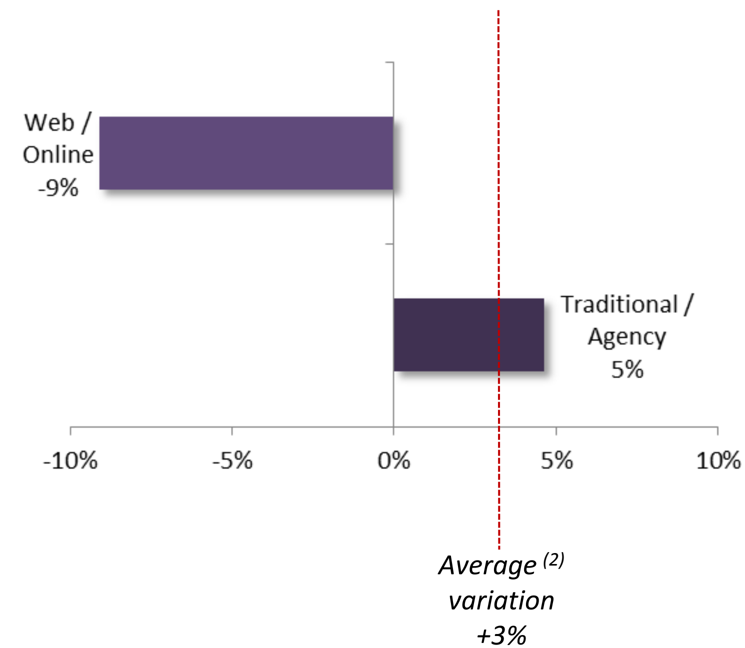
# Mauritius (3/3): Traveller Profile

- Traditional travel agencies represented in the last 12 months 93% of total bookings issued to Mauritius; a similar share than for other destinations

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Mauritius**
(% Var. vs prev. year; Sep 2010-Aug 2012)

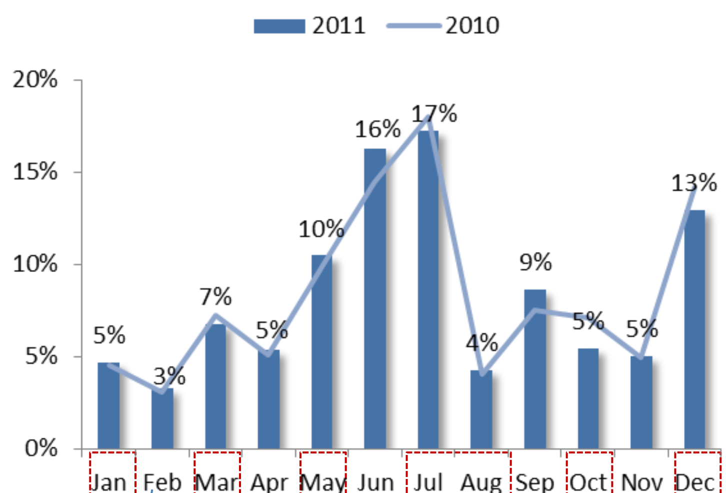



 **Notes:** (1) For current analysis all bookings made through “Unknown” channel have been removed; (2) Bookings to Mauritius

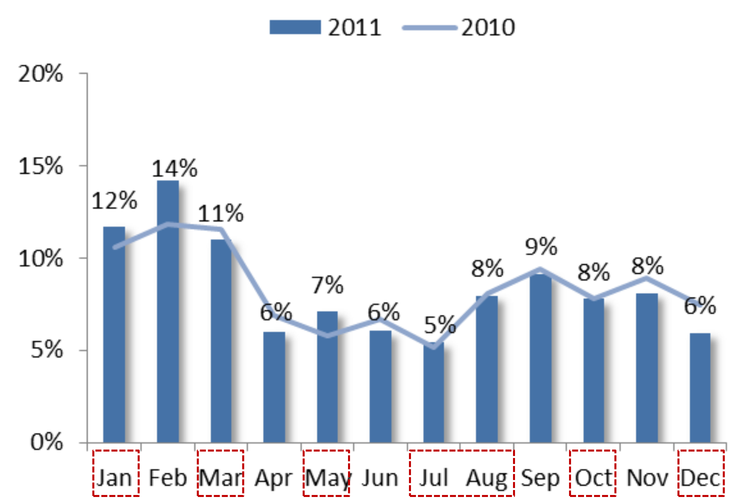
# France (1/3): Seasonality

- High season for departures to France coincide with winter and summer school holidays
- Booking trends are stable year over year and concentrated on the first quarter

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)




10th Feb 2011
Opening of scales in
Nantes and Bordeaux

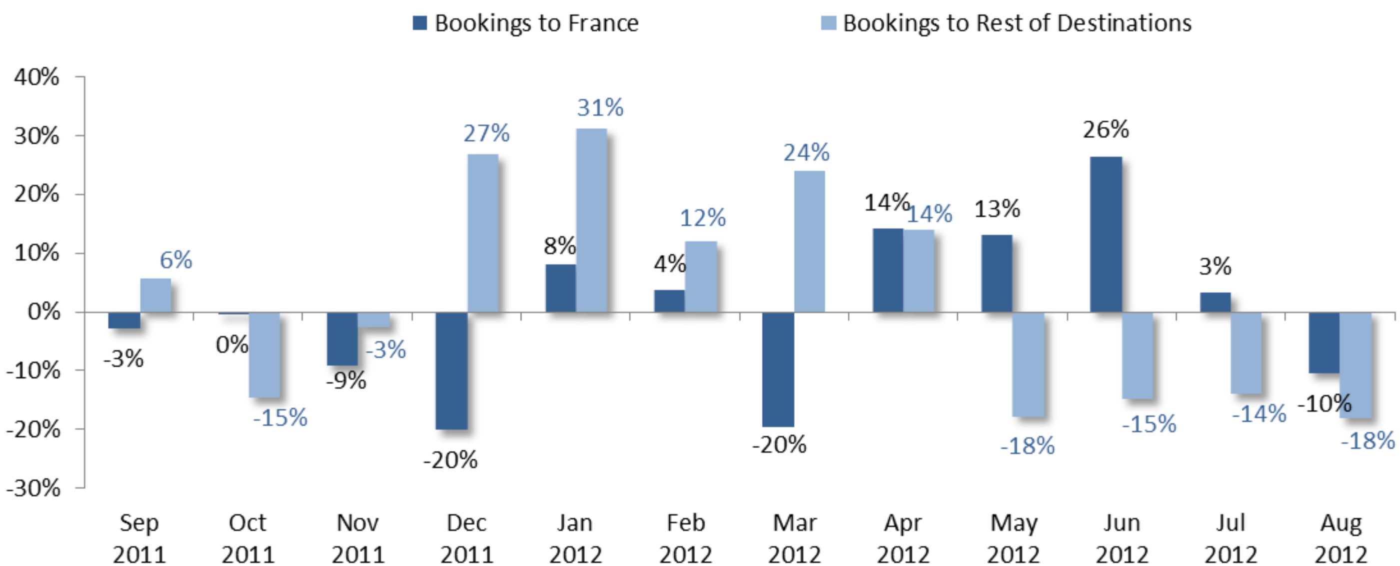
School Holidays Period (1)

 Note (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# France (2/3): Trends

- Bookings to France have registered 0,6% decrease vs previous year levels
- Trends in traveller profile suggest increased importance of single travellers staying less than 3 days and booking their tickets with less than 3 months of anticipation

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

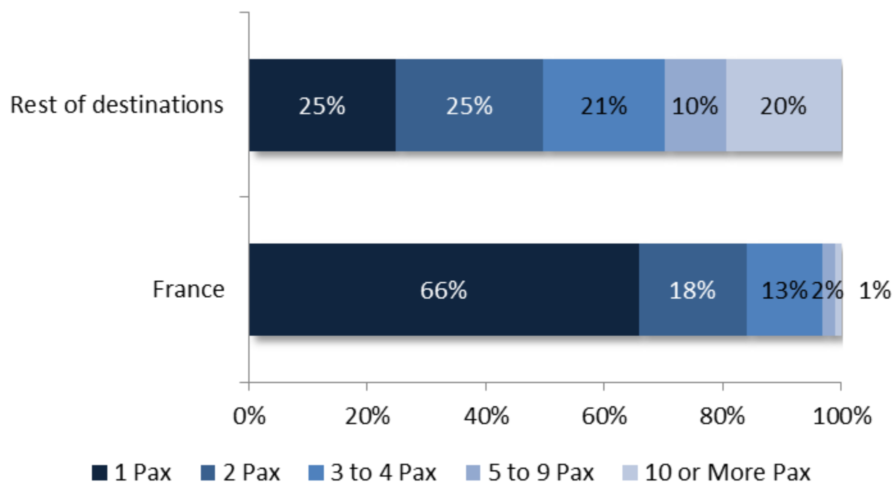



| | Sep 2011 – Dec 2011 | Jan 2012 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var France (%) | -8% | +3% | **-1%** |
| Acc. Var Rest of Destinations (%) | +3% | +3% | **+3%** |

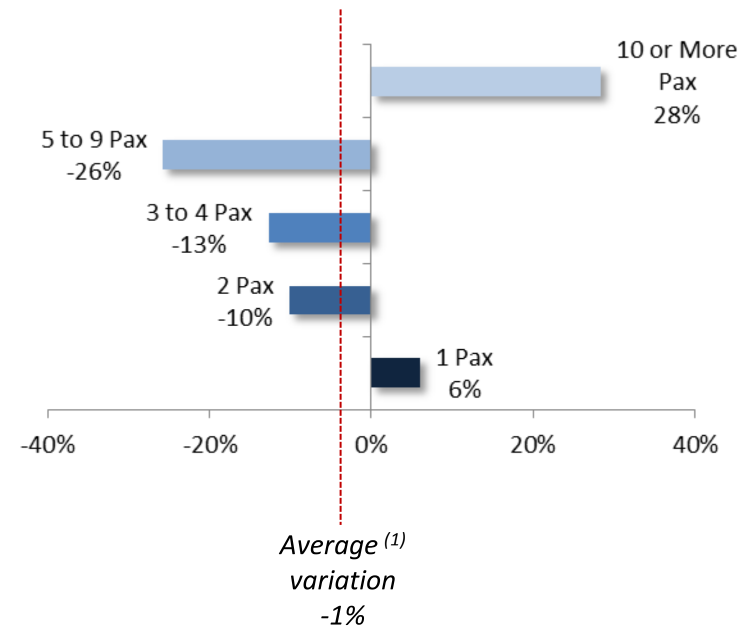
# France (3/3): Traveller Profile

- Vast majority of travellers visits France alone
- While most categories decreased in the last 12 months individual travellers grew vs previous year

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for France**
(% Var. vs prev. year; Sep 2010-Aug 2012)

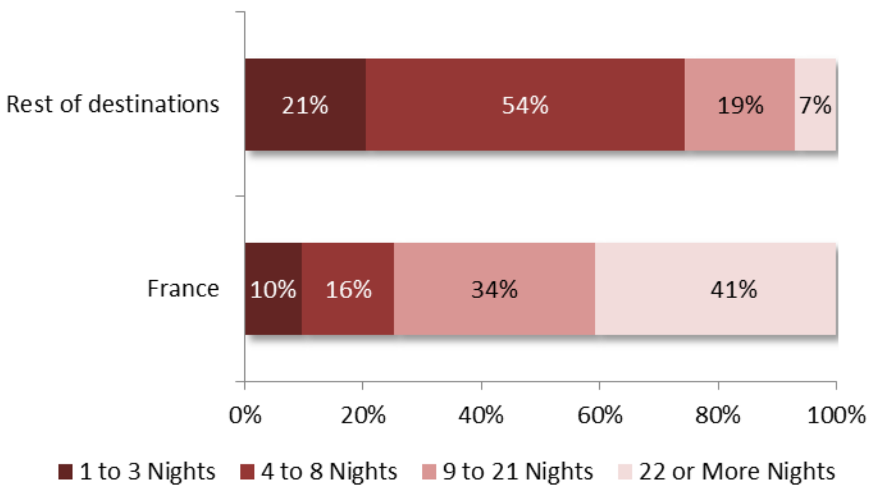



 **Note** (1): Bookings to France

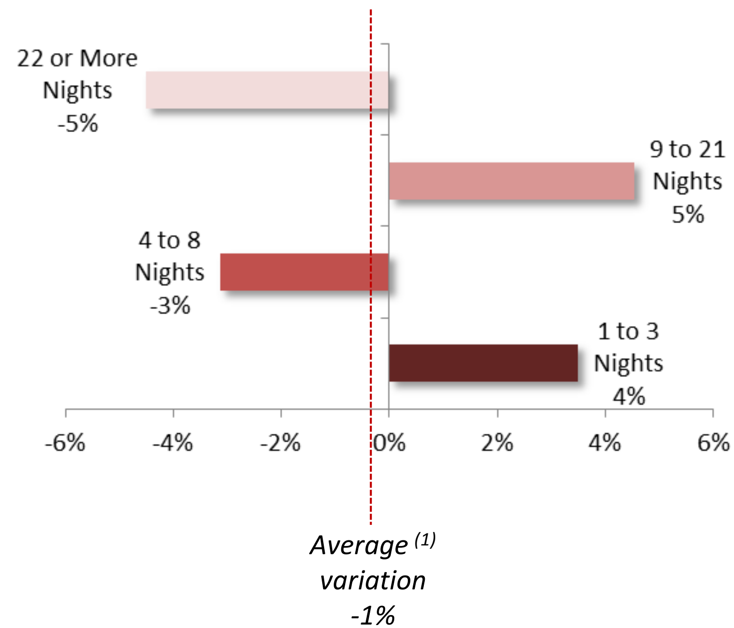
# France (3/3): Traveller Profile

- 22 nights or more represent a remarkable 41% of total departures to France despite the decrease seen in the segment over the last 12 months

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for France**
(% Var. vs prev. year; Sep 2010-Aug 2012)

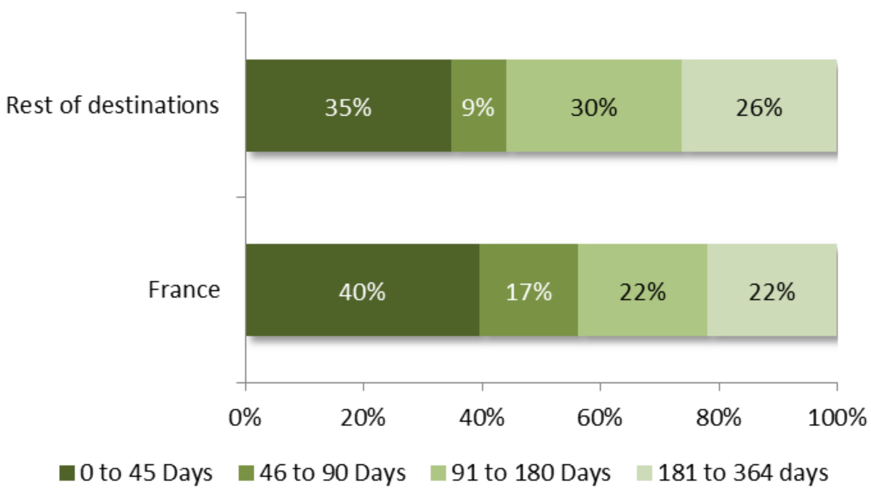



 **Note** (1): Bookings to France

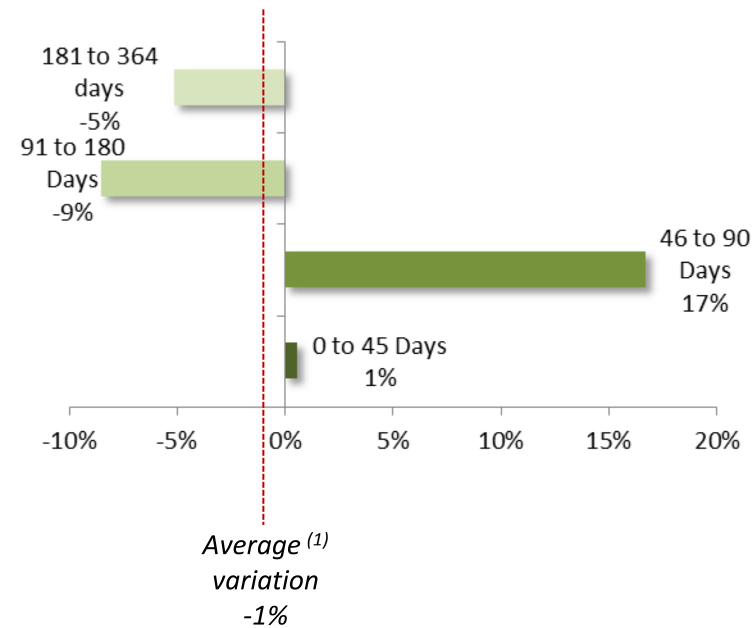
# France (3/3): Traveller Profile

- Bookings to France are issued in general with less anticipation than average
- Trend in the last 12 months confirms this trend as the most growing segment has been the bookings issued with between 16 and 90 days of anticipation

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for France**
(% Var. vs prev. year; Sep 2010-Aug 2012)

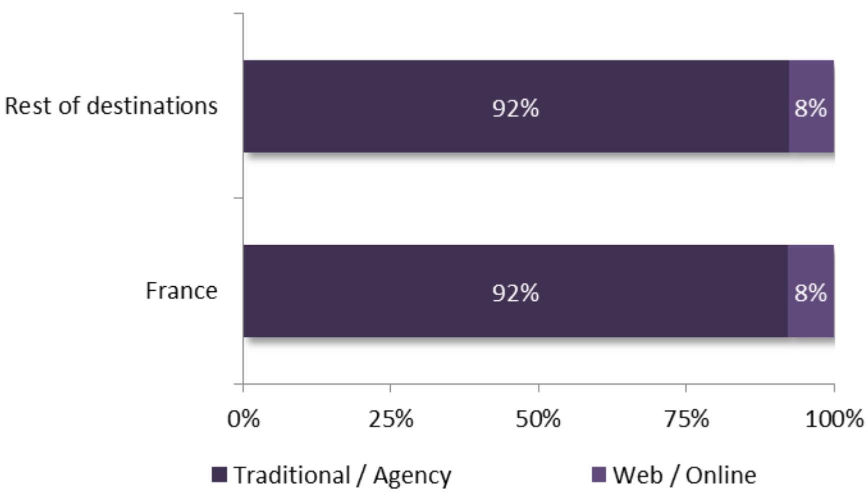



 **Note** (1): Bookings to France

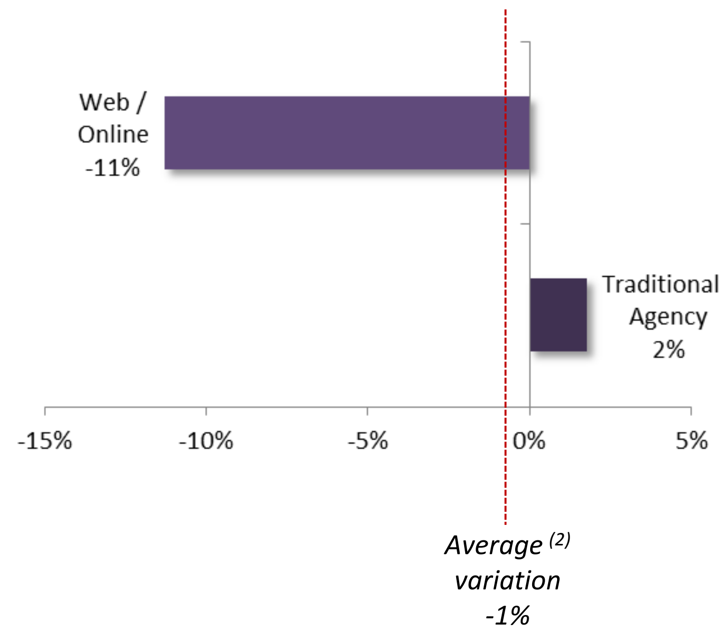
# France (3/3): Traveller Profile

- Structure of the Distribution Channel for France matches general profile
- Traditional agencies represent vast majority of the bookings, specially after the increase they experienced in the last 12 months

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for France**
(% Var. vs prev. year; Sep 2010-Aug 2012)

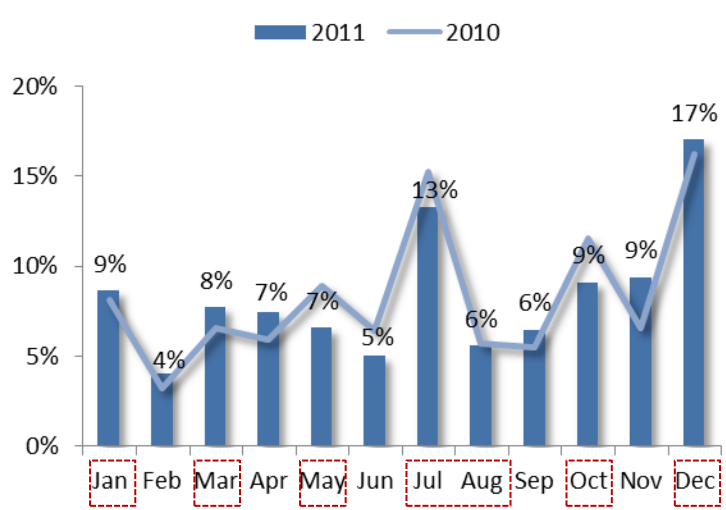



 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to France

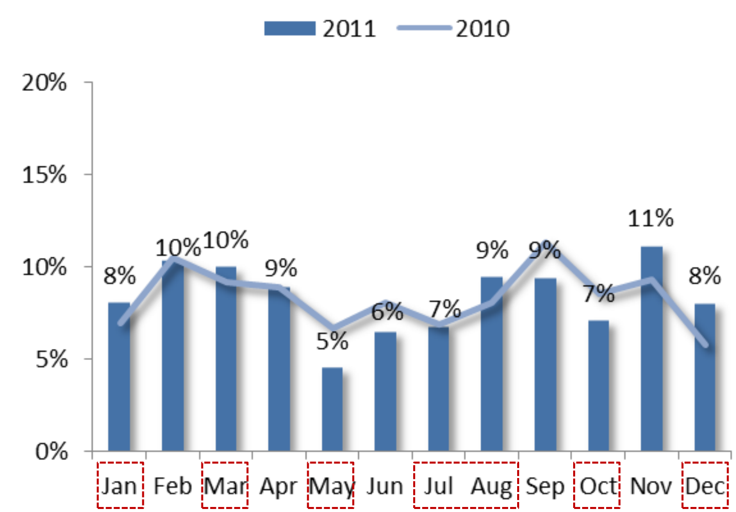
# Madagascar (1/3): Seasonality

- Departures to Madagascar coincide in July and December showing slight variations year over year
- Bookings are mostly issued at the beginning of the year and in November

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



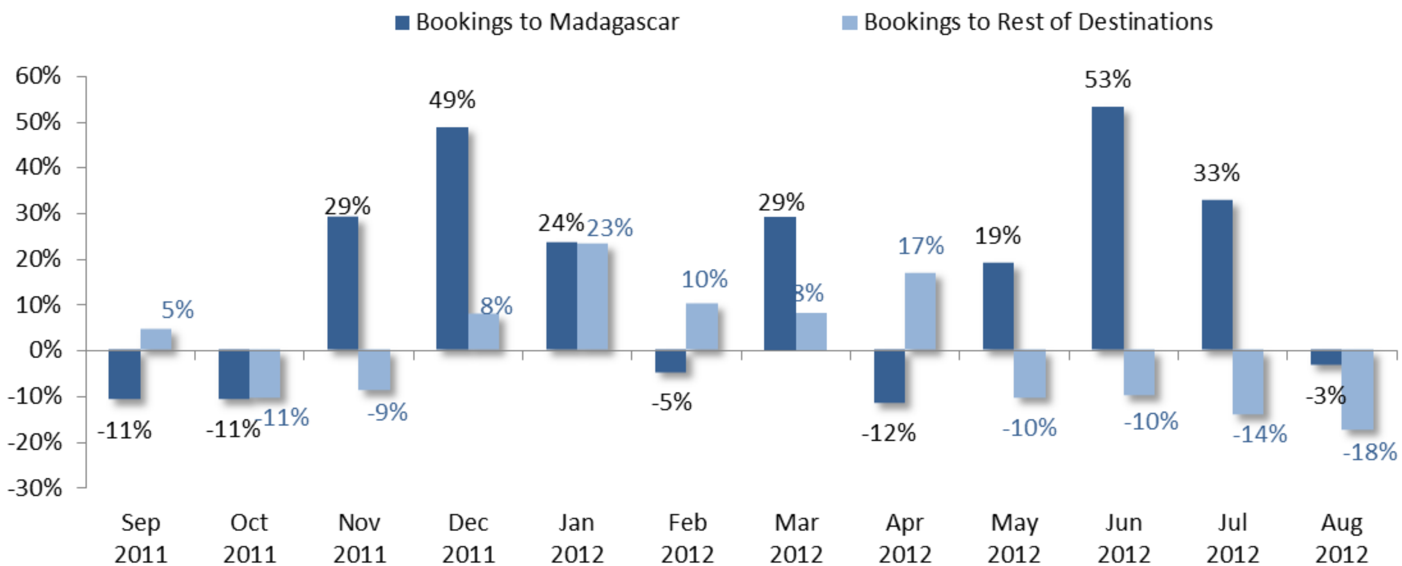

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Madagascar (2/3): Trends

- Bookings to Madagascar have experienced 13% growth in the last 12 months
- Changes in trends regarding pax per booking and lead time could indicate average traveller profile is evolving

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

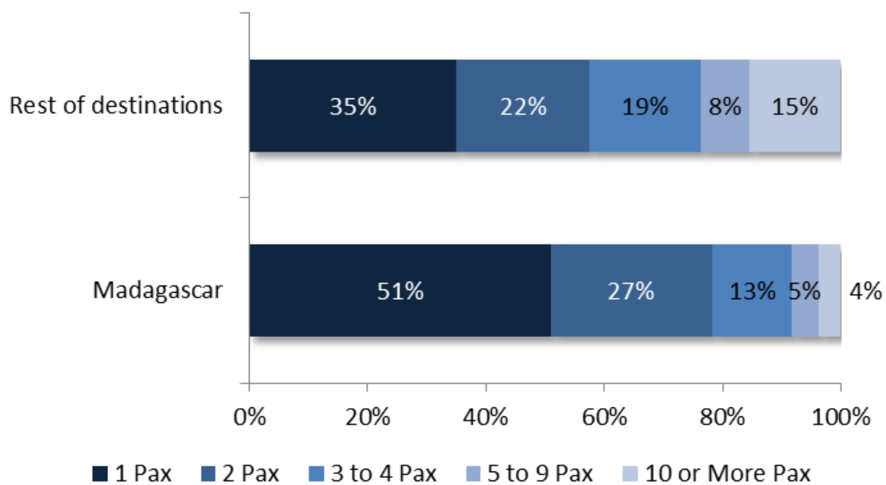



| | Sep 2011 – Dec 2011 | Jan 2012 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Madagascar (%) | +10% | +15% | +13% |
| Acc. Var Rest of Destinations (%) | -2% | +2% | +1% |

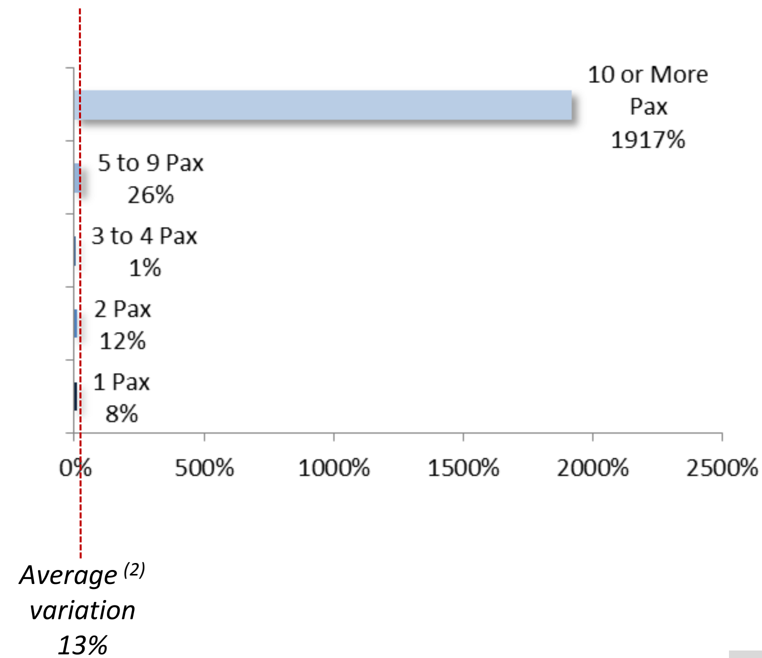
# Madagascar (3/3): Traveller Profile

- Booking to Madagascar are mostly issued by people travelling alone
- Despite still being less than 5% of total bookings issued, Madagascar could be starting to be perceived as destination for large groups

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Madagascar**
(% Var. vs prev. year; Sep 2010-Aug 2012)

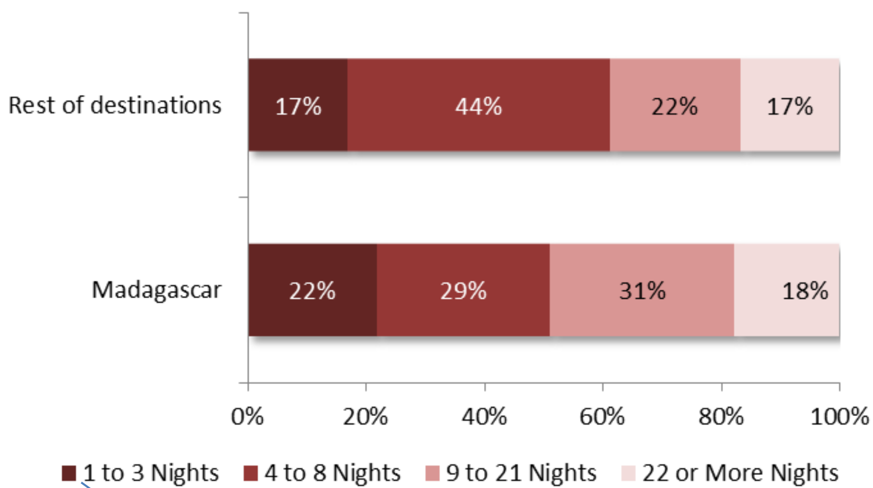



 Note (1): Bookings to Madagascar

# Madagascar (3/3): Traveller Profile

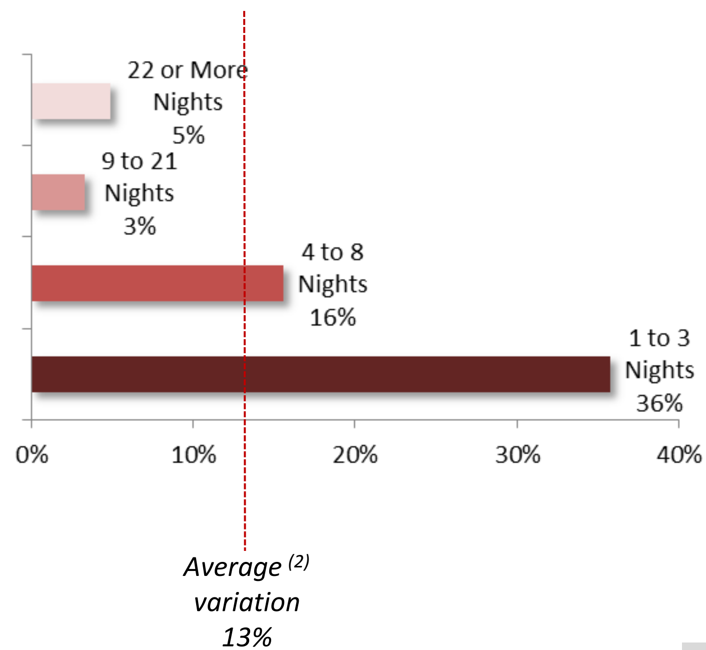
- Geographical proximity explains large share of very short stays in Madagascar; although they do not tend to be related to weekend stays
- The 1 to 3 nights category the 1 night-stays have been the most growing ones

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




Only 24% of the 1 to 3 day stays are related specifically to weekends

**Evolution of Length of Stay for Madagascar**
(% Var. vs prev. year; Sep 2010-Aug 2012)

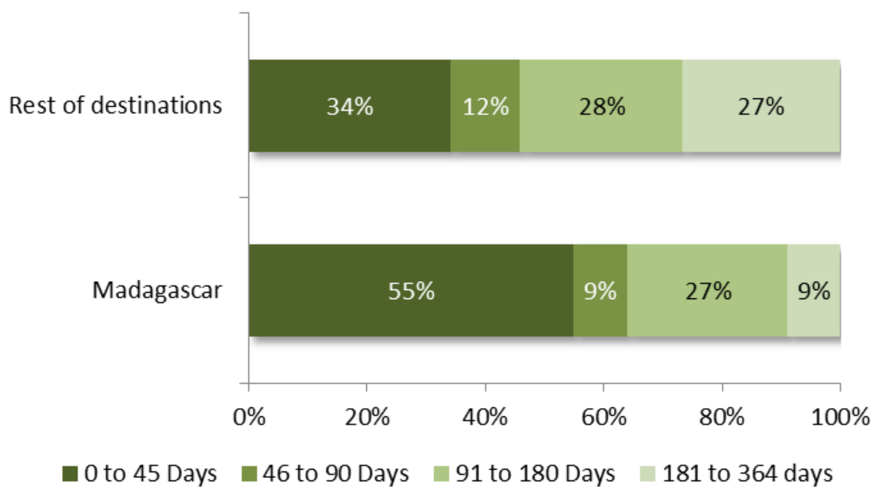



 Note (1): Bookings to Madagascar

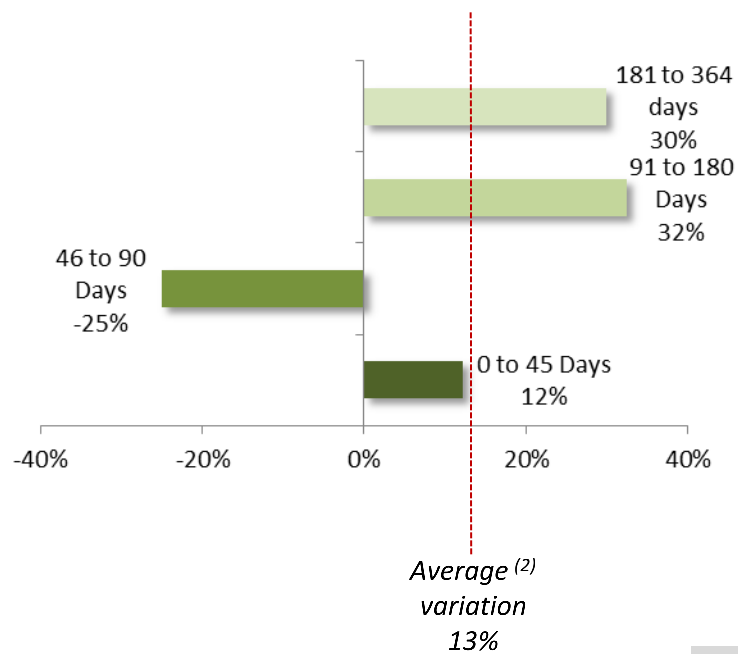
# Madagascar (3/3): Traveller Profile

- Bookings to Madagascar are issued with less anticipation than to other destinations
- Trend seen in the last 12 months suggest a change in booking patterns towards longer lead times

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Madagascar**
(% Var. vs prev. year; Sep 2010-Aug 2012)

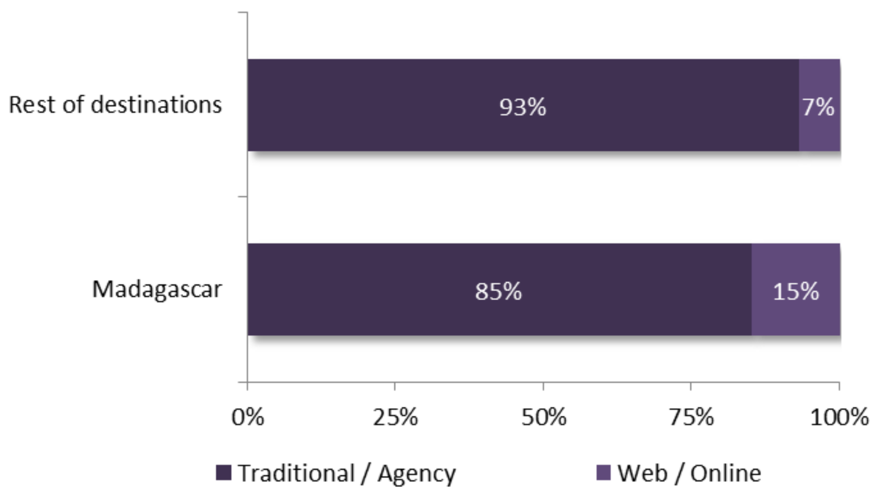



 Note (1): Bookings to Madagascar

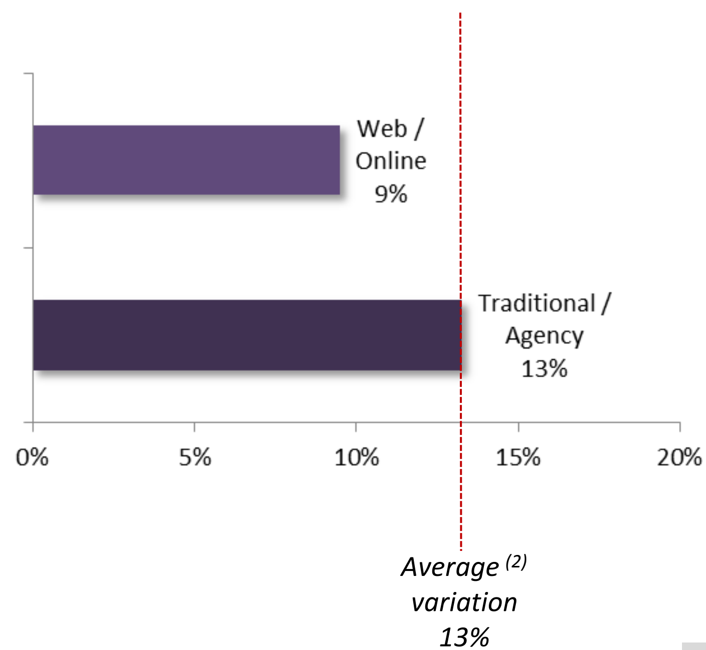
# Madagascar (3/3): Traveller Profile

- Small share of very large groups and awareness of Madagascar as destination could explain the small share of traditional agencies compared to other destinations

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Madagascar**
(% Var. vs prev. year; Sep 2010-Aug 2012)

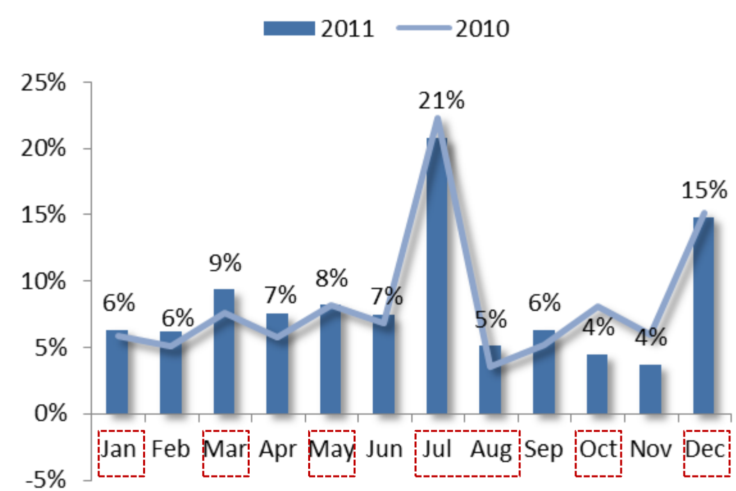



 **Note** (1): For current analysis all bookings made through “Unknown” channel have been removed. (2) Bookings to Madagascar

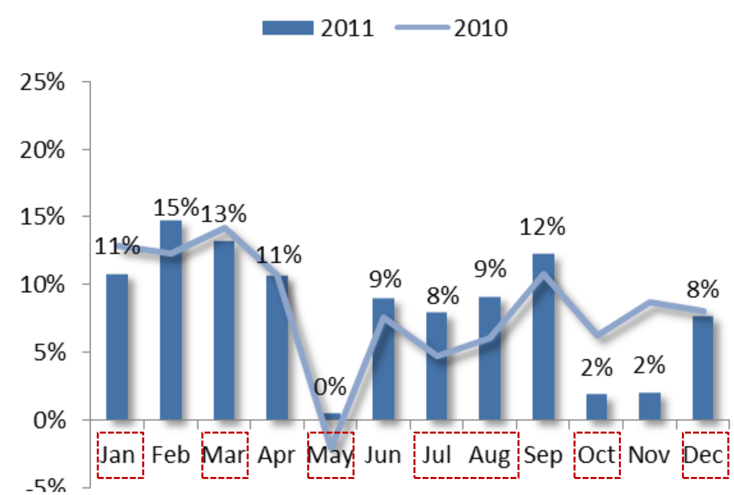
# Mayotte (1/3): Seasonality

- Departures to Mayotte are highly concentrated on July and December
- Bookings are mostly issued at the beginning of the year and in September with a clear drop in May that could be associated to Tour Operators allotments

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



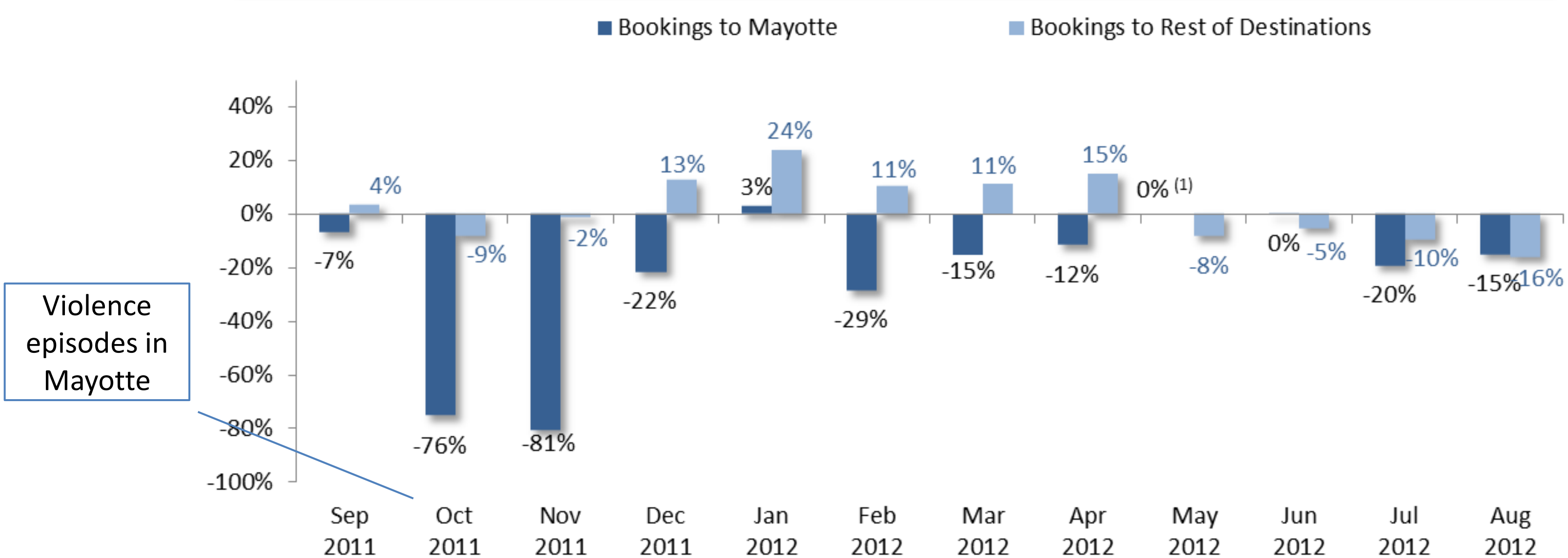

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Mayotte (2/3): Trends

- Bookings to Mayotte dropped 24% in last year due to violence episodes in Oct-Nov
- Traveller profile suggests couples and people staying between 4-8 nights in destination were the most affected segments by the incidents

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)



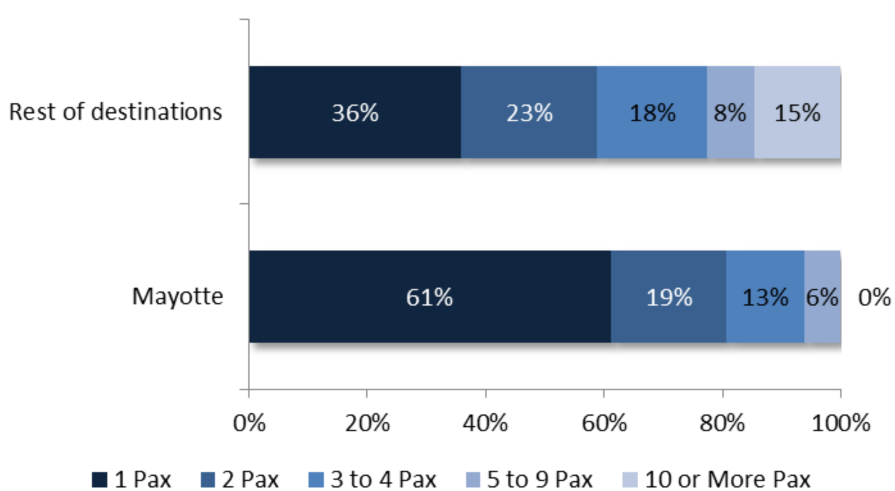

| | Sep 2011 – Nov 2011 | Dec 2011 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Mayotte(%) | -42% | -14% | **-24%** |
| Acc. Var Rest of Destinations (%) | +1% | +4% | **+3%** |

 **Note** (1): Bookings for May 2012 were negative due to large volume of cancellations

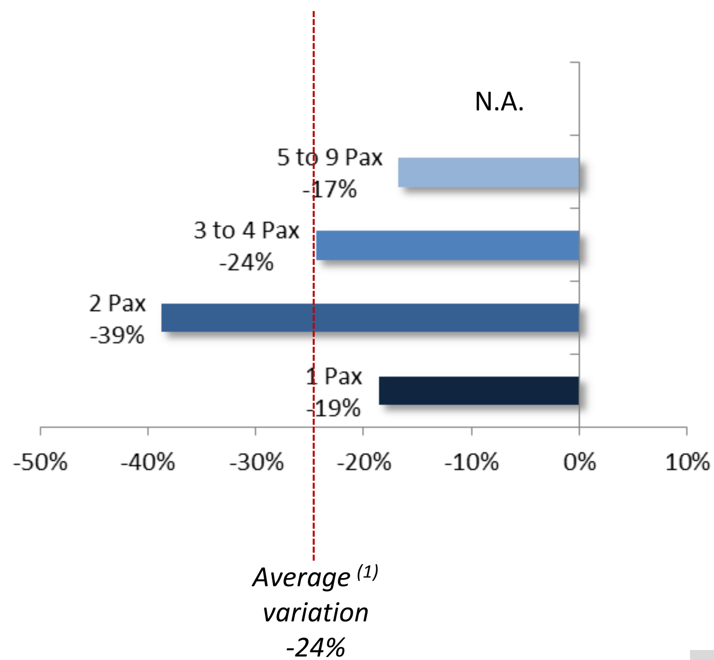
# Mayotte (3/3): Traveller Profile

- Vast majority of travellers to Mayotte are single travellers; in the last months there were no large groups visiting the country
- Couples was the most impacted category by the episodes

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Mayotte**
(% Var. vs prev. year; Sep 2010-Aug 2012)

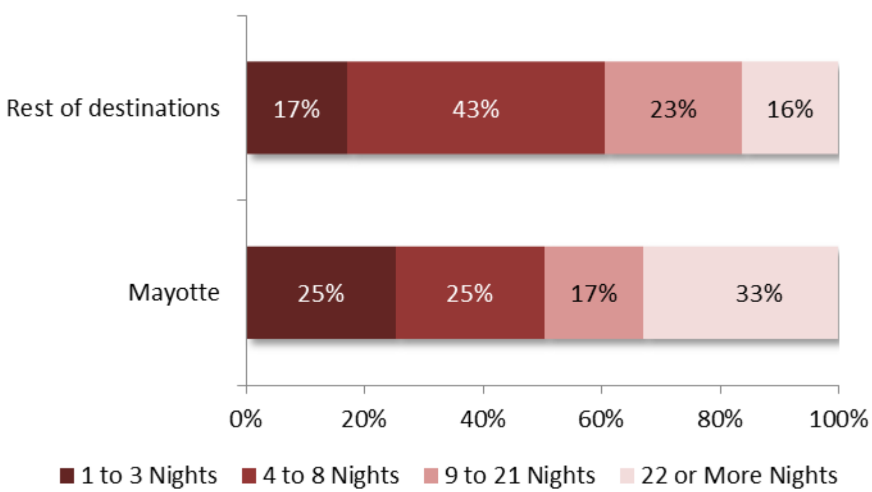



 **Note** (1): Bookings to Mayotte

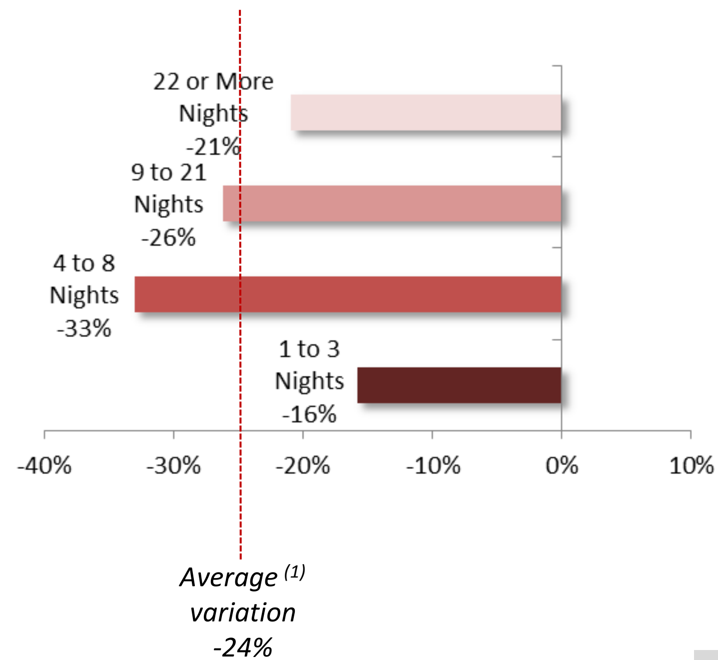
# Mayotte (3/3): Traveller Profile

- More than 22 night-stays category (usually linked to "visiting friends and relatives" tourism) represents a larger share for Mayotte than for other destinations
- This segment together with very short stays were the most resilient categories

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Mayotte**
(% Var. vs prev. year; Sep 2010-Aug 2012)

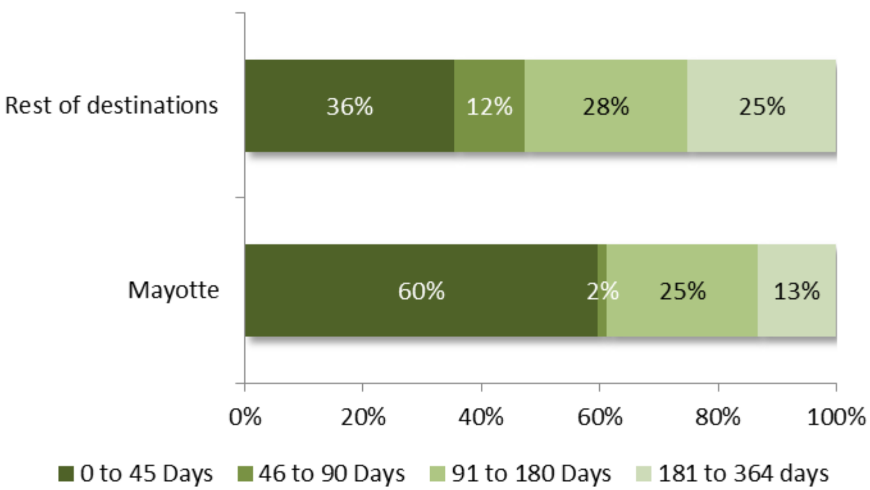



 **Note** (1): Bookings to Mayotte

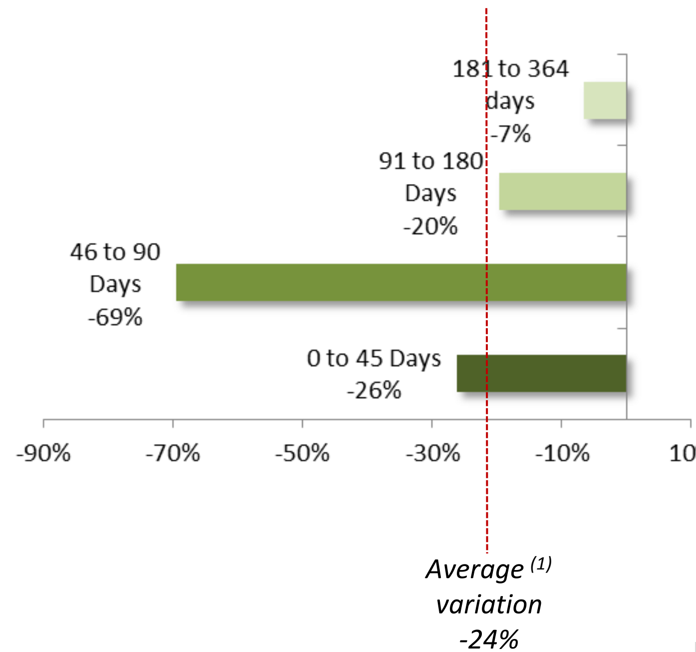
# Mayotte (3/3): Traveller Profile

- Bookings to Mayotte are issued with less anticipation than to other destinations
- Travellers that booked their ticket with more than 6 months of anticipation were the less affected category

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Mayotte**
(% Var. vs prev. year; Sep 2010-Aug 2012)

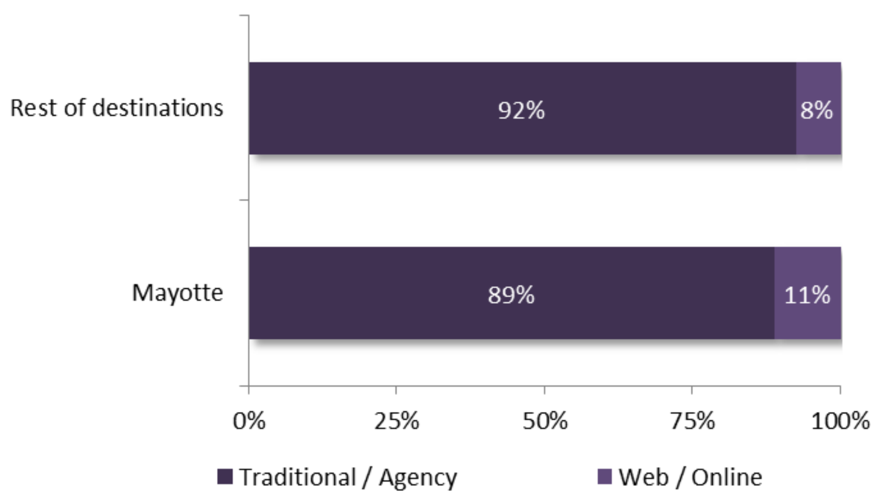



 **Note** (1): Bookings to Mayotte

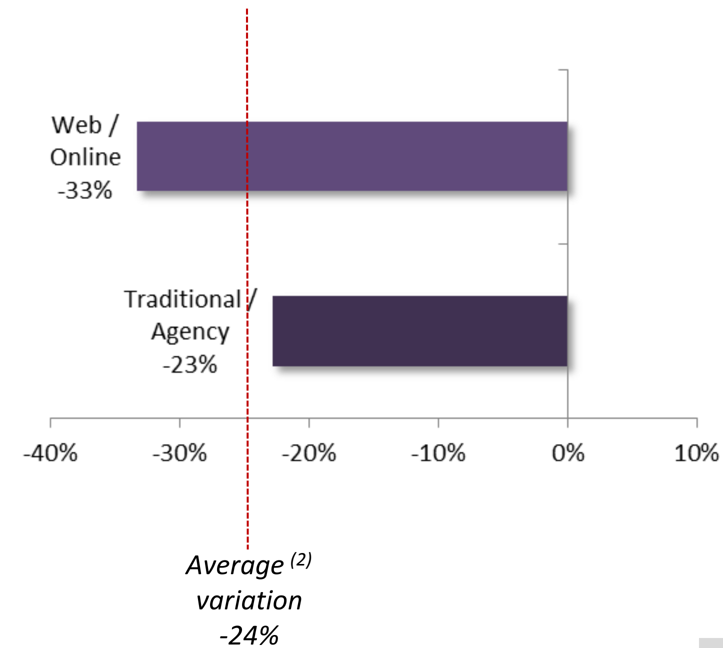
# Mayotte (3/3): Traveller Profile

- Online agencies are more important for Mayotte than for other destinations
- Awareness of Mayotte as destination and small share of large groups could explain this relative small share

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Mayotte**
(% Var. vs prev. year; Sep 2010-Aug 2012)

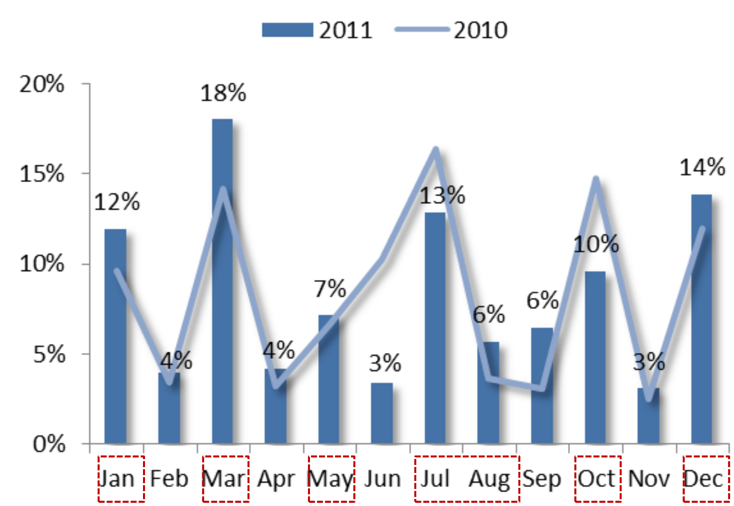



 **Note** (1): For current analysis all bookings made through "Unknown" channel have been removed. (2) Bookings to Mayotte

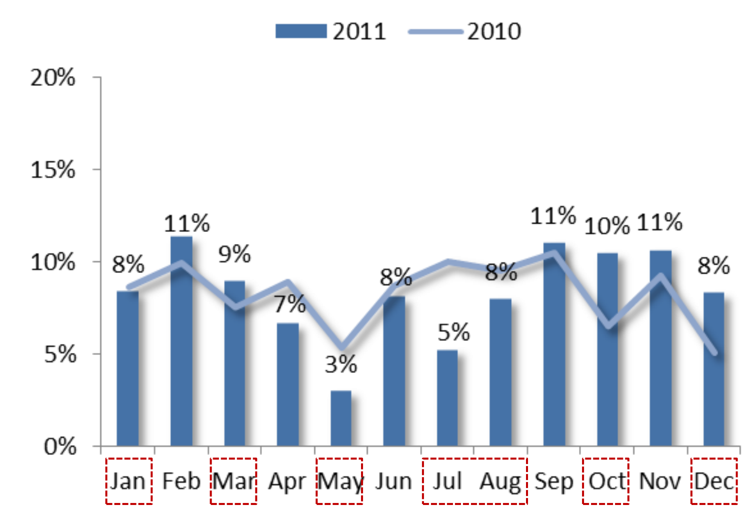
# South Africa (1/3): Seasonality

- Departures to South Africa are impacted by school holidays while bookings are mostly issued in the last quarter
- Differences in patterns between years suggest mixed traveller profile

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



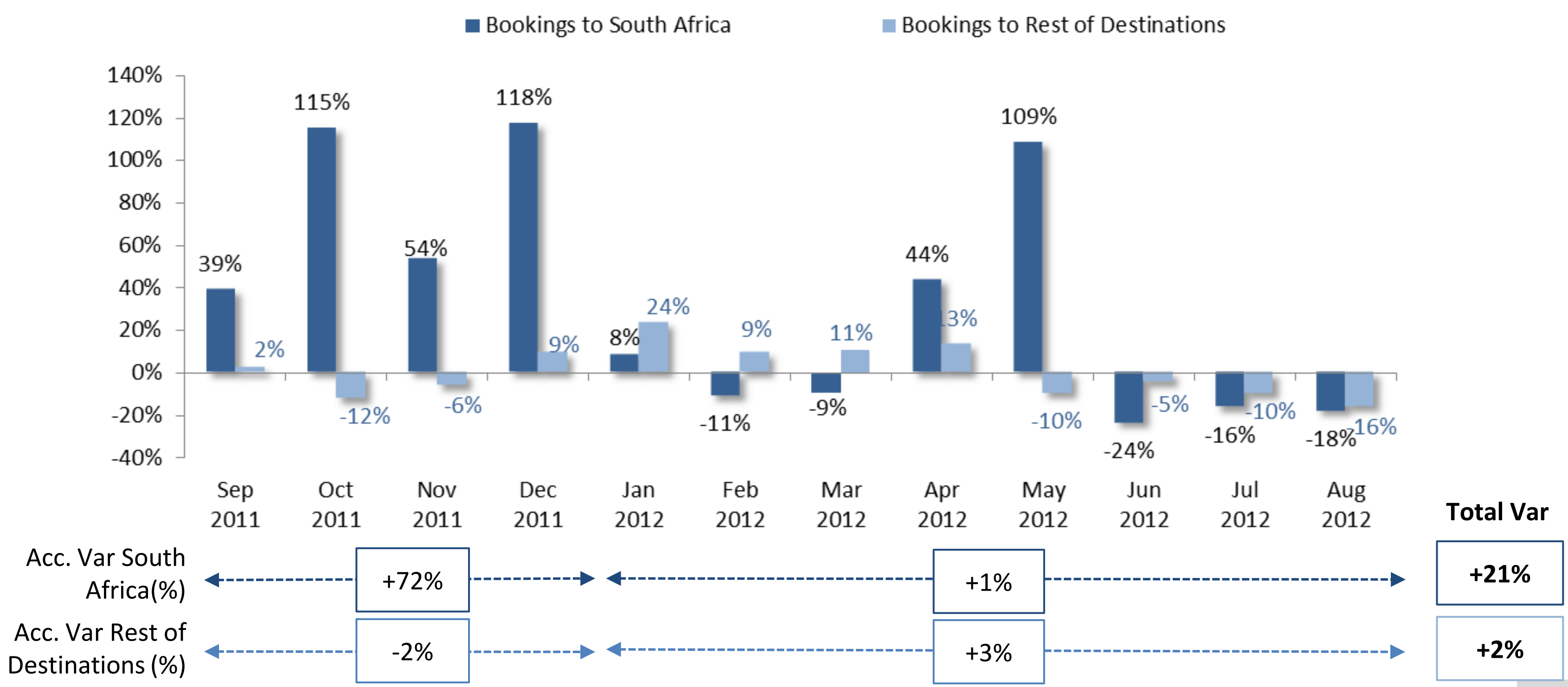

School Holidays Period [1]

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# South Africa (2/3): Trends

- Bookings to South Africa experienced global 21% growth in the last 12 months
- Mixed lengths of stay or pax per booking suggest diversified traveller profile

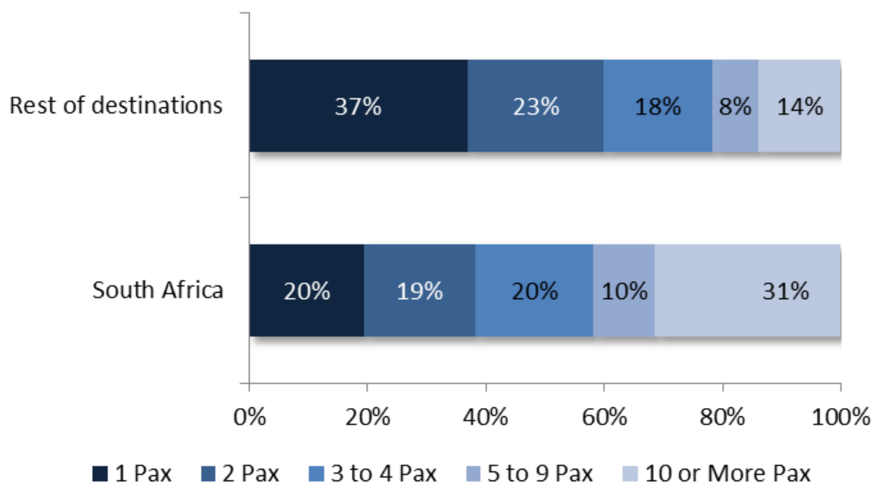
**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)



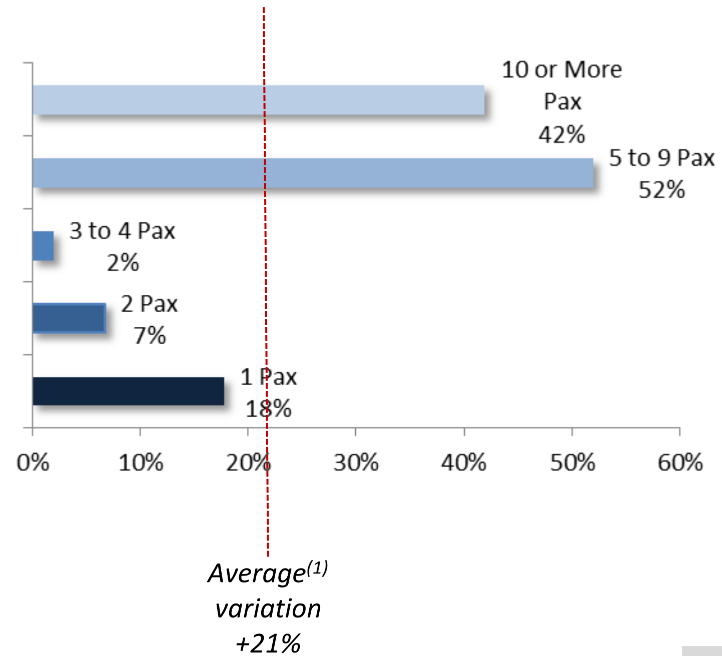
# South Africa (3/3): Traveller Profile

- South Africa seems to attract equally different traveller profiles, with single travellers, couples and small groups representing average 20% of bookings each
- Very large groups (more than 10 pax) are however the most important segment

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for South Africa**
(% Var. vs prev. year; Sep 2010-Aug 2012)

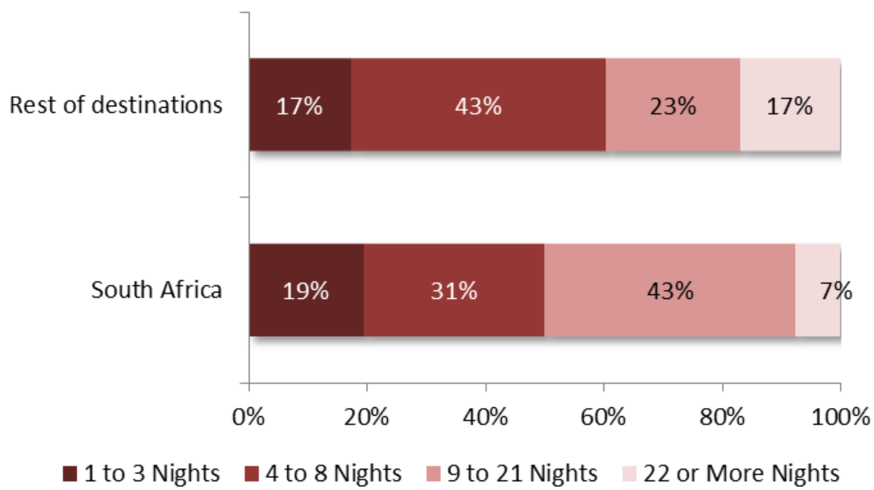



 **Note** (1): Bookings to South Africa

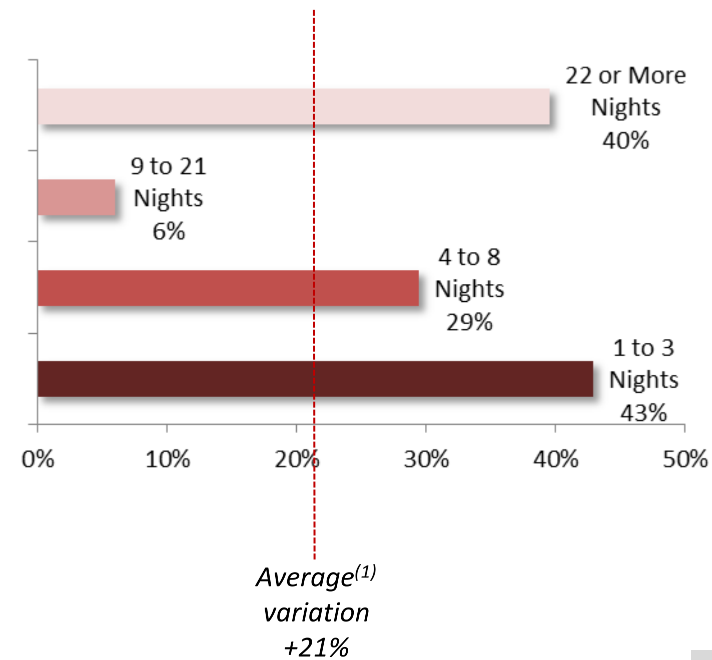
# South Africa (3/3): Traveller Profile

- Average length of stay in South Africa is between 9 to 21 nights although it has been the category with smaller growth in the last 12 months
- Larger increase of other segments could suggest change in traveller profile

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for South Africa**
(% Var. vs prev. year; Sep 2010-Aug 2012)

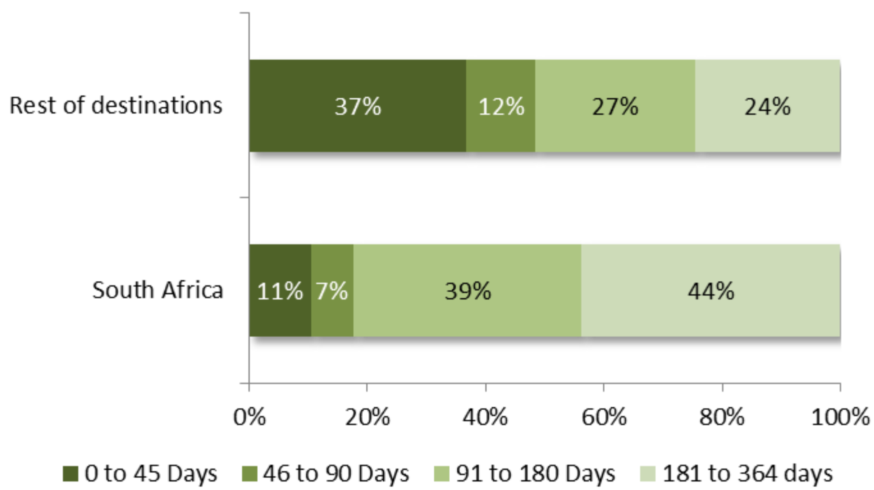



 **Note** (1): Bookings to South Africa

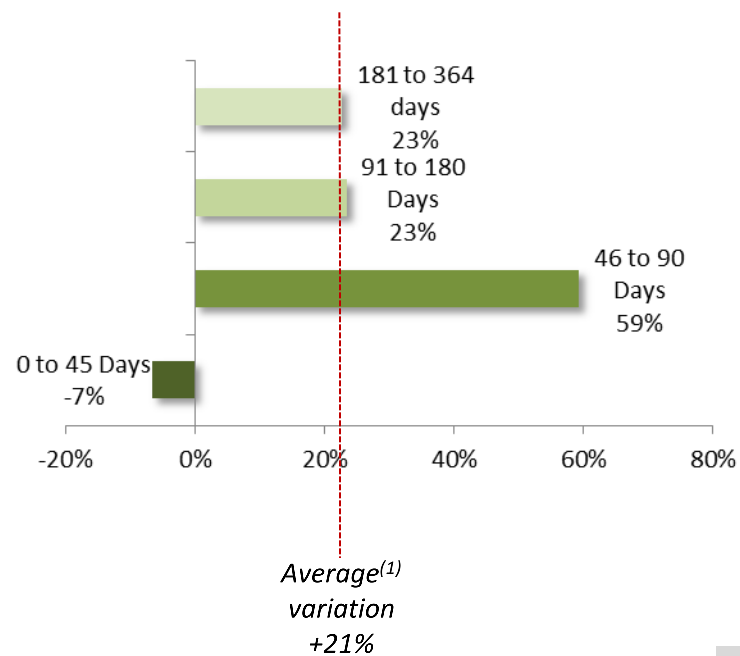
# South Africa (3/3): Traveller Profile

- Vast majority of bookings to South Africa are issued with more than 3 months of anticipation, representing a larger share than to other destinations
- Performance seen in the last months suggests booking patterns remain stable

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for South Africa**
(% Var. vs prev. year; Sep 2010-Aug 2012)

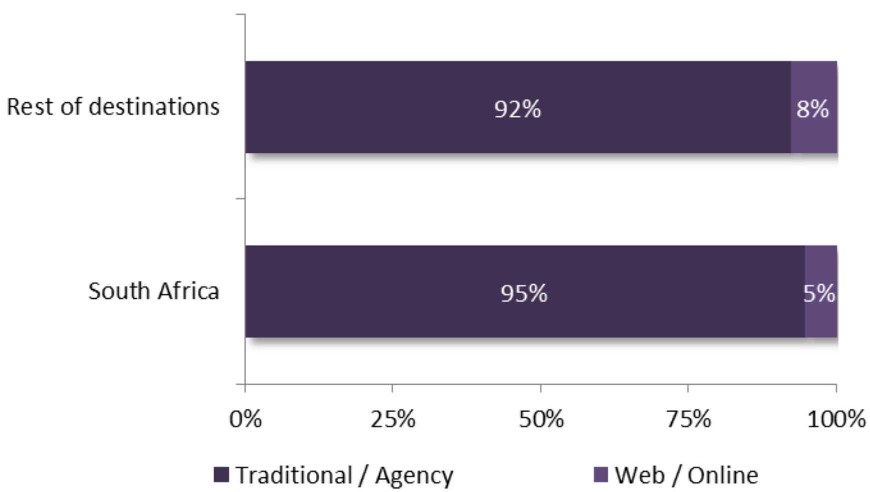



 **Note** (1): Bookings to South Africa

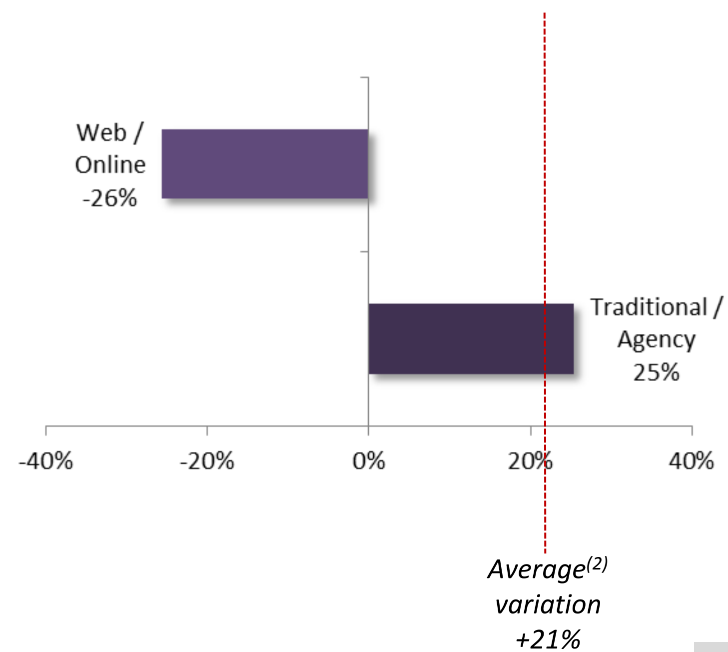
# South Africa (3/3): Traveller Profile

- Traditional agencies are the most important distribution channel for South Africa as destination and have contributed to the growth in bookings seen in the last months

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for South Africa**
(% Var. vs prev. year; Sep 2010-Aug 2012)

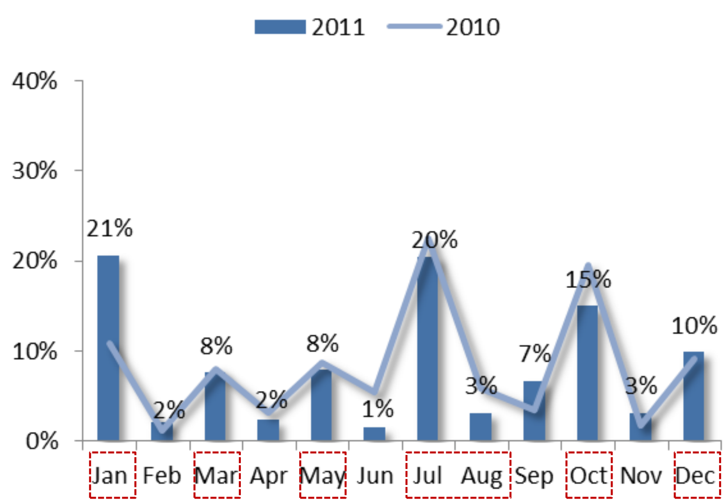



 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to South Africa

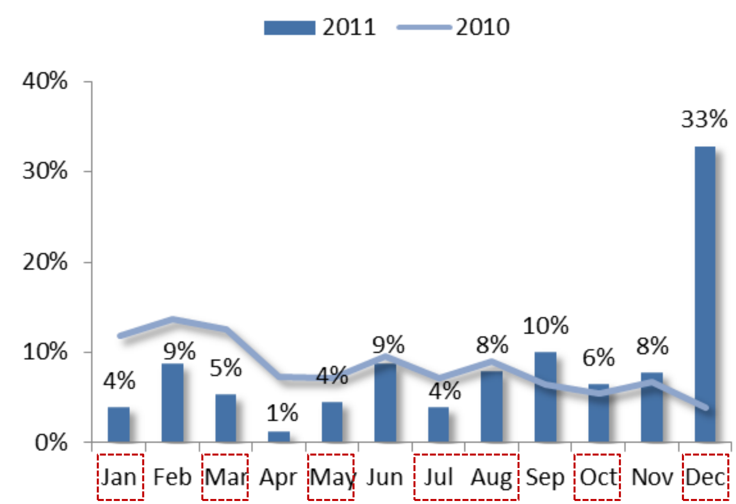
# Malaysia (1/3): Seasonality

- Departures to Malaysia are highly determined by school holidays
- Booking patterns seem less defined, experiencing large variations year over year linked to the impact of large groups (more than 10 pax) bookings

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



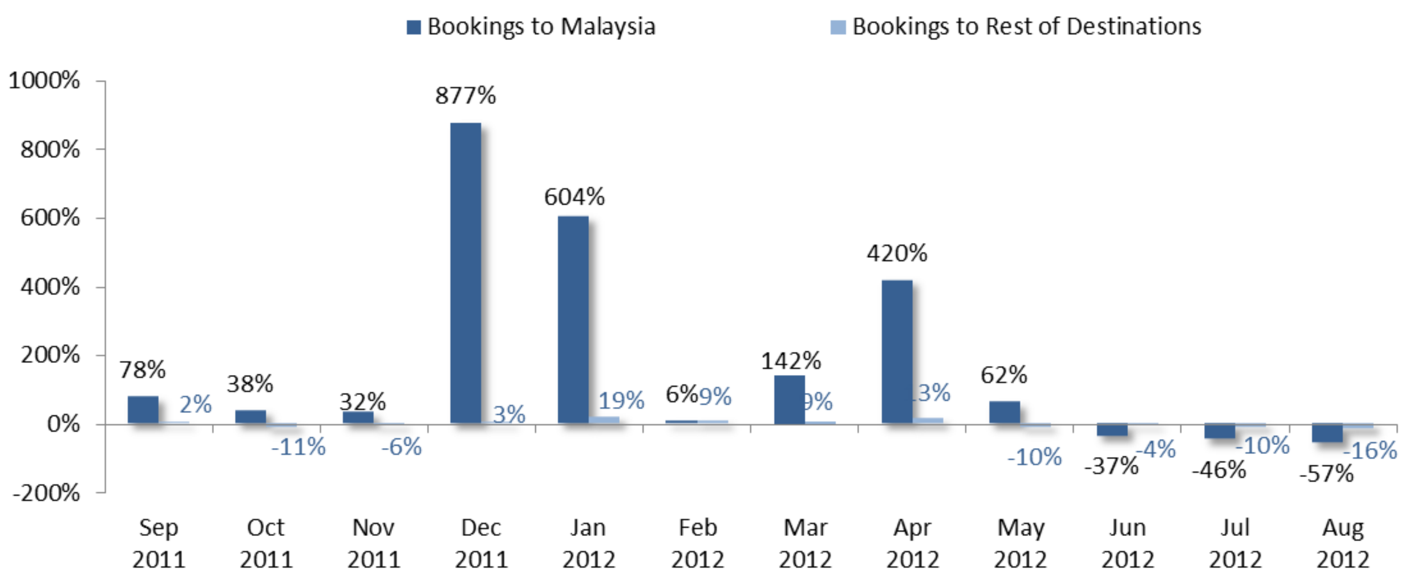

School Holidays Period [1]

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Malaysia (2/3): Trends

- Malaysia has experimented 106% growth in the last 12 months
- Traveller profile to Malaysia seems to be consolidated, with vast majority of very large groups, stays between 9 and 21 nights and very long lead time

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

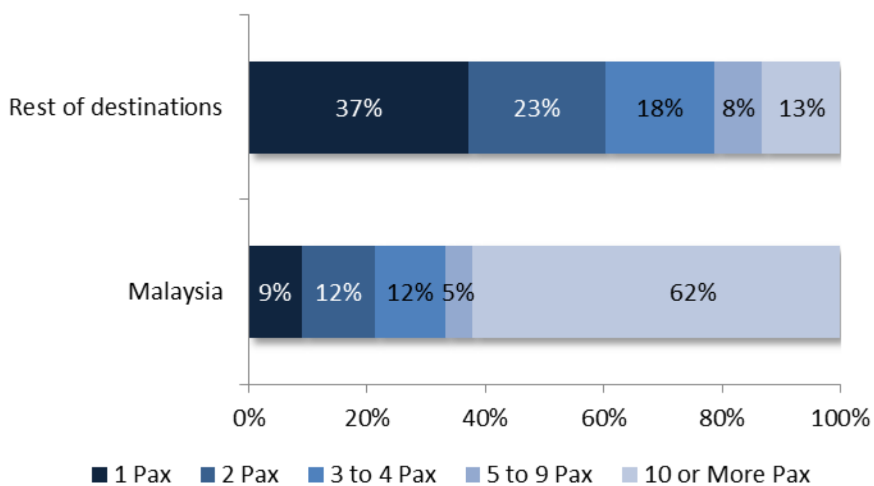



| | | | Total Var |
|---|---|---|---|
| Acc. Var Malaysia (%) | +193% | +66% | +106% |
| Acc. Var Rest of Destinations (%) | -3% | +3% | +1% |

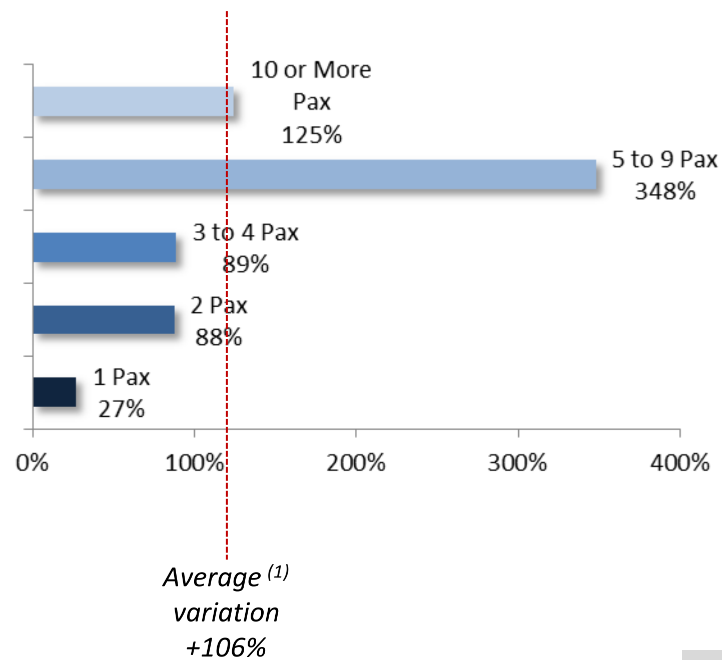
# Malaysia (3/3): Traveller Profile

- Bookings to Malaysia are driven by very large groups (more than 10 pax)

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Malaysia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

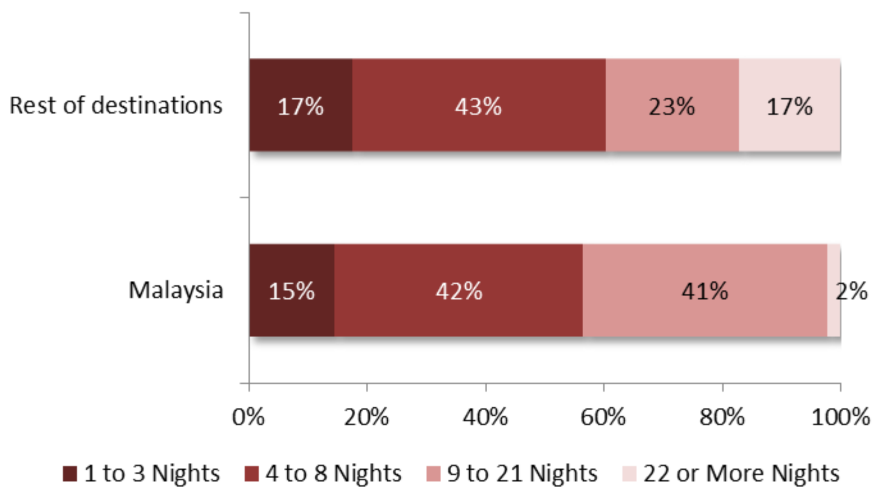



 **Note** (1): Bookings to Malaysia

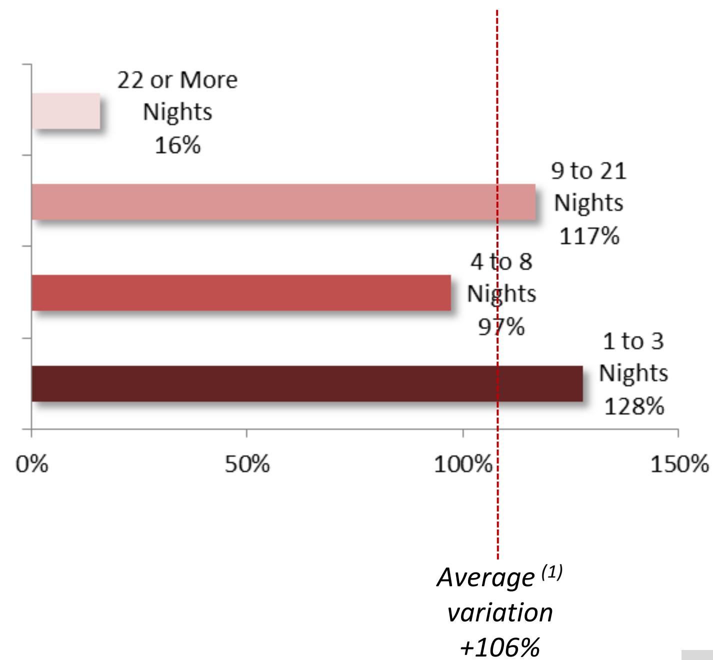
# Malaysia (3/3): Traveller Profile

- Majority of travellers stay in Malaysia between 4 and 21 nights, having consolidated as average length of stay in the last 12 months

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Malaysia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

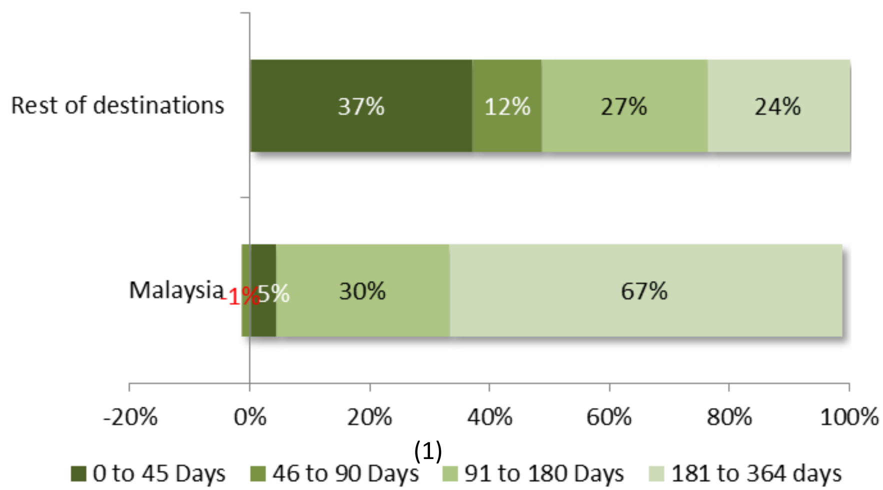



 **Note** (1): Bookings to Malaysia

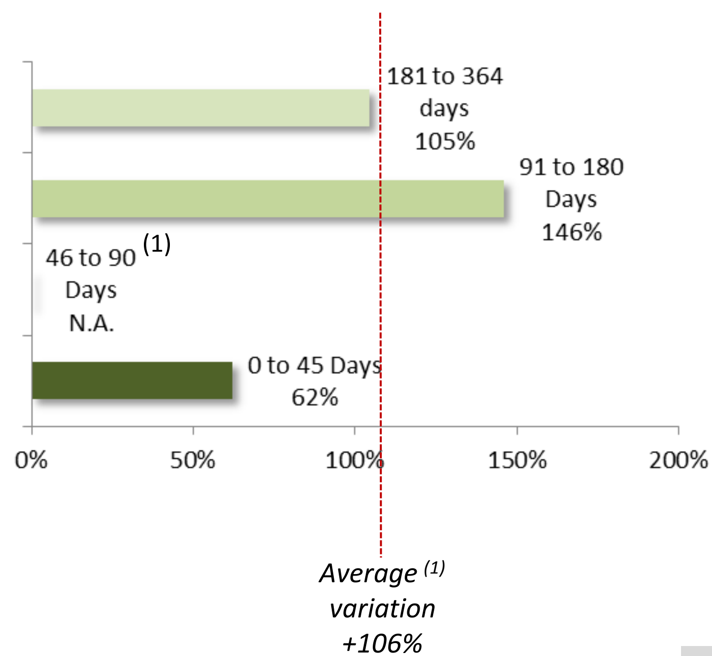
# Malaysia (3/3): Traveller Profile

- Bookings to Malaysia are generally issued with more than 3 months of anticipation, a trend that has been confirmed in the last 12 months

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Malaysia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

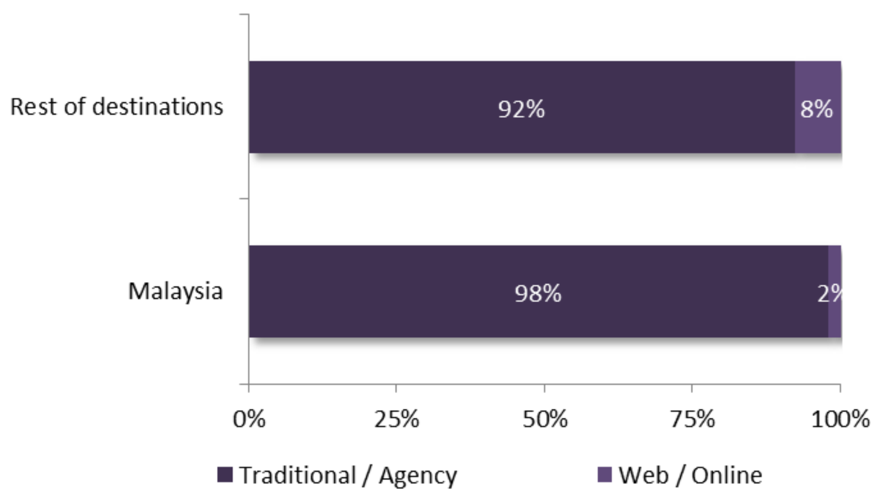



 **Note** (1): Negative figures due to large volume of cancellations (2) Bookings to Malaysia

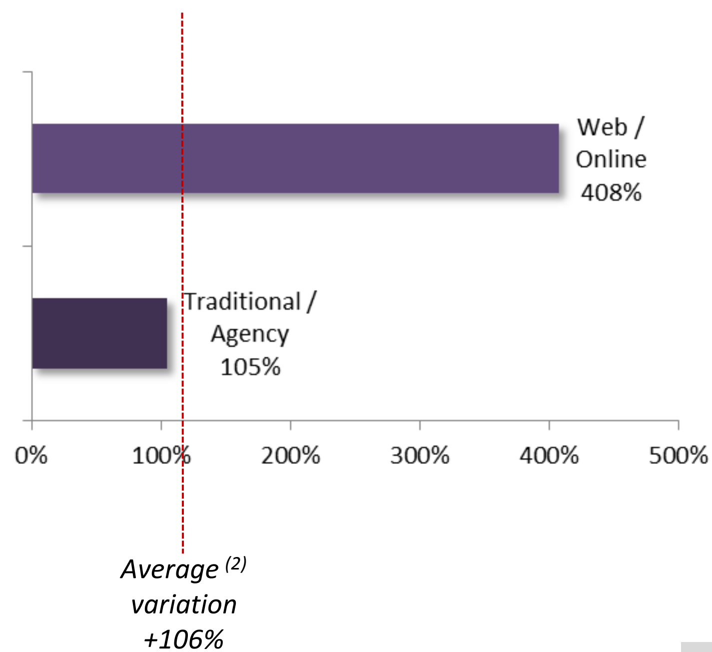
# Malaysia (3/3): Traveller Profile

- Traditional agencies represent vast majority of bookings issued to Malaysia despite growth seen in the last 12 months for bookings issued online
- Relevance of very large groups could explain predominance of traditional agencies

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Malaysia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

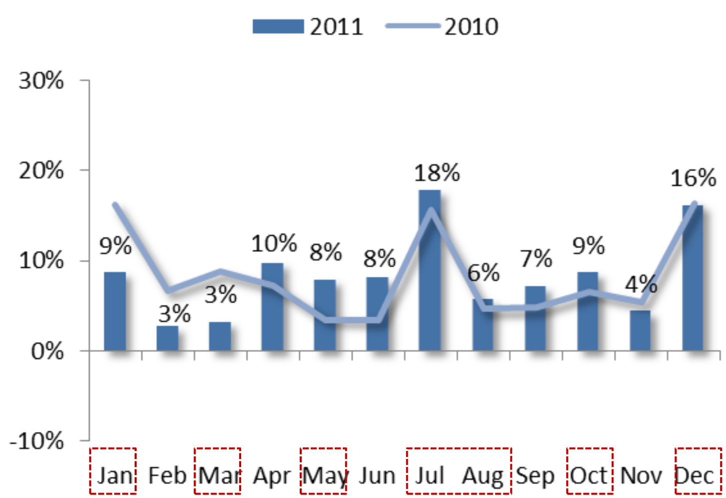



**Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to Malaysia

# Thailand (1/3): Seasonality

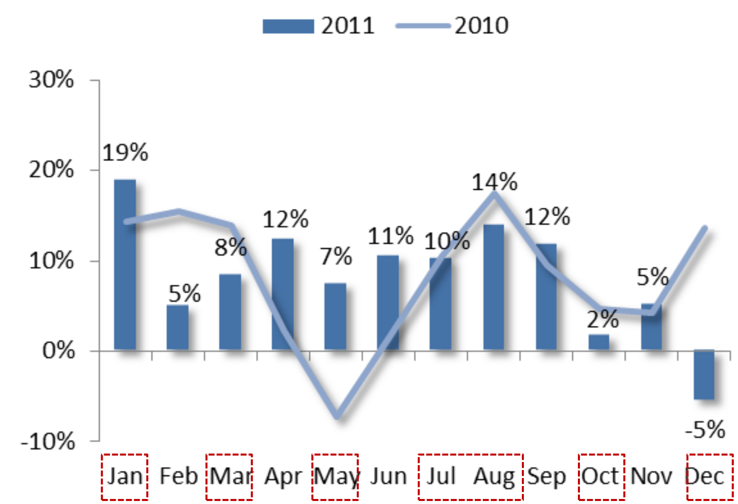
- Departures to Thailand are highly concentrated on July and December
- Booking pattern is still not defined due to the recent opening of the route and some episodes that affected the destination like violent protests in 2010 or 2011 floods

**Departures Seasonality**
(% of departures; Jan-Dec)




2nd April 2011
Opening of route
to Bangkok

**Bookings Seasonality**
(% of bookings; Jan-Dec)




School Holidays Period (1)

2010 Violent
Political
protests

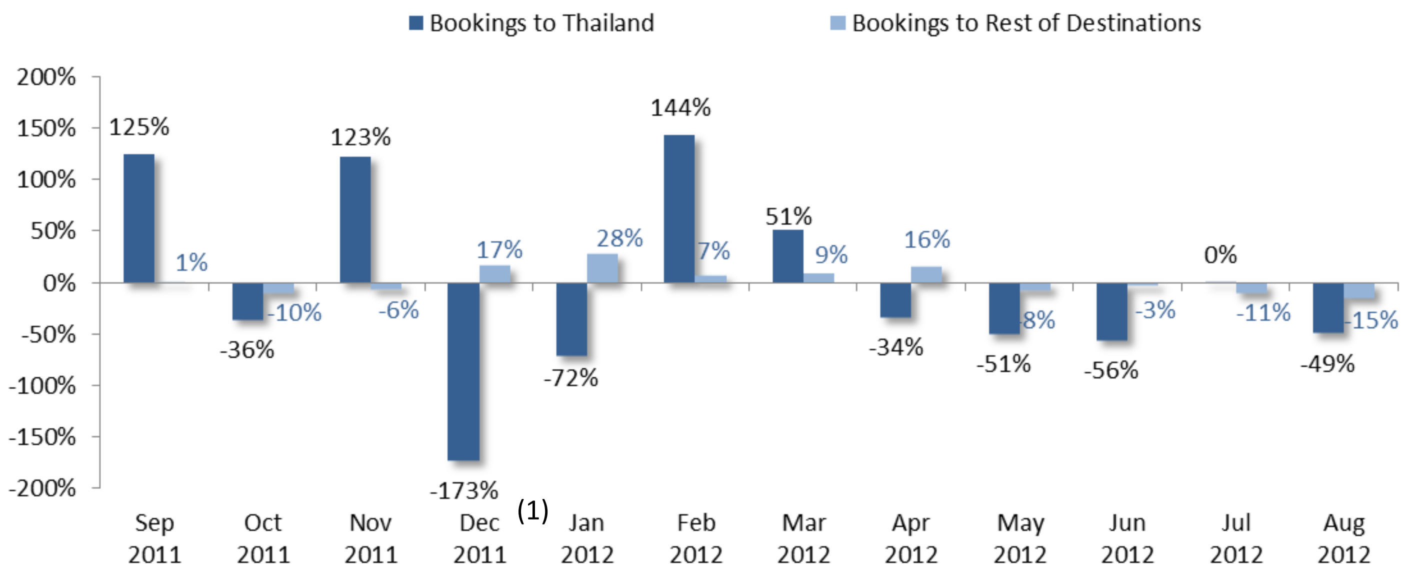
2011
Floods

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Thailand (2/3): Trends

- -26% decrease of bookings to Thailand in the last 12 months could be explained by the floods episode seen in Nov 2011 and the abnormally high booking level seen after the opening of the RE-BKK route in April 2011

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)




| | Sep 2011 – Dec 2011 | Jan 2012 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Thailand (%) | -25% | -26% | **-26%** |
| Acc. Var Rest of Destinations (%) | 0% | +4% | **+3%** |

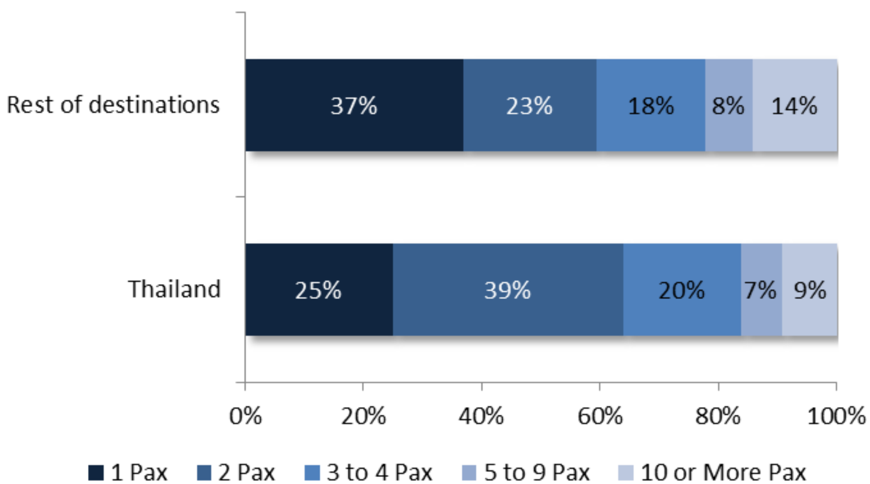


**Notes** (1): In December 2011 very large amount of cancellations drove the monthly booking volume negative

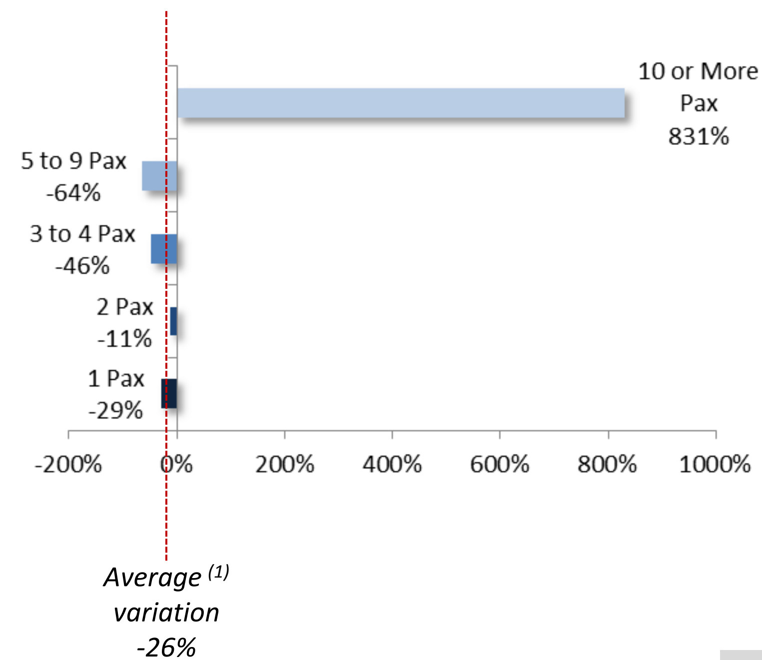
# Thailand (3/3): Traveller Profile

- Largest share of bookings to Thailand were travellers going by two (couples)
- Increase of very large groups seen in the last 12 months could suggest perception of Thailand as destination is evolving

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Thailand**
(% Var. vs prev. year; Sep 2010-Aug 2012)

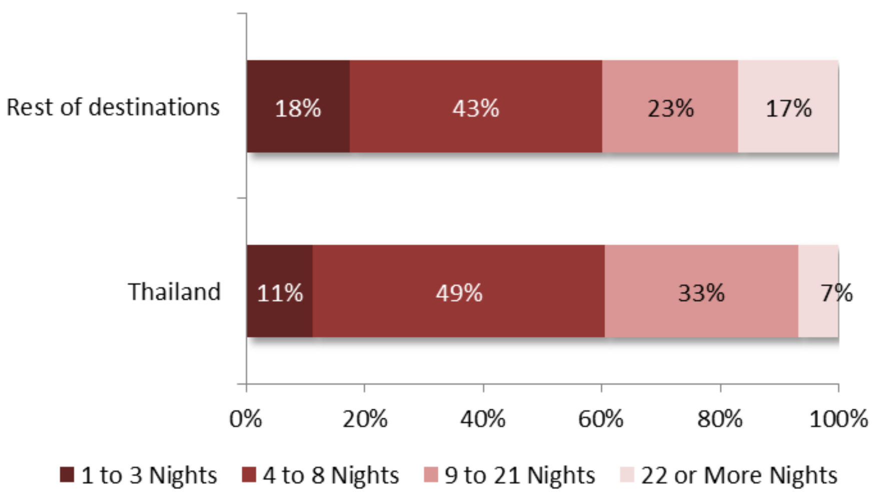



 **Note** (1): Bookings to Thailand

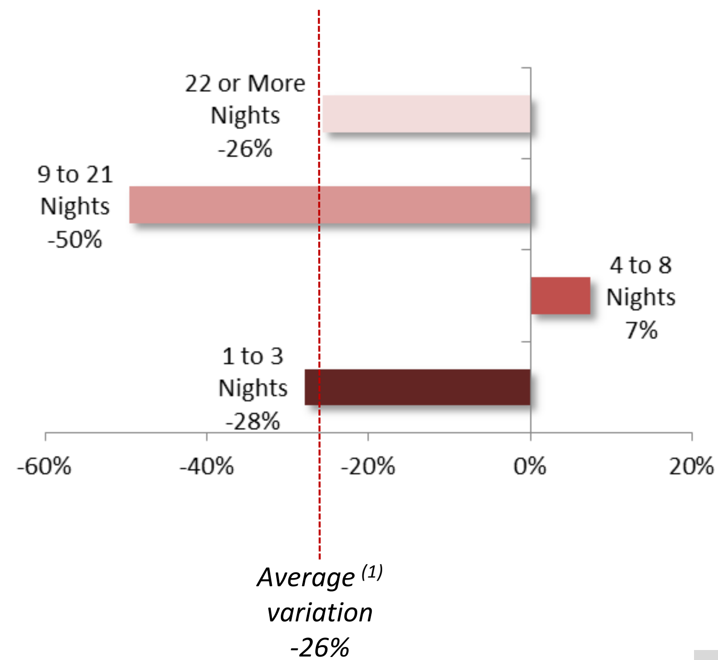
# Thailand (3/3): Traveller Profile

- The one week trips segment (4-8 nights) consolidates as most common length of stay after increase seen in the last 12 months

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Thailand**
(% Var. vs prev. year; Sep 2010-Aug 2012)

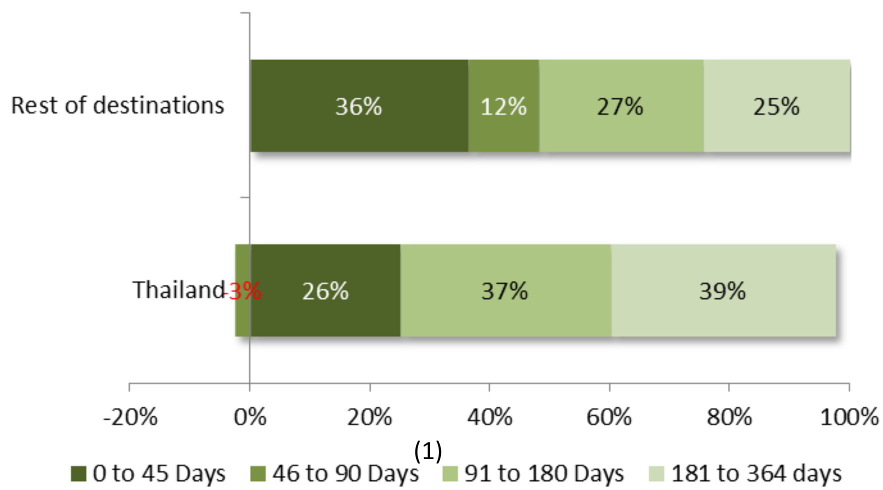



 **Note** (1): Bookings to Thailand

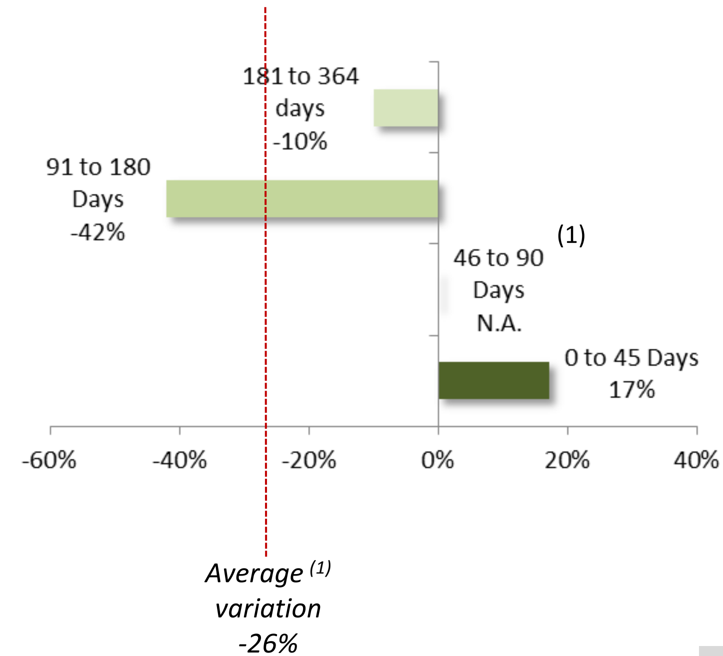
# Thailand (3/3): Traveller Profile

- Bookings to Thailand are issued with higher anticipation than to other destinations
- Large amounts of cancellations in 2011 affected mostly bookings issued with 46-90 days of anticipation

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Thailand**
(% Var. vs prev. year; Sep 2010-Aug 2012)

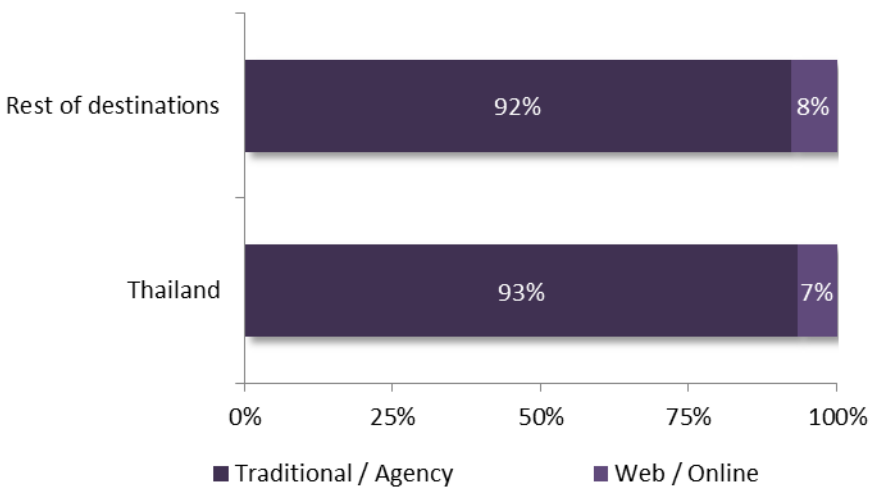



 **Notes:** (1) Negative figures due to large volume of cancellations; (2) All destinations

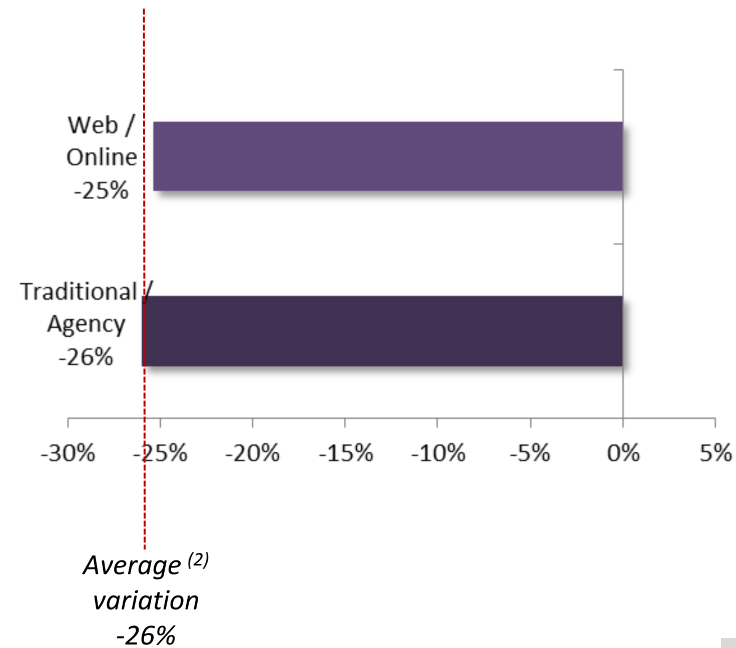
# Thailand (3/3): Traveller Profile

- Bookings to Thailand are issued mostly through traditional travel agencies, not having any different pattern than that of the rest of destinations

**Distribution Channel**[1]
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Thailand**
(% Var. vs prev. year; Sep 2010-Aug 2012)

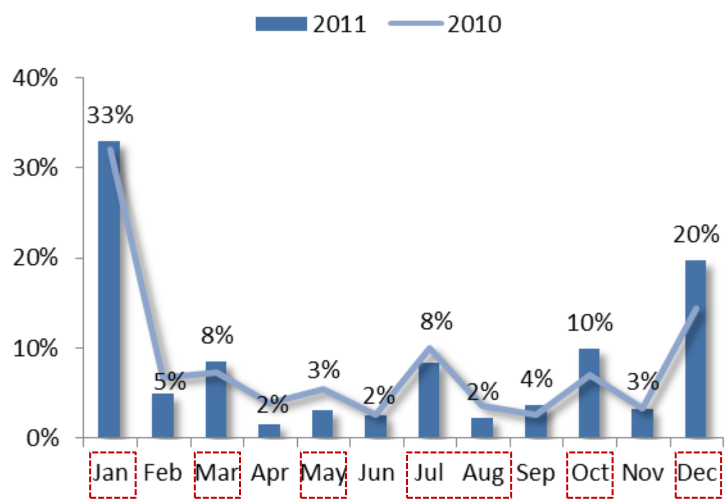



 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to Thailand

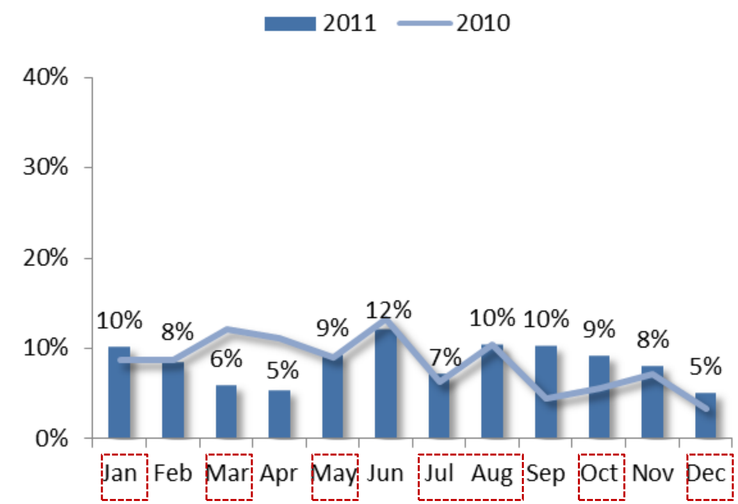
# India (1/3): Seasonality

- Departures to India are very concentrated on January and December
- Booking patterns are less defined; differences year over year could suggest an evolving traveller profile

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



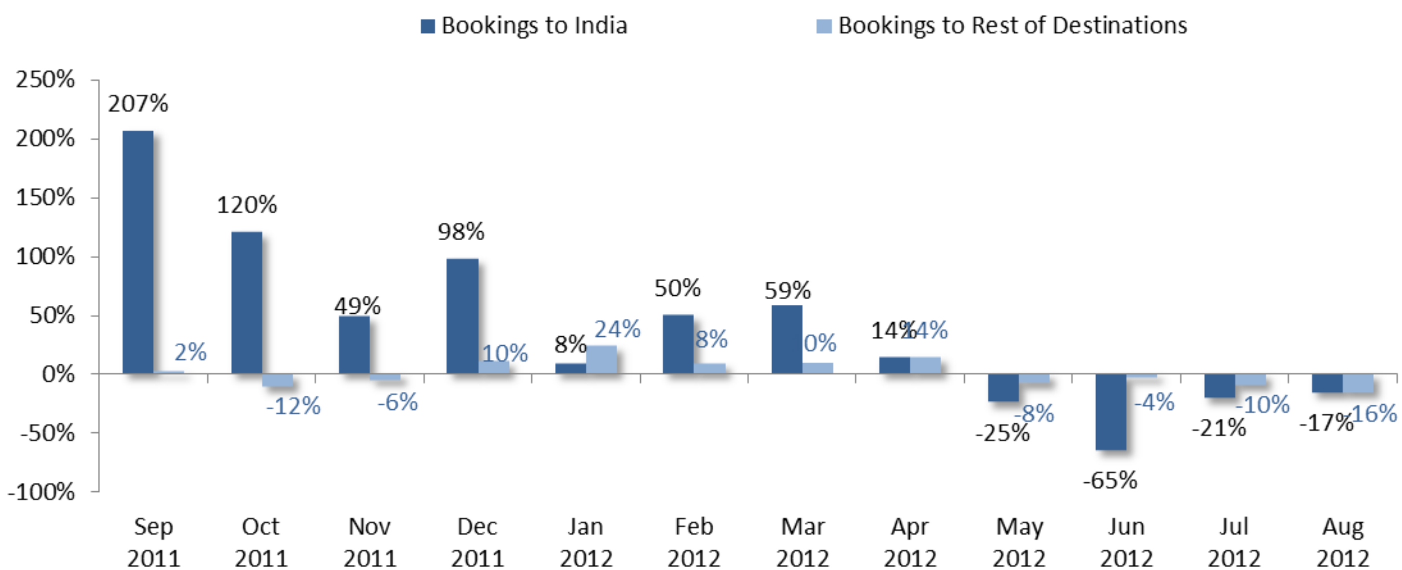

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# India (2/3): Trends

- Bookings to India increased by 15% in the last 12 months vs previous year
- Negative trend seen from May onwards is largely explained by the slowdown observed on bookings made by large groups

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

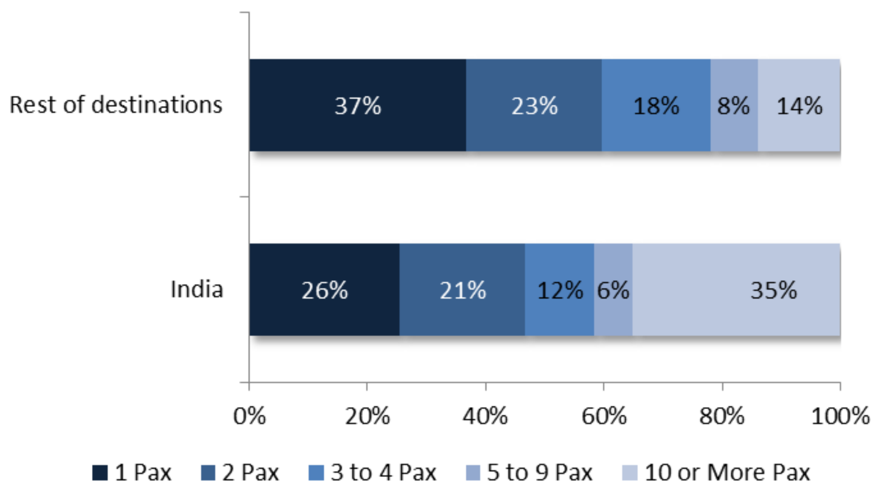



| | Sep 2011 – Nov 2011 | Dec 2011 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var India (%) | +110% | -6% | **+15%** |
| Acc. Var Rest of Destinations (%) | -1% | +3% | **+2%** |

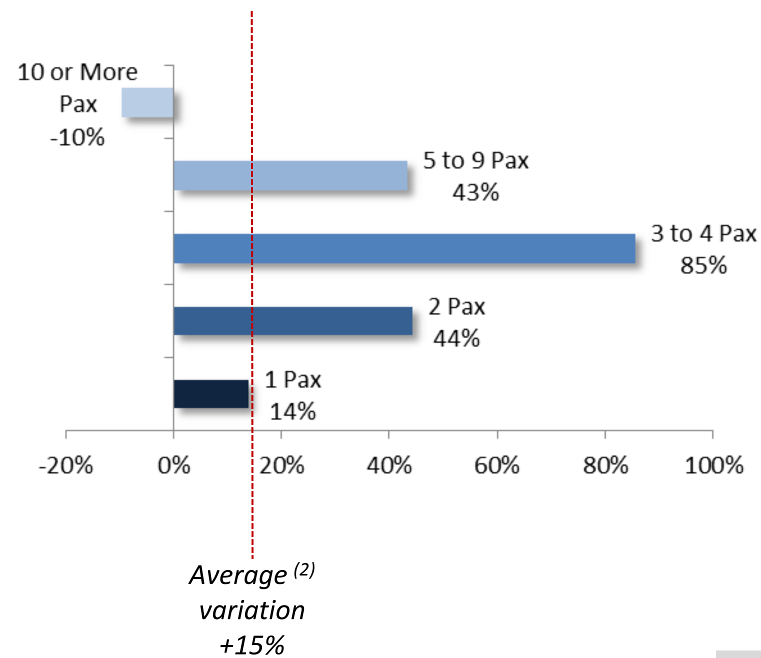
# India (3/3): Traveller Profile

- Very large groups (more than 10 pax) represent a relevant 35% of total bookings despite decrease seen in the last 12 months
- Increase of all the other segments suggests diversification of the traveller profile

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for India**
(% Var. vs prev. year; Sep 2010-Aug 2012)

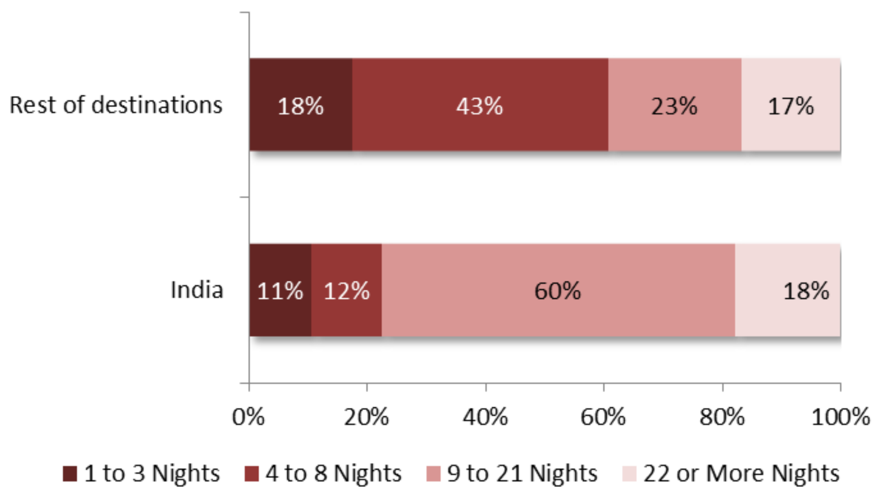



 **Note** (1): Bookings to India

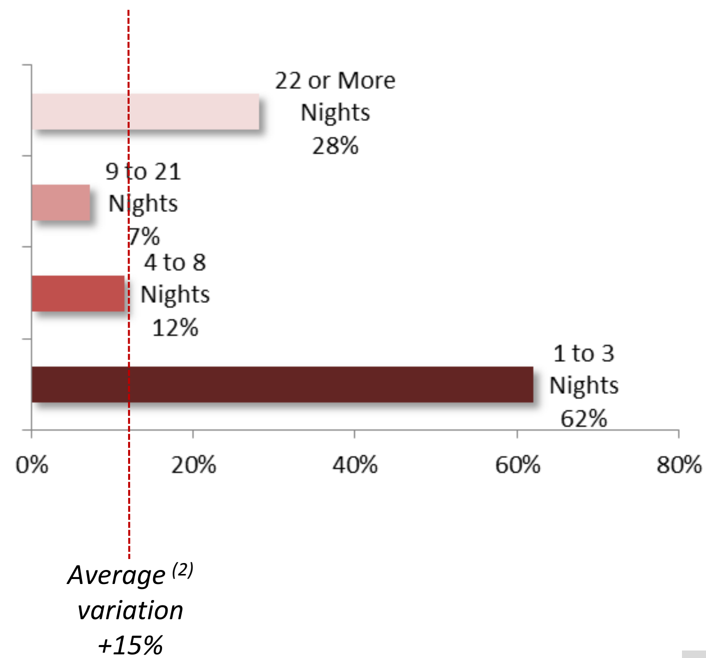
# India (3/3): Traveller Profile

- Vast majority of travellers stay between 9 to 21 nights in destination, driving with their dynamism average growth
- 62% increase of 1-3 nights stays is largely explained by growth of 1 night-stays

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for India**
(% Var. vs prev. year; Sep 2010-Aug 2012)

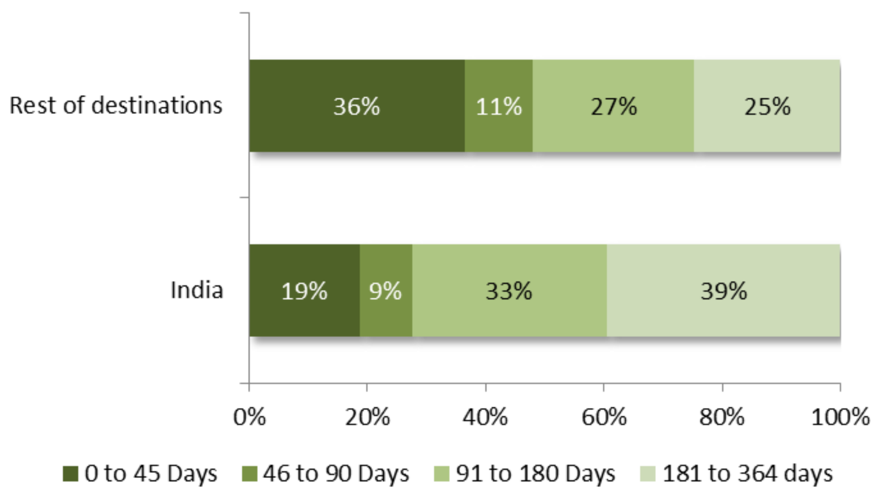



 **Note** (1): Bookings to India

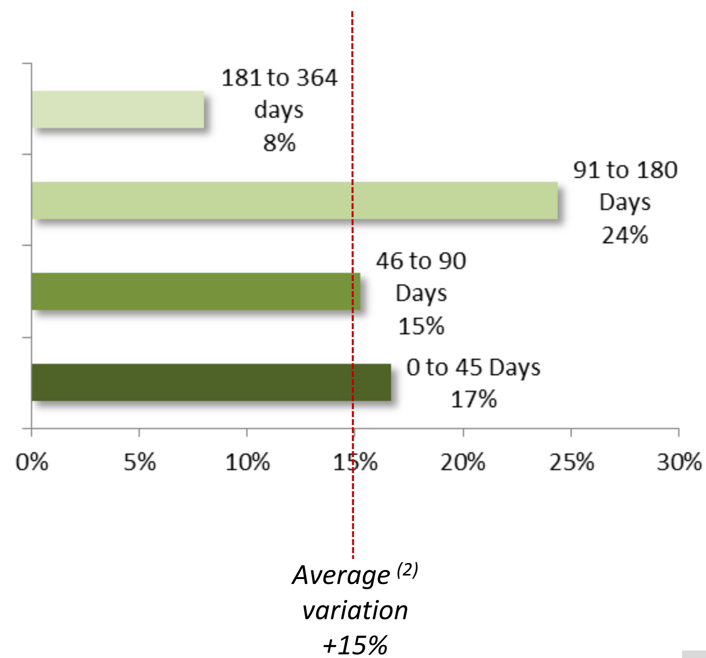
# India (3/3): Traveller Profile

- Bookings to India are issued with more anticipation than to other destinations
- Poor performance of more than 181 days category is explained by drop of very large groups

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for India**
(% Var. vs prev. year; Sep 2010-Aug 2012)

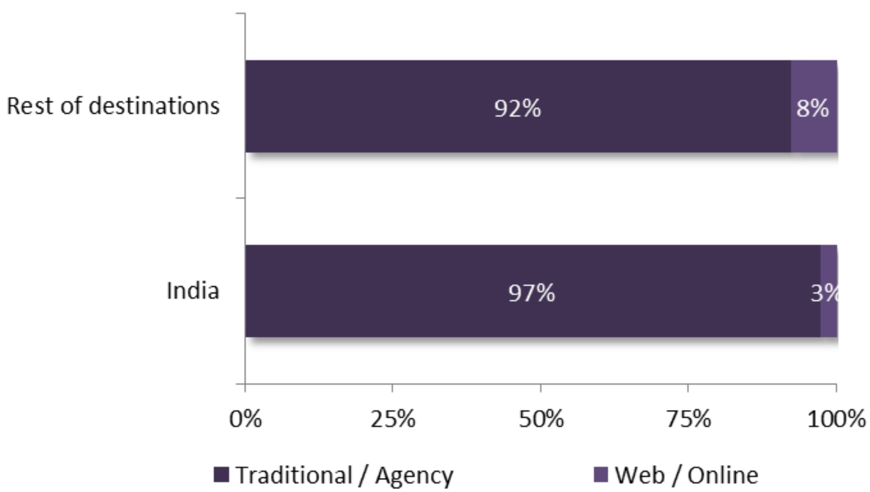



 **Note** (1): Bookings to India

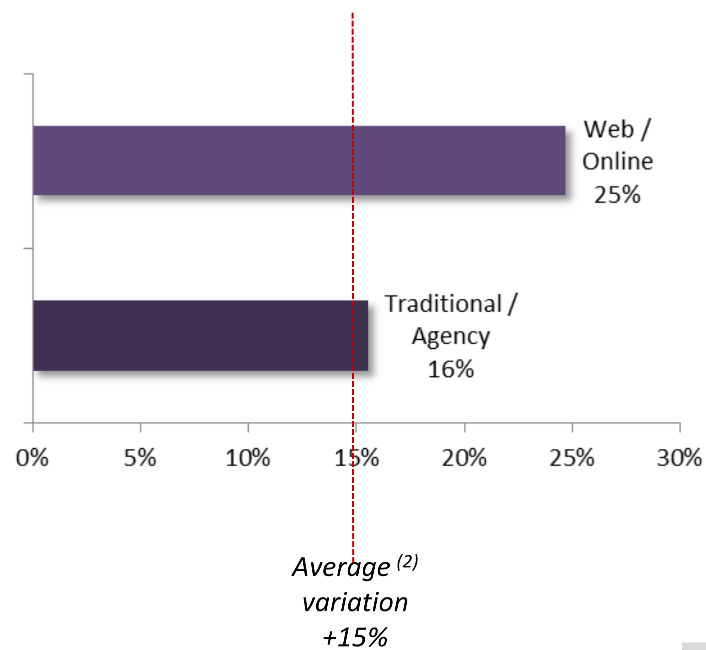
# India (3/3): Traveller Profile

- Traditional agencies represent higher share of total bookings issued to India than to other destinations
- Despite observed growth in online bookings it is still minor

**Distribution Channel**[1]
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for India**
(% Var. vs prev. year; Sep 2010-Aug 2012)

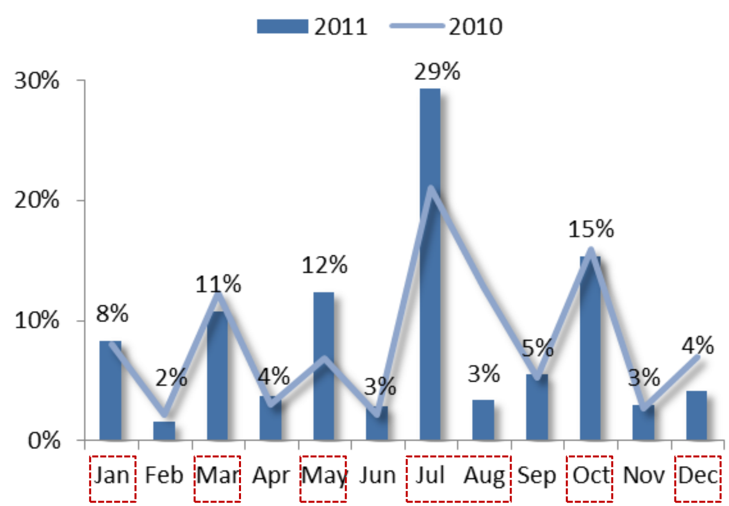



 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to India

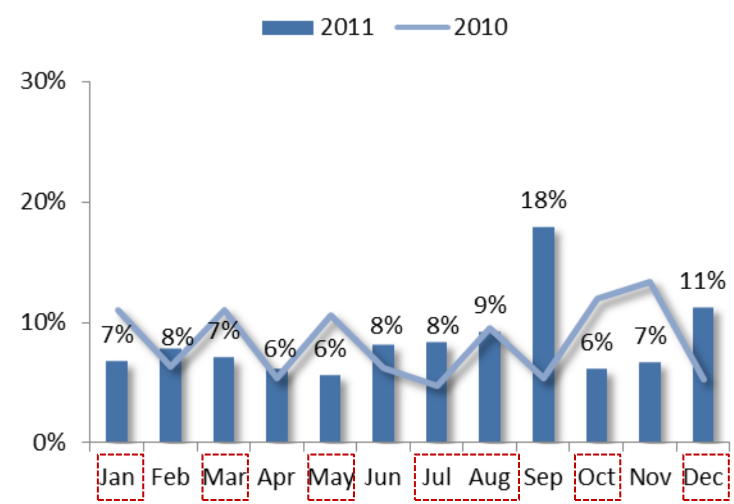
# Hong Kong (1/3): Seasonality

- Departures to Hong Kong can be linked to school holiday despite very large groups impact largely on seasonality
- Booking pattern also shows a changing profile year over year

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)

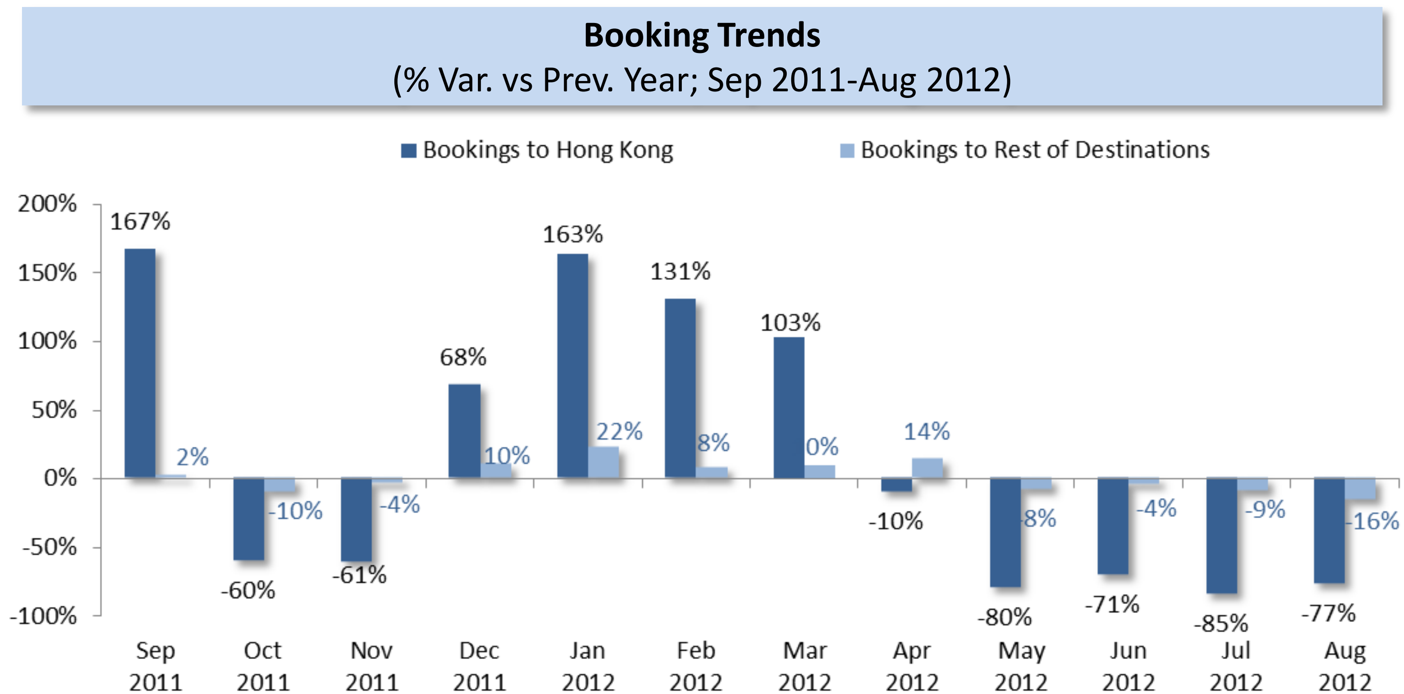



School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Hong Kong (2/3): Trends

- Booking to Hong Kong have remained stable in the last 12 months (global -0,2% var)
- From May 2012 onwards there has been a decrease on bookings due to drop seen for groups of more than 10 pax, a very relevant segment of travellers for Hong Kong

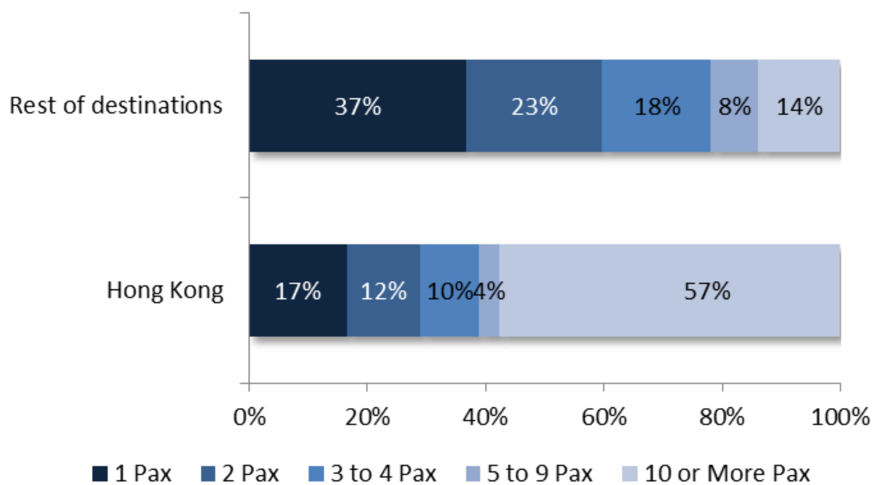



| | Sep 2011 – Dec 2011 | Jan 2012 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Hong Kong (%) | -8% | +6% | **-0,2%** |
| Acc. Var Rest of Destinations (%) | -1% | +3% | **+2,1%** |

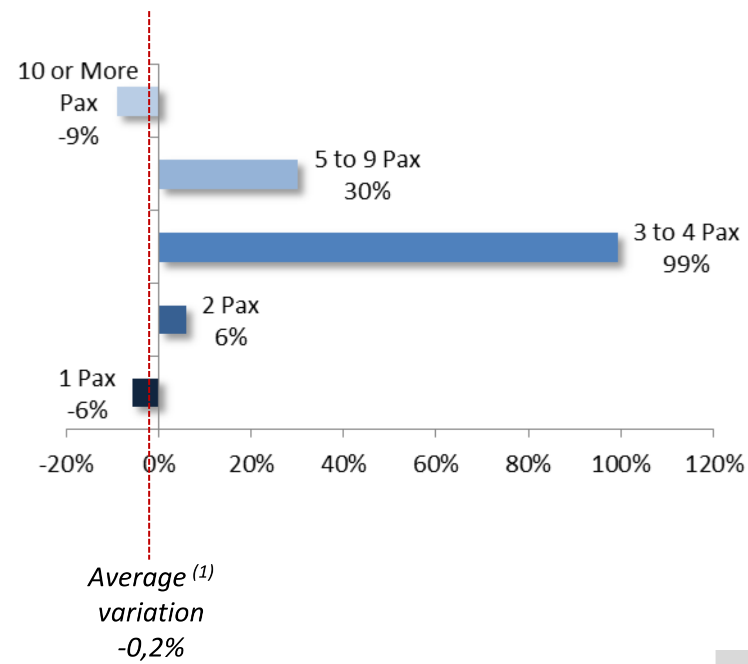
# Hong Kong (3/3): Traveller Profile

- Groups of more than 10 pax represent majority of total bookings to Hong Kong
- Smaller groups and couples have increased their interest on Hong Kong in the last 12 months but still represent a small share of total bookings

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Hong Kong**
(% Var. vs prev. year; Sep 2010-Aug 2012)

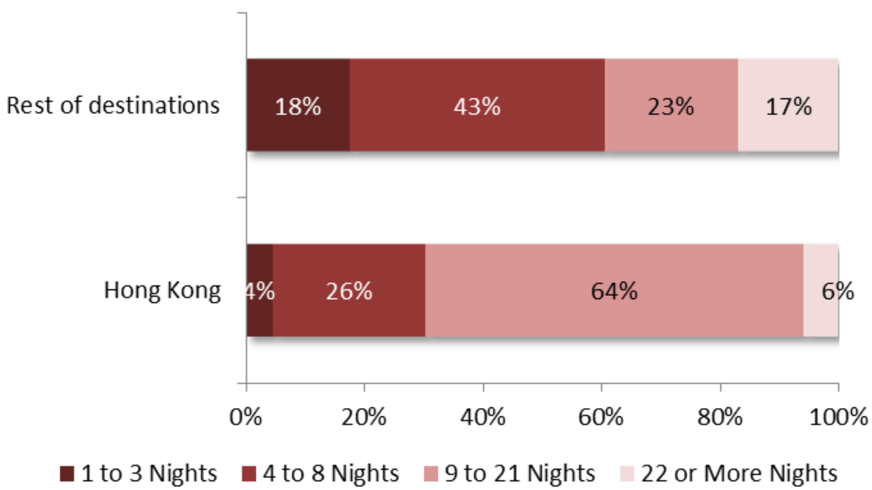



 **Note** (1): Bookings to Hong Kong

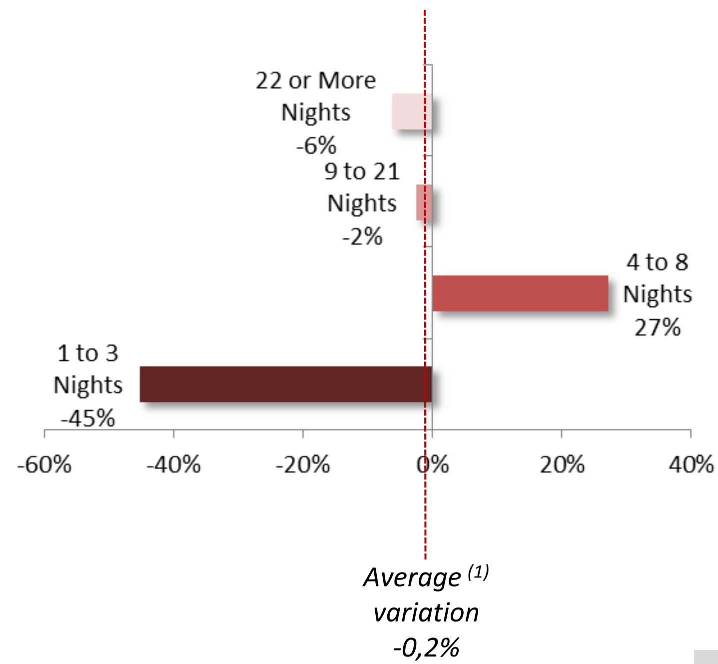
# Hong Kong (3/3): Traveller Profile

- Average traveller to Hong Kong stays between 9 and 21 nights in destination
- Week stays (between 4 and 8 nights) have consolidated as most growing category in the last 12 months

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Hong Kong**
(% Var. vs prev. year; Sep 2010-Aug 2012)

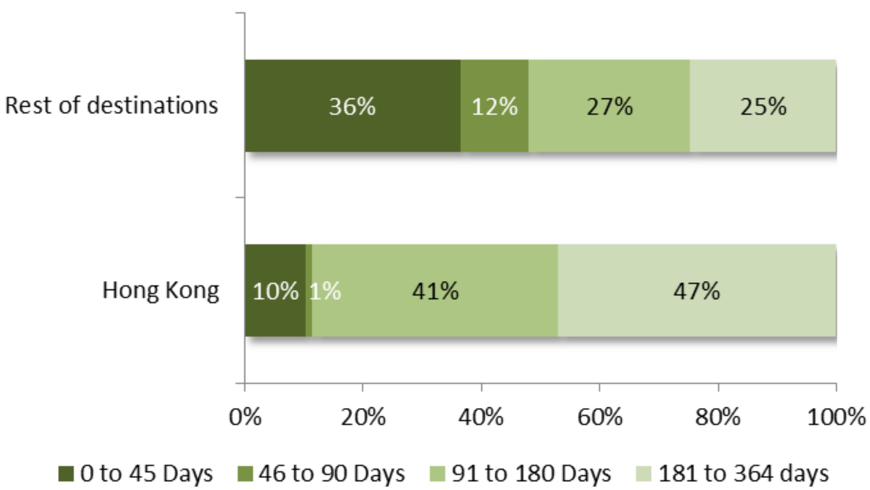



 **Note** (1): Bookings to Hong Kong

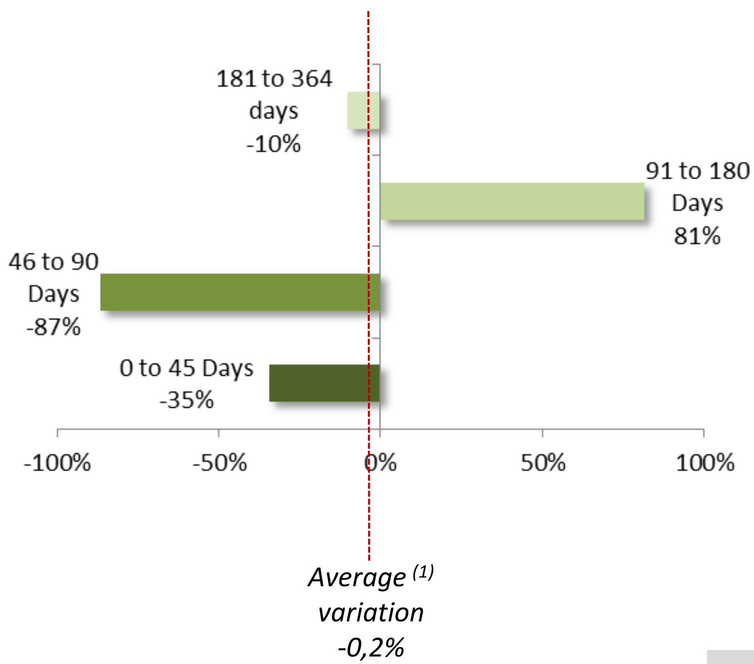
# Hong Kong (3/3): Traveller Profile

- Bookings to Hong Kong are issued with more anticipation than to other destinations
- Trends seen in the last 12 months suggest consolidation of this pattern

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Hong Kong**
(% Var. vs prev. year; Sep 2010-Aug 2012)

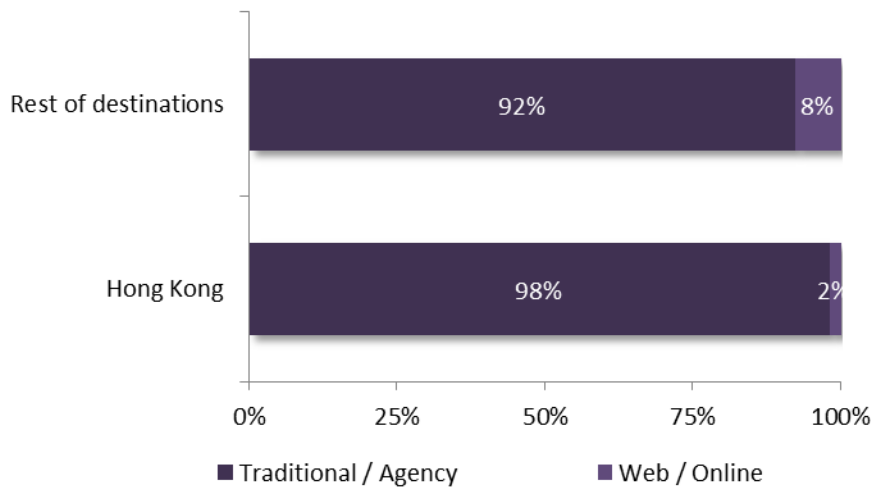



 **Note** (1): Bookings to Hong Kong

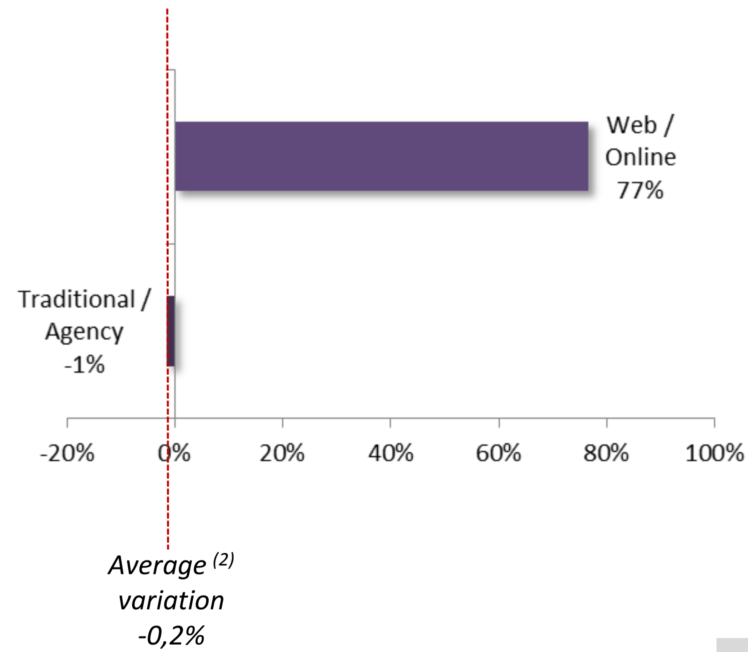
# Hong Kong (3/3): Traveller Profile

- Online channel represents very small share of total bookings issued despite increase vs last year
- Relevance of large groups could explain large share of traditional agencies

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Hong Kong**
(% Var. vs prev. year; Sep 2010-Aug 2012)

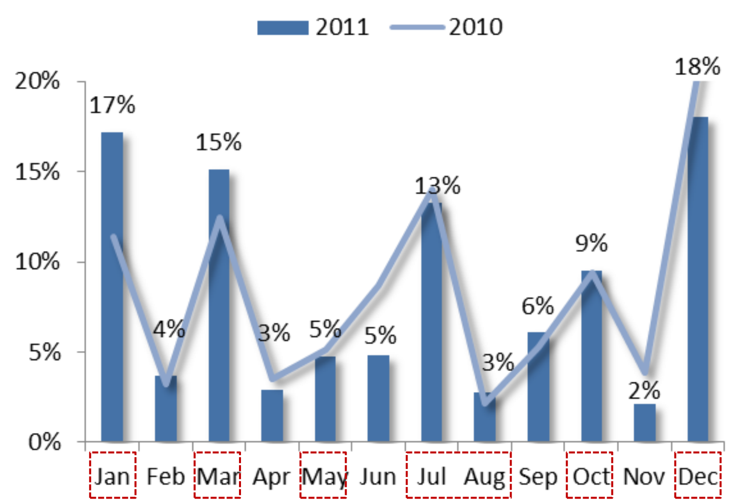



 **Note** (1): For current analysis all bookings made through "Unknown" channel have been removed. (2) Bookings to Hong Kong

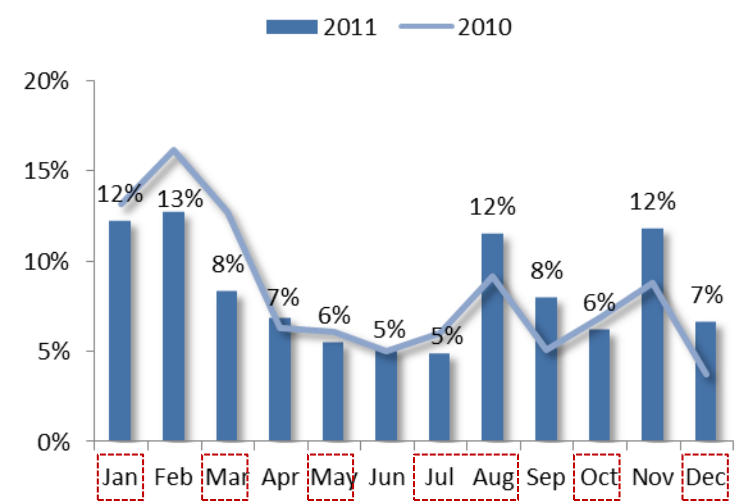
# Australia (1/3): Seasonality

- Departures to Australia have a defined pattern dependent on the school holidays
- Booking pattern is also constant year over year and the first months of the year along with August and November are the peak periods

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



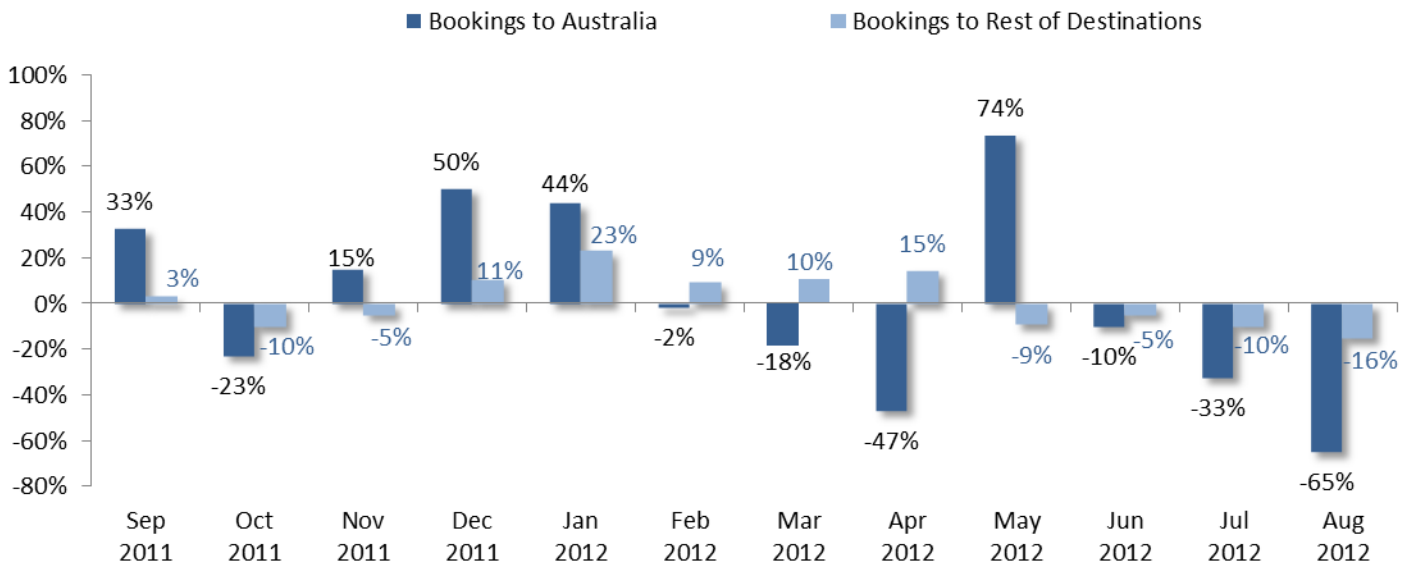

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Australia (2/3): Trends

- Australia has registered global 1% decrease in bookings compared to previous year
- Latest trends on pax per booking, length of stay or lead time suggest a defined traveller profile

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

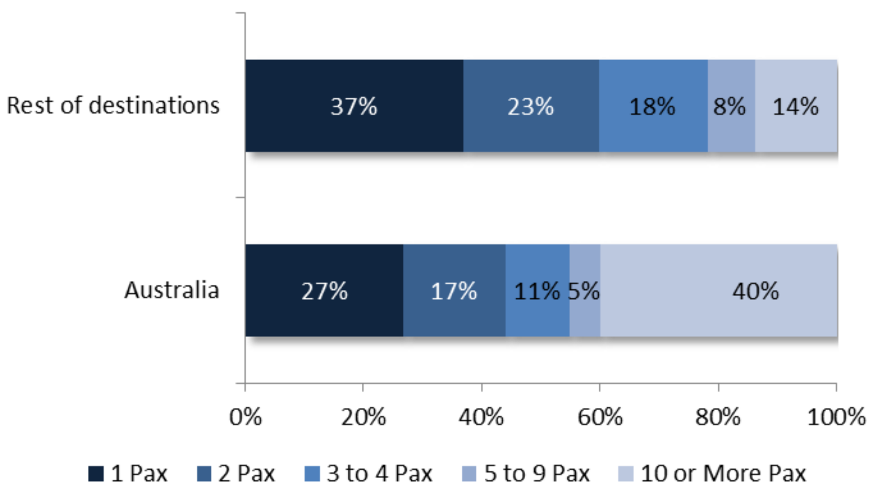



| | Sep 2011 – Dec 2011 | Jan 2012 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Australia (%) | +14% | -8% | **-1%** |
| Acc. Var Rest of Destinations (%) | -1% | +3% | **+2%** |

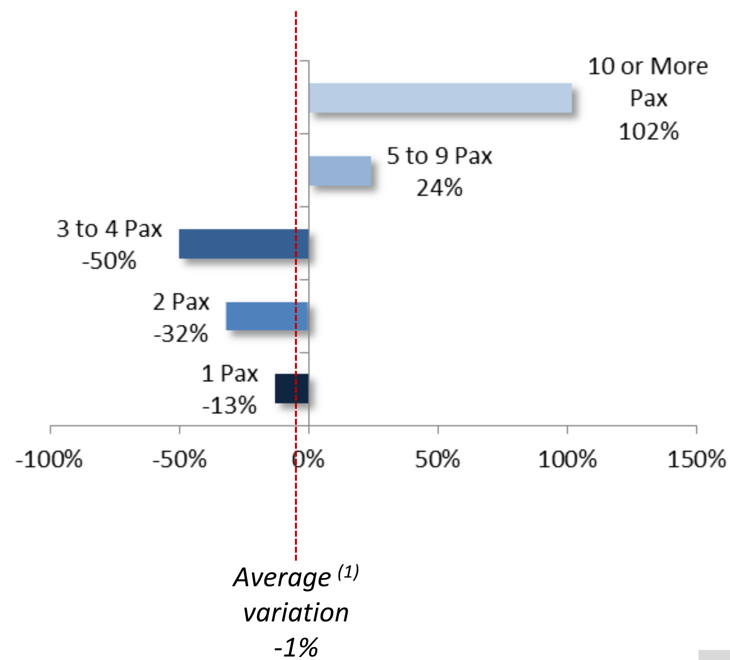
# Australia (3/3): Traveller Profile

- Very large groups (more than 10 pax) represent a major part of the bookings to Australia, consolidating as most growing segment in the last 12 months

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Australia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

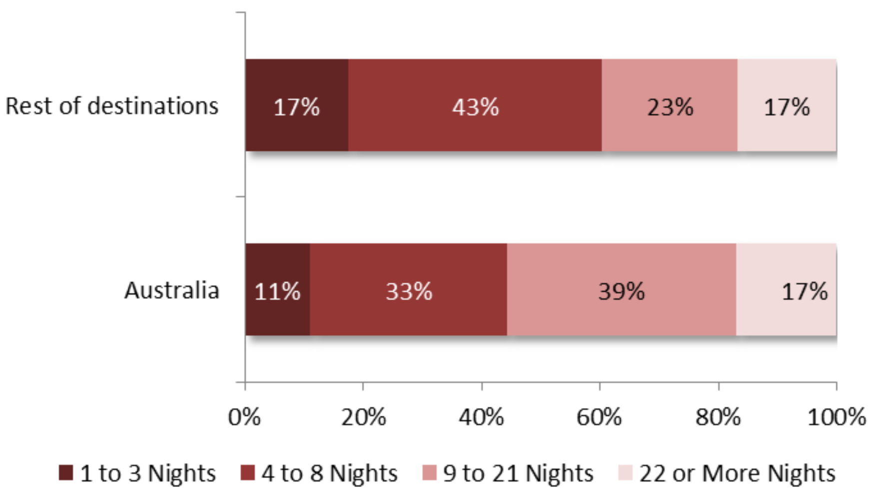



 **Note** (1): Bookings to Australia

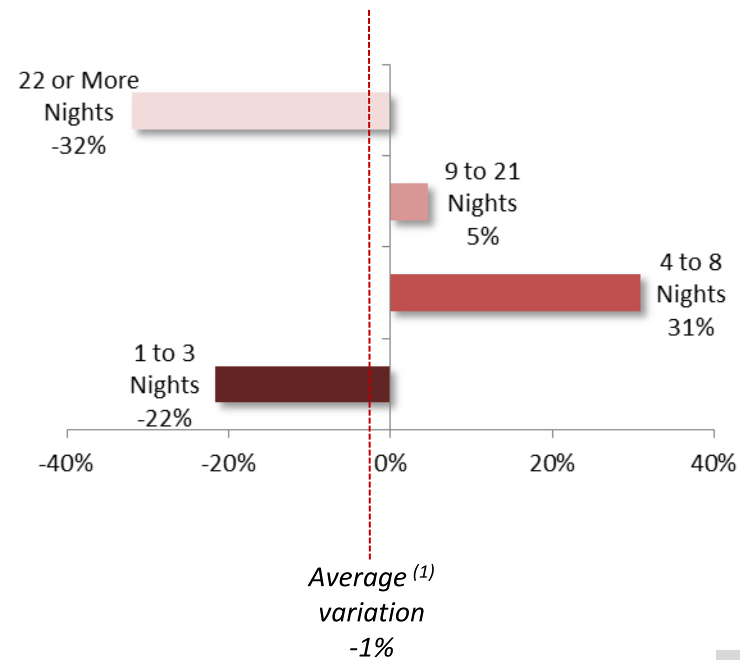
# Australia (3/3): Traveller Profile

- Stays between 4 to 21 nights represent the largest share of bookings, having consolidated as main categories in the last 12 months

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Australia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

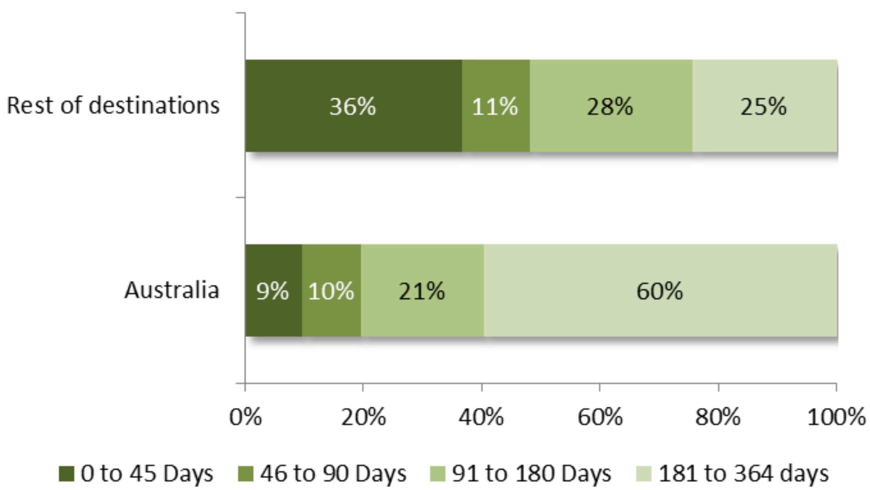



 **Note** (1): Bookings to Australia

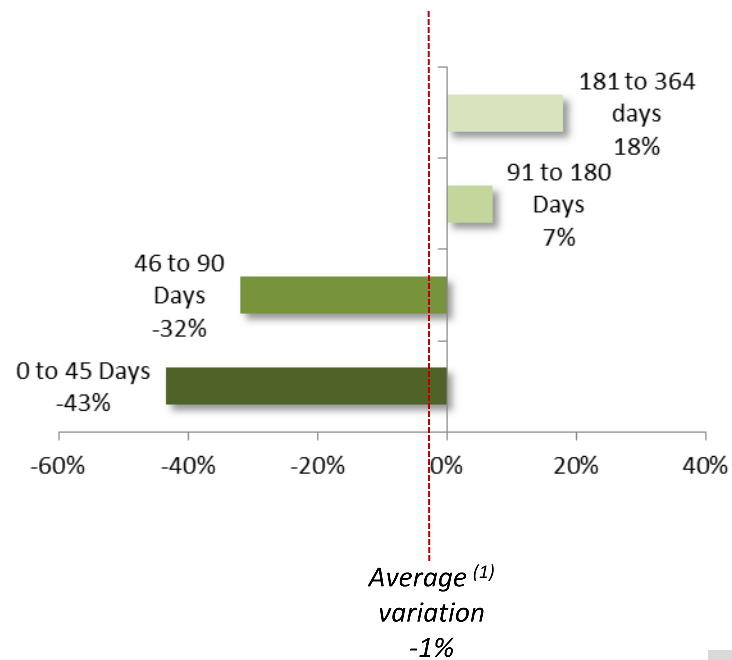
# Australia (3/3): Traveller Profile

- Bookings to Australia are issued with much higher anticipation than to other destinations
- Growth seen in longest lead time categories suggests stability of the trend

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Australia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

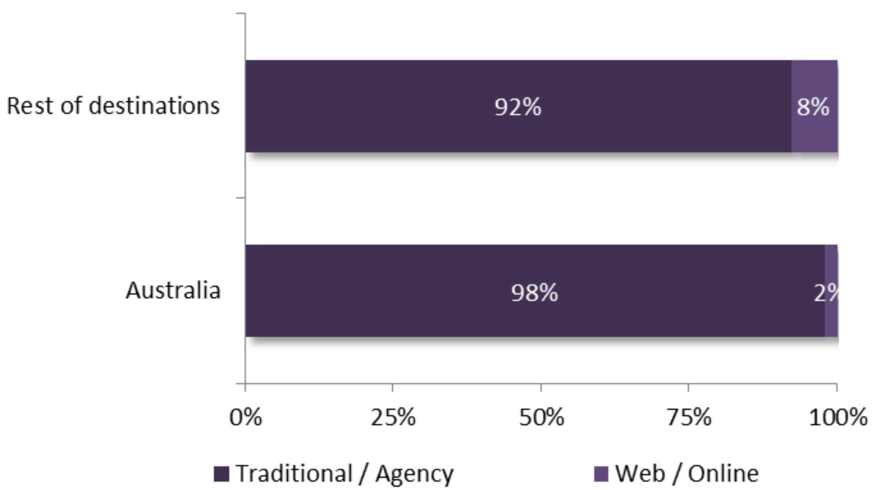



 **Note** (1): Bookings to Australia

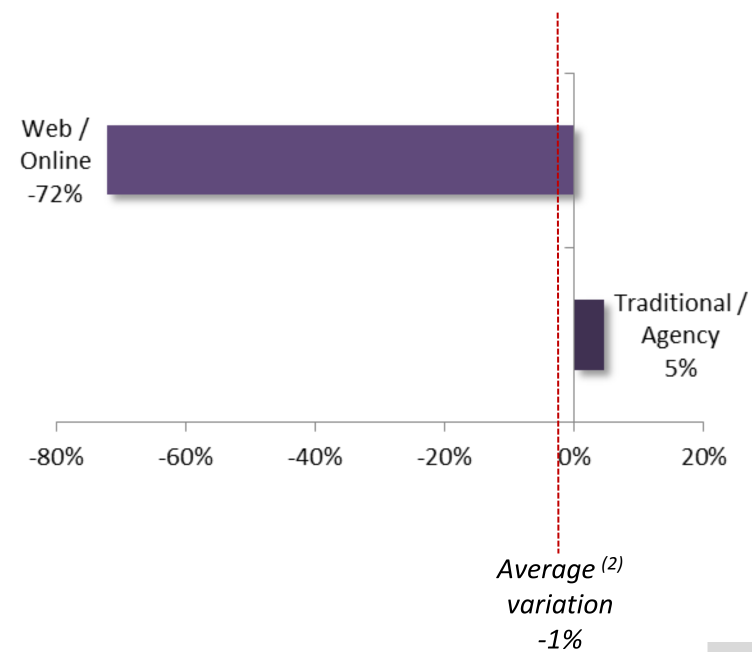
# Australia (3/3): Traveller Profile

- Traditional agencies represent 98% of total bookings issued to Australia, having increased their share over online agencies in the last 12 months

**Distribution Channel**[1]
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Australia**
(% Var. vs prev. year; Sep 2010-Aug 2012)

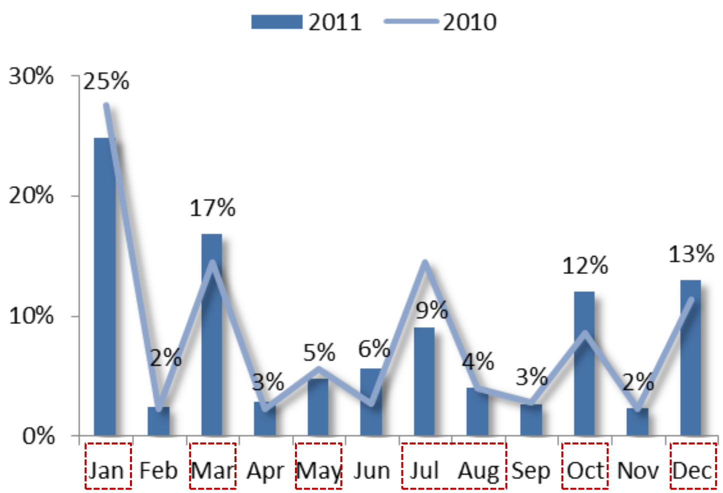



 **Notes:** (1) For current analysis all bookings made through “Unknown” channel have been removed; (2) Bookings to Australia

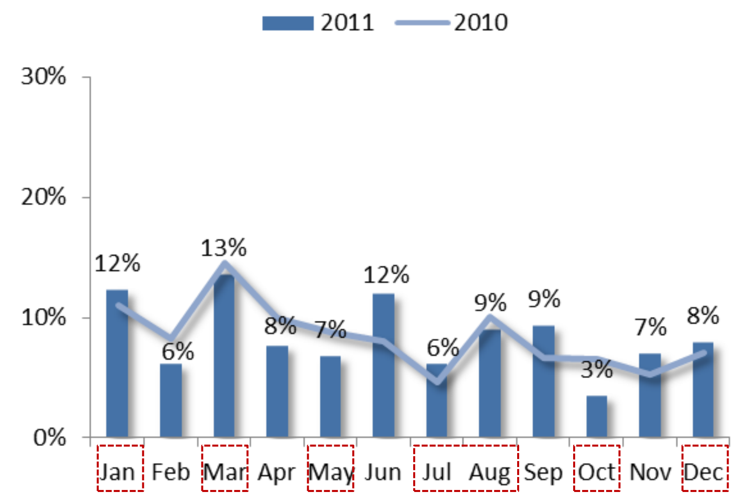
# United Arab Emirates (1/3): Seasonality

- Peaks for departures to UAE seem to depend largely on school holiday period
- Bookings have a less defined pattern, showing some differences year over year

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



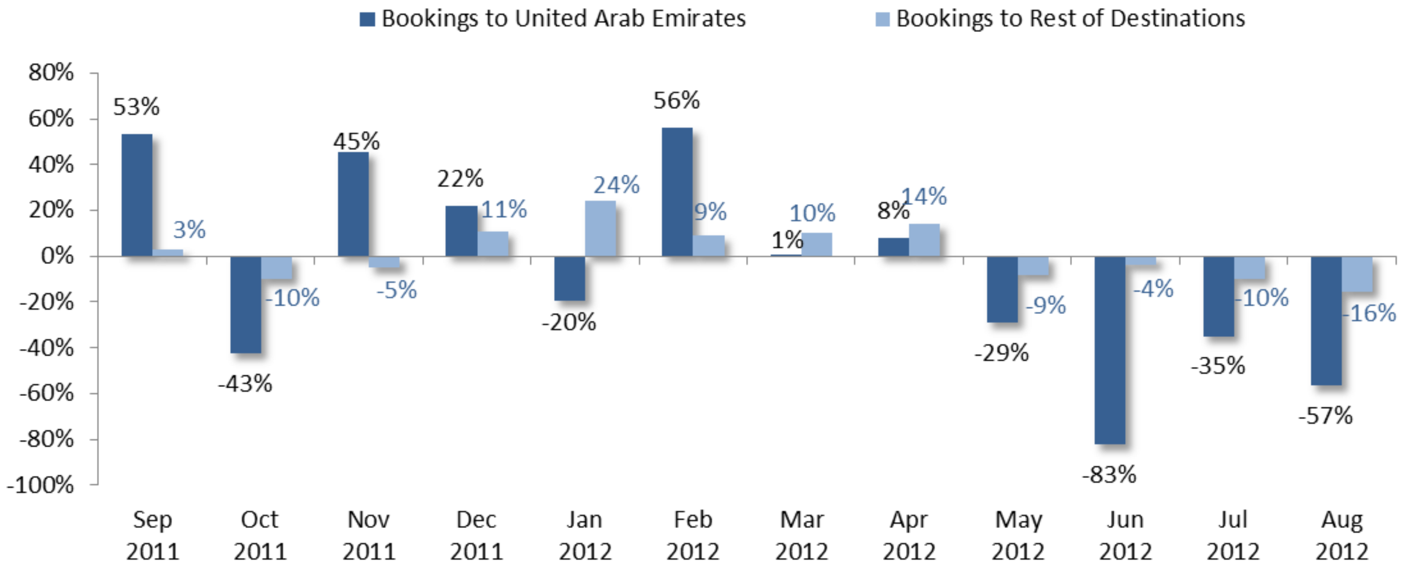

School Holidays Period (1)

**Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# United Arab Emirates (2/3): Trends

- Bookings to UAE registered global 14% decrease vs last year in the last 12 months
- Drop seen in the main categories regarding length of stay, lead time or pax per booking suggest change in average traveller profile to UAE

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

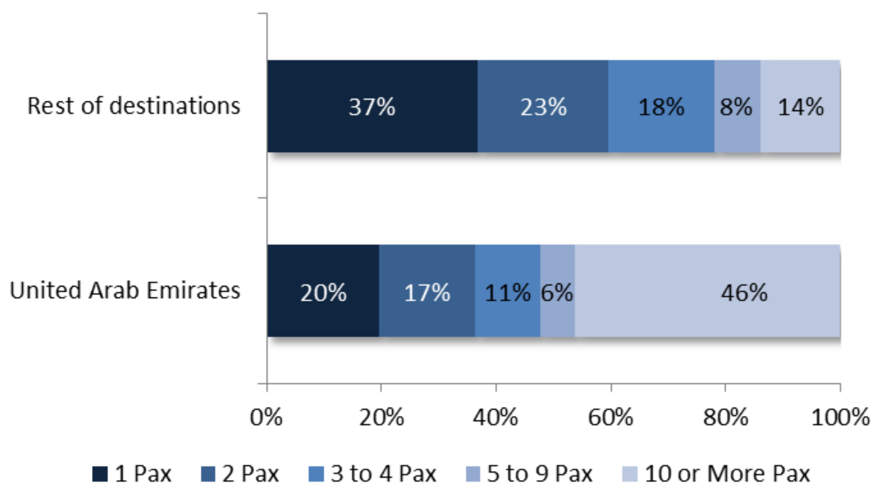



| | Sep 2011 – Nov 2011 | Dec 2011 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var UAE (%) | +19% | -24% | **-14%** |
| Acc. Var Rest of Destinations (%) | -1% | +4% | **+2%** |

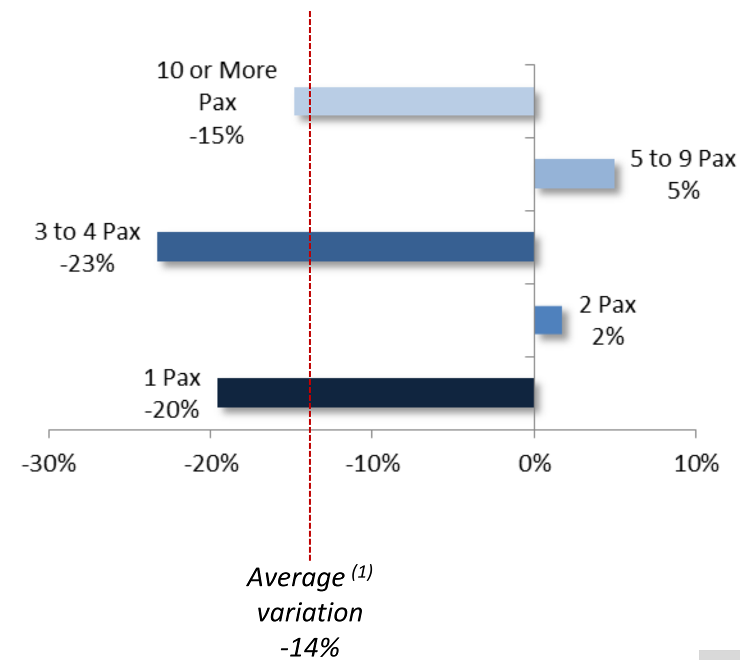
# United Arab Emirates (3/3): Traveller Profile

- Large groups (more than 10 pax) represent almost half of bookings to UAE
- Increase seen in other less relevant segments  (such as couples or small groups) suggest change in the perception of UAE as destination

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for UAE**
(% Var. vs prev. year; Sep 2010-Aug 2012)

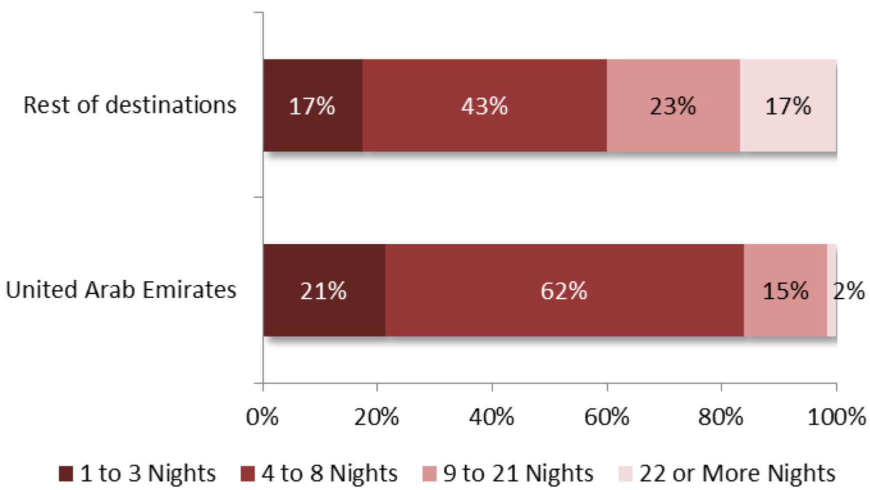



 **Note** (1): Bookings to UAE

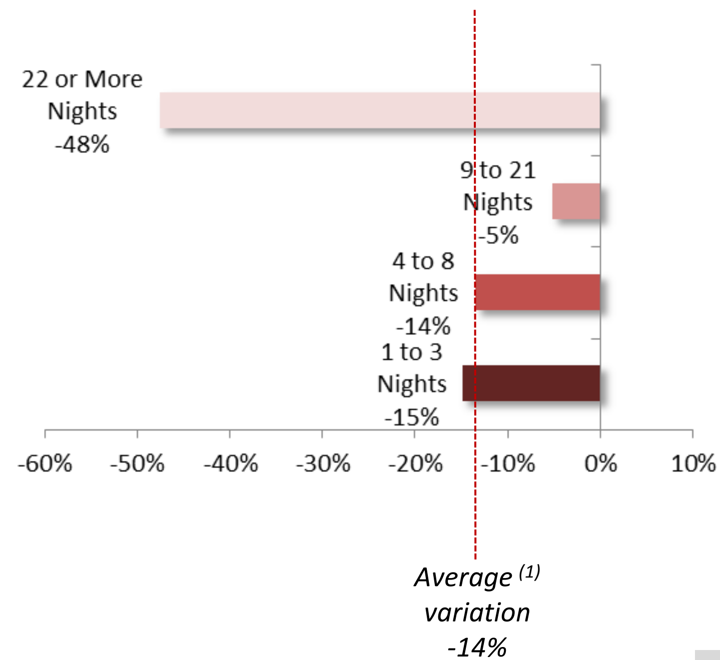
# United Arab Emirates (3/3): Traveller Profile

- All lengths of stay have been affected by the decrease in bookings to UAE including the stays between 4 and 8 nights, the main category

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for UAE**
(% Var. vs prev. year; Sep 2010-Aug 2012)

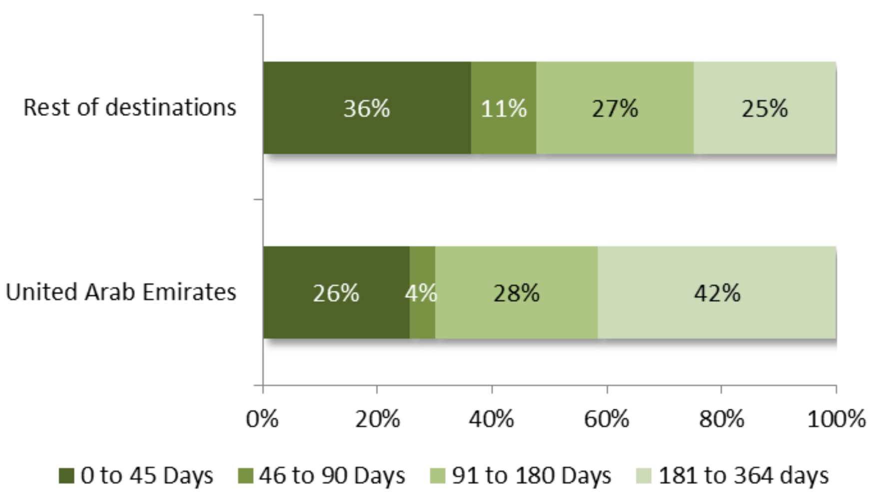



 **Note** (1): Bookings to UAE

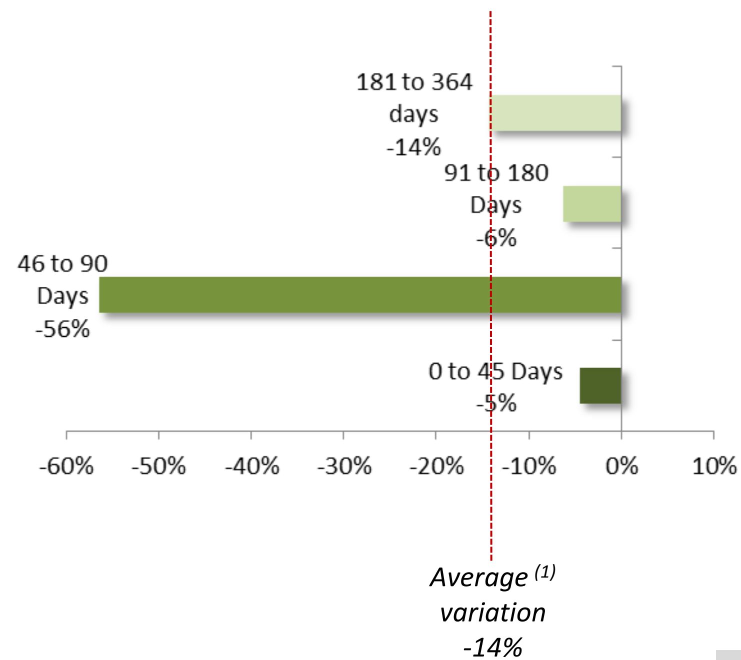
# United Arab Emirates (3/3): Traveller Profile

- Bookings to UAE are issued with higher anticipation than to other destinations
- Decrease in the more than 6 months lead time category (which represented 42% of total bookings in last 12 months) drove down bookings for the period

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for UAE**
(% Var. vs prev. year; Sep 2010-Aug 2012)

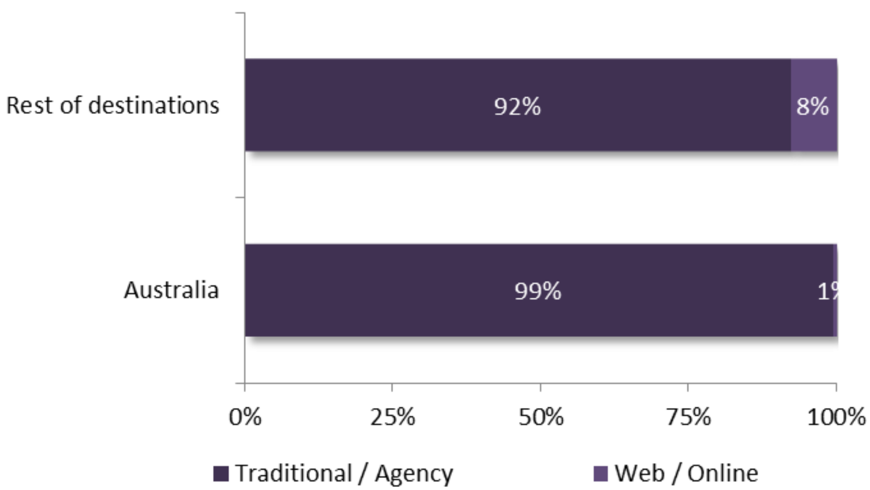



 **Note** (1): Bookings to UAE

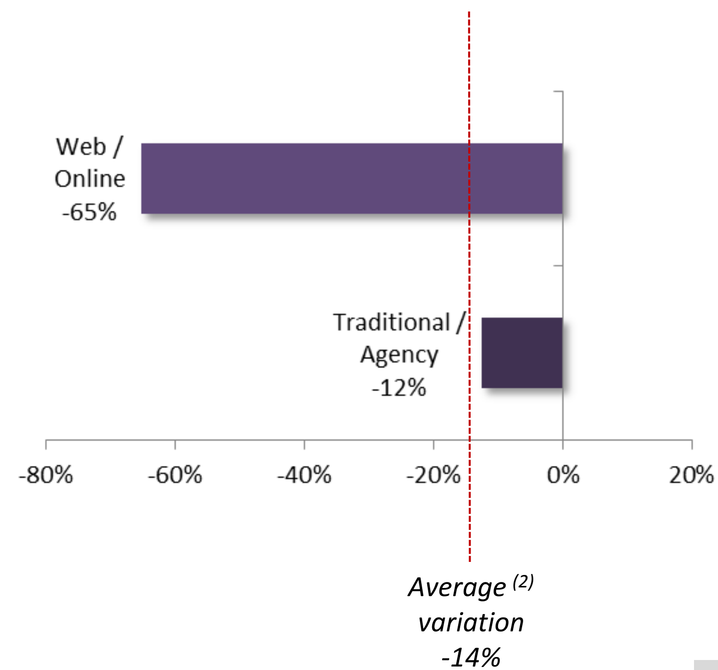
# United Arab Emirates (3/3): Traveller Profile

- Traditional travel agencies represent almost all bookings to UAE and have consolidated in the last 12 months
- Predominance of traditional agencies could be related to high share of large groups

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for UAE**
(% Var. vs prev. year; Sep 2010-Aug 2012)

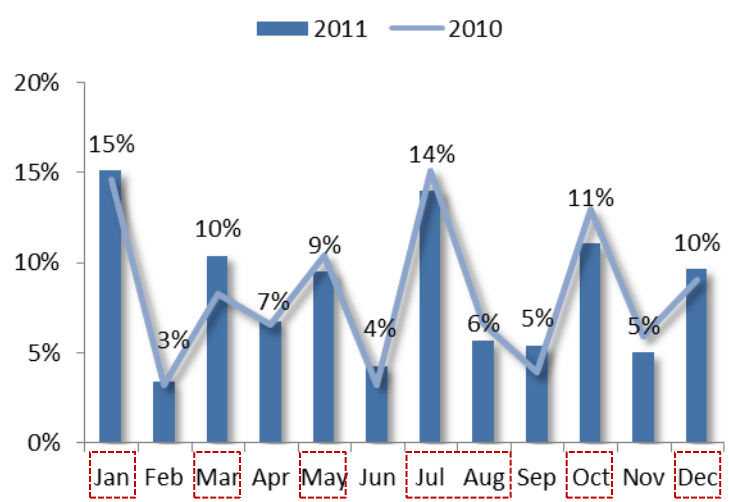



 **Notes:** (1) For current analysis all bookings made through “Unknown” channel have been removed; (2) Bookings to UAE

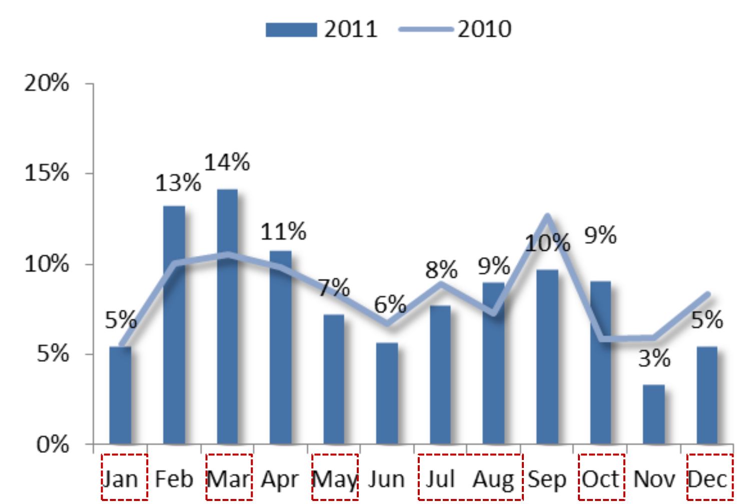
# Seychelles (1/3): Seasonality

- Departures seasonality to Seychelles seems determined by school holidays
- Bookings show a less defined pattern year over year but February, March and September are key months

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)




School Holidays Period (1)

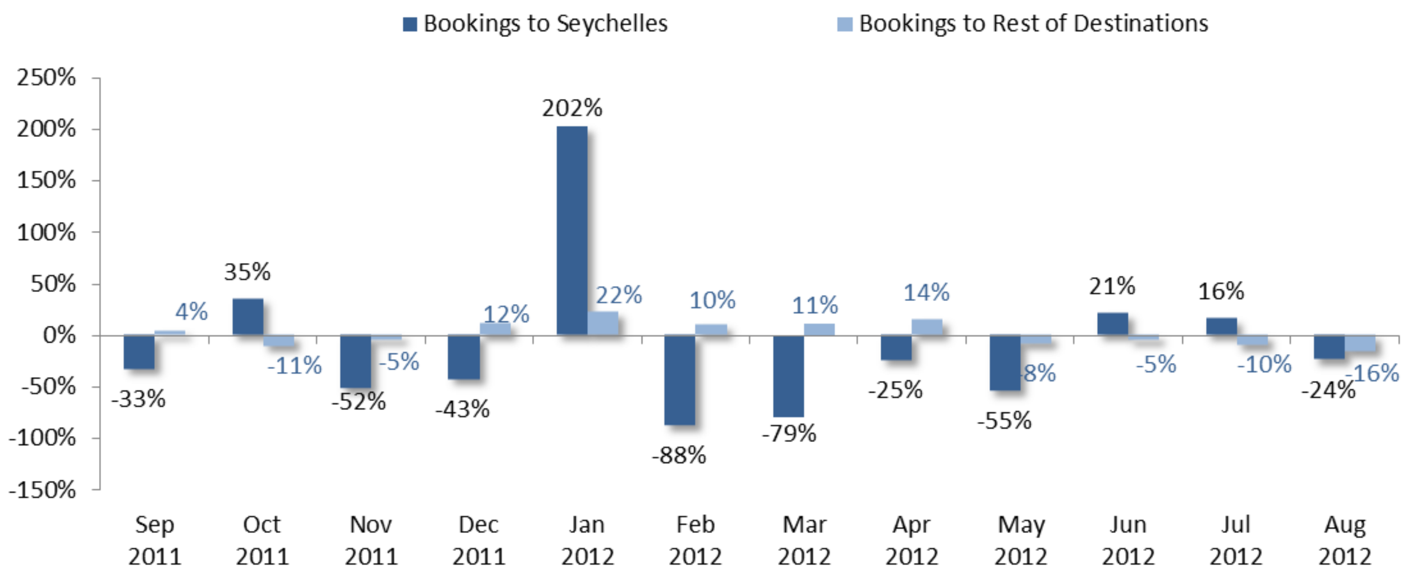
 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Seychelles (2/3): Trends

- Bookings to Seychelles have registered -26% decrease in the last 12 months
- Traveller profile suggests couples staying between 4 and 8 nights and booking with more than 3 months the trip were the most resilient to this drop

**Booking Trends**

(% Var. vs Prev. Year; Sep 2011-Aug 2012)

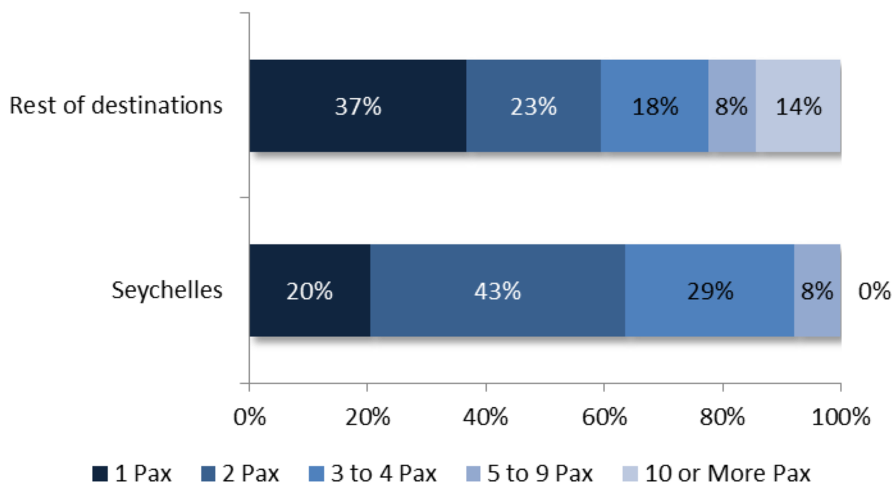



| | Sep–Dec 2011 | Jan–Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Seychelles (%) | -27% | -25% | **-26%** |
| Acc. Var Rest of Destinations (%) | -0% | +4% | **+2%** |

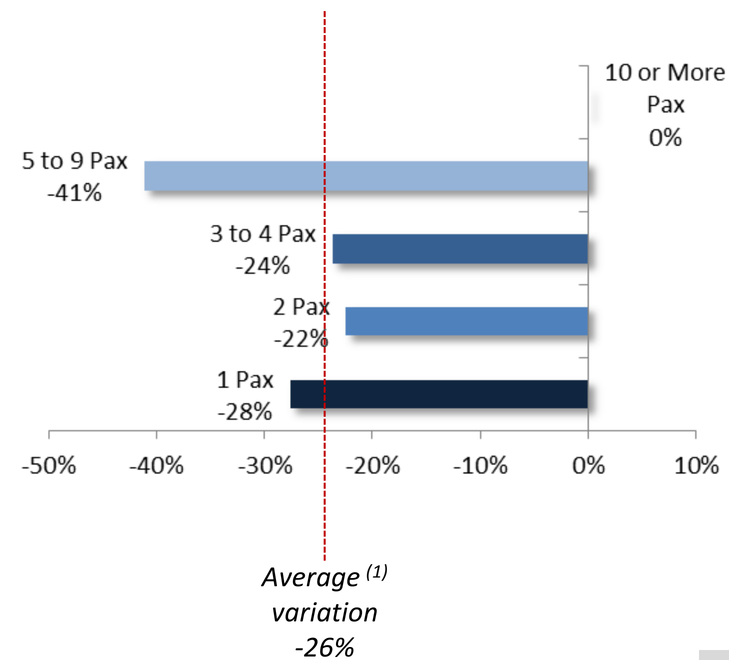
# Seychelles (3/3): Traveller Profile

- Majority of bookings to Seychelles are made by 2 pax (couples), suggesting it is considered a leisure destination
- Bookings made by 2 pax has also been the most resilient category

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Seychelles**
(% Var. vs prev. year; Sep 2010-Aug 2012)

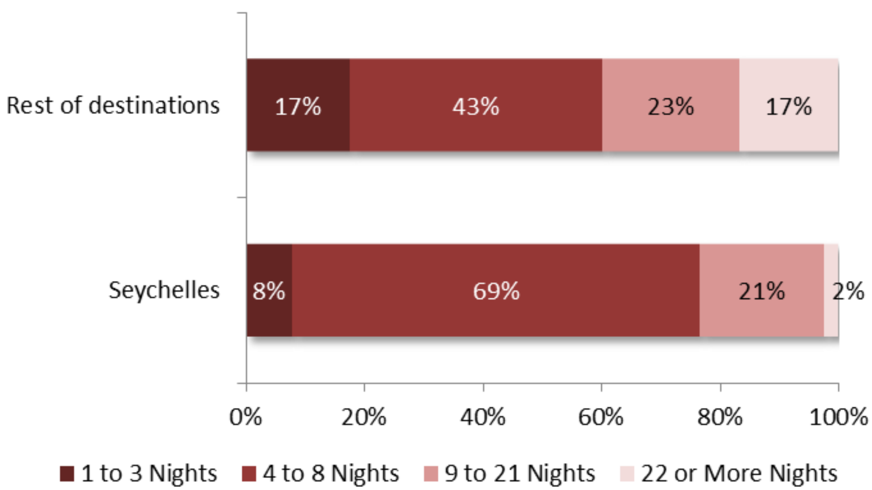



 **Note** (1): Bookings to Seychelles

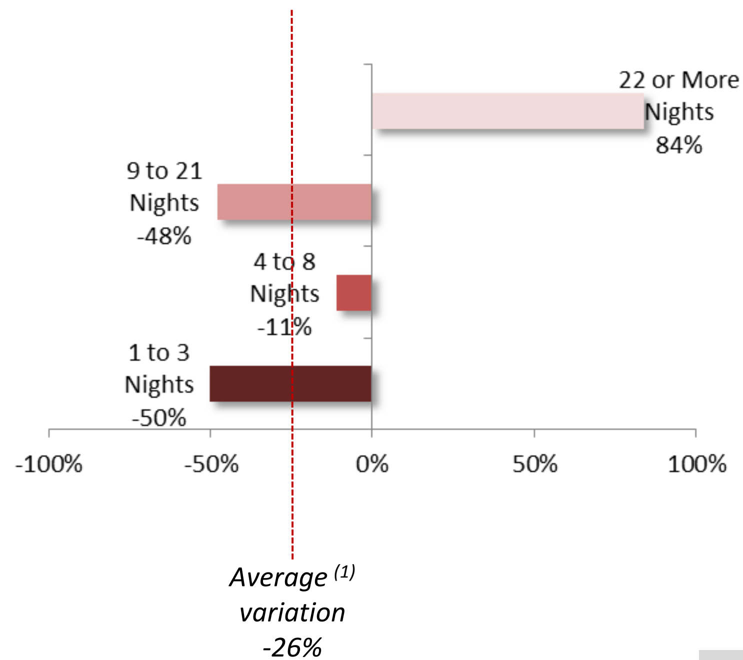
# Seychelles (3/3): Traveller Profile

- Travellers staying between 4 to 8 nights in destination were the less affected by the drop among main categories
- More than 22 nights stays increased but still represent a minor 2% of total bookings

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Seychelles**
(% Var. vs prev. year; Sep 2010-Aug 2012)

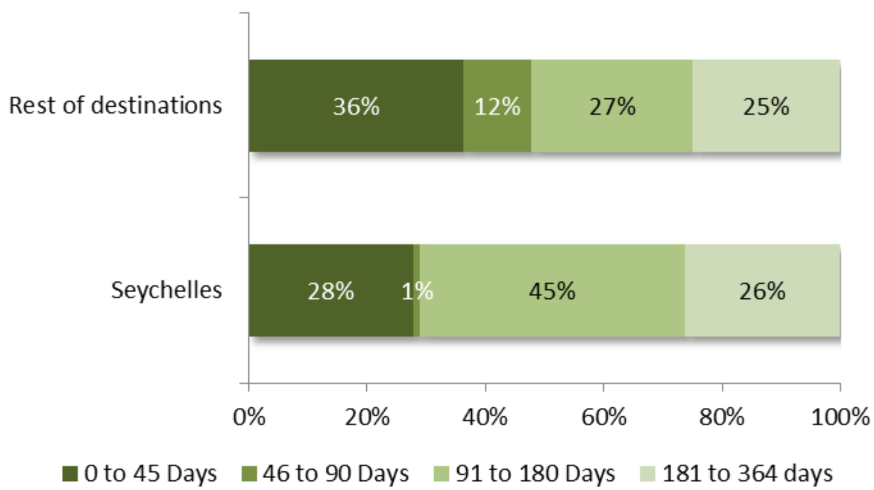



 **Note** (1): Bookings to Seychelles

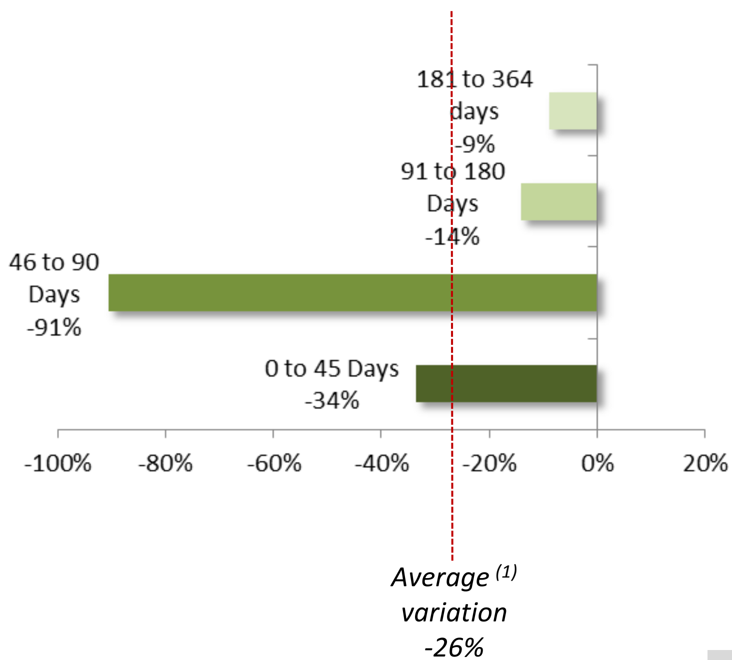
# Seychelles (3/3): Traveller Profile

- Average traveller issues its booking to Seychelles with more than 3 months of anticipation
- Negative trend has affected most the travellers that anticipated less their trip

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Seychelles**
(% Var. vs prev. year; Sep 2010-Aug 2012)

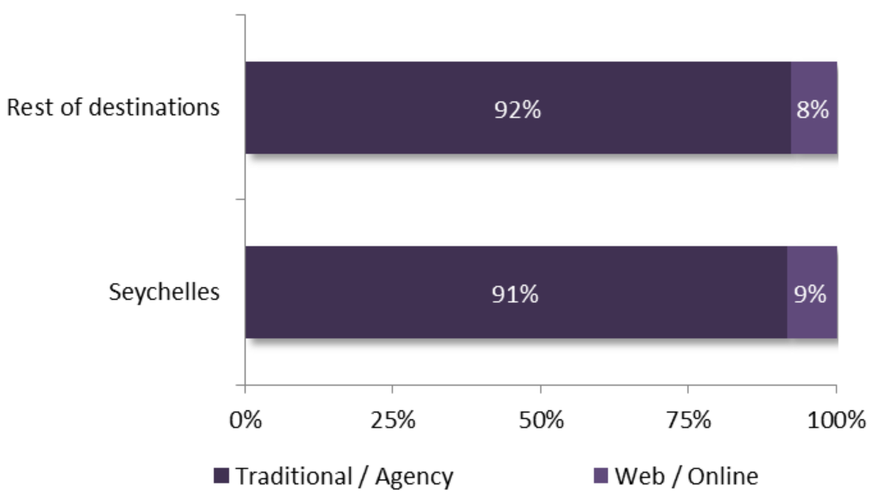



 **Note** (1): Bookings to Seychelles

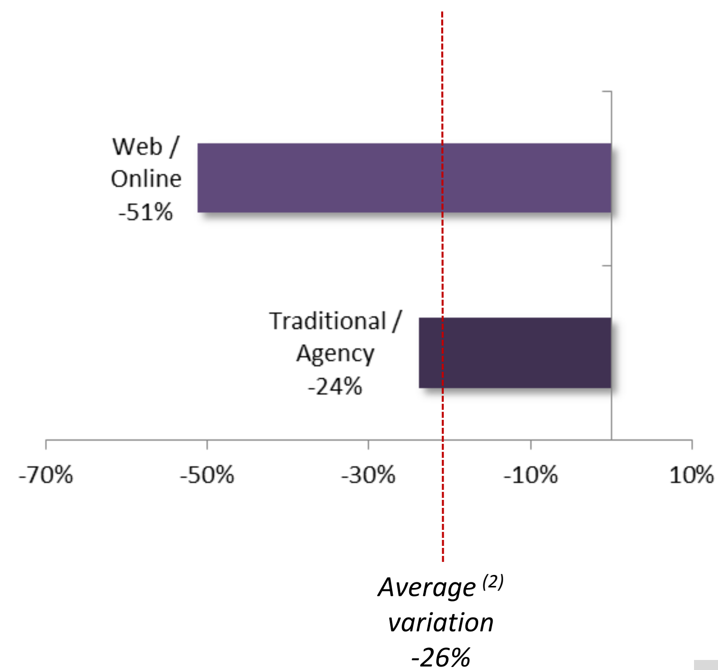
# Seychelles (3/3): Traveller Profile

- Distribution channel to Seychelles follows the general trend for other destinations, suggesting high awareness of Seychelles as destination
- However, drop has been largest for those bookings made online

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Seychelles**
(% Var. vs prev. year; Sep 2010-Aug 2012)

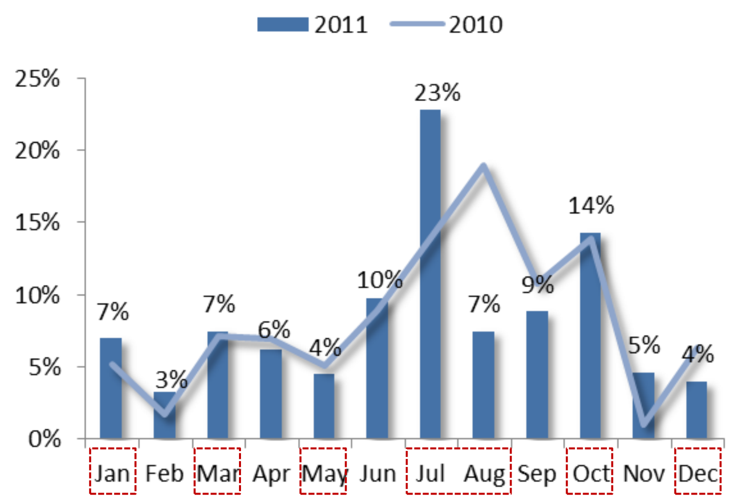



 **Note:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to Seychelles

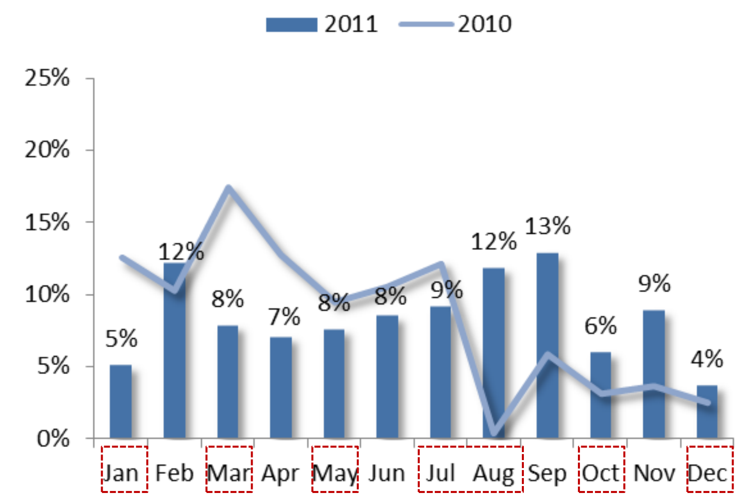
# China (1/3): Seasonality

- Departures to China seem not to be specifically linked to long school holiday periods
- Booking seasonality shows a changing pattern year over year, which could indicate the average traveller profile to China is still undetermined

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



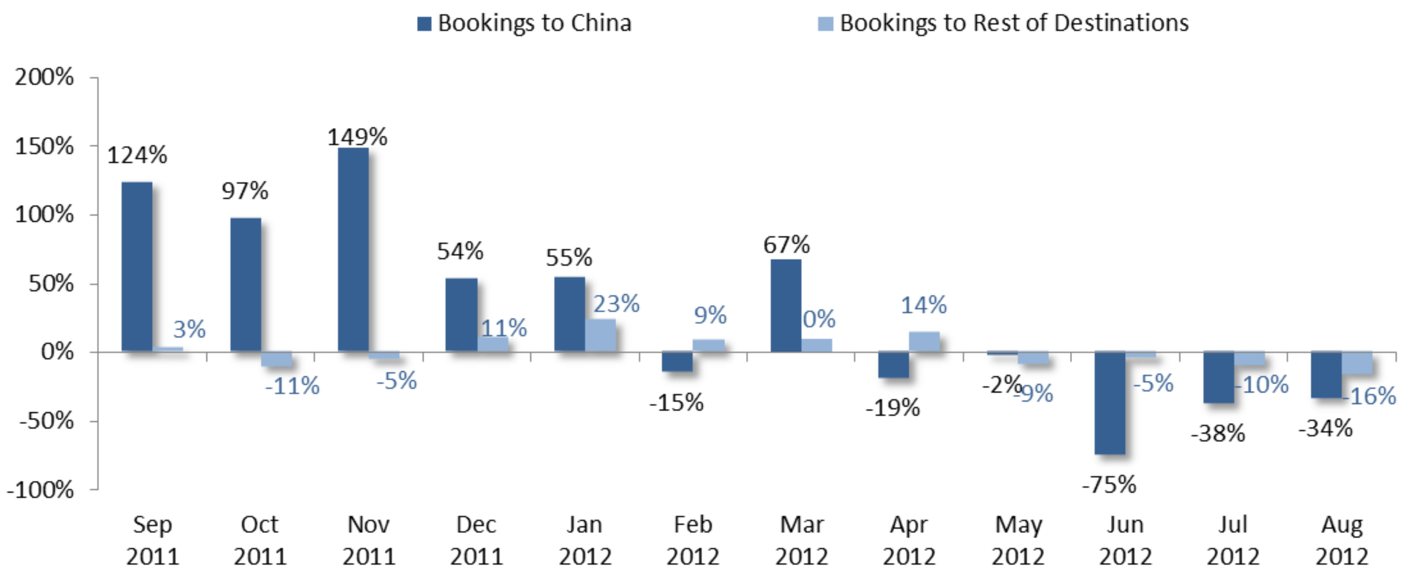

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22 Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# China (2/3): Trends

- Global 9% increase in bookings to China from Sep 2011 hides negative trend seen in the last months
- Changing trends seen regarding traveller profile suggest it is still undefined

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

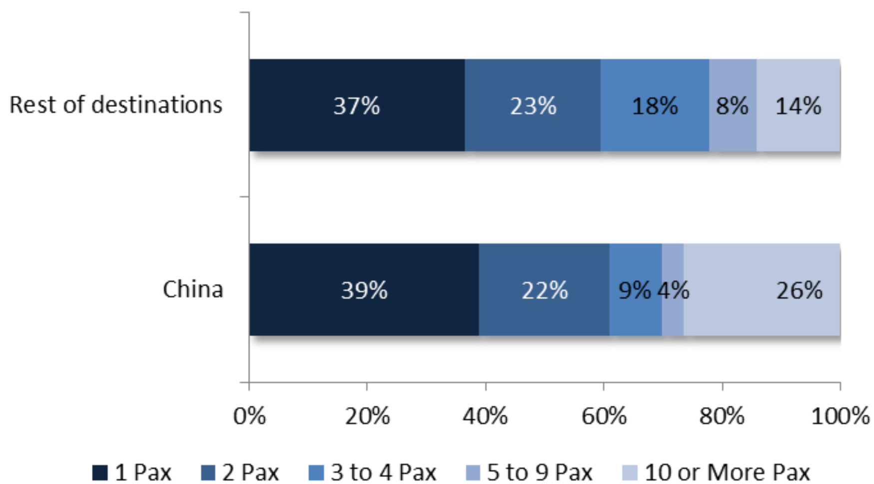



| | Sep 2011 – Nov 2011 | Dec 2011 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var China (%) | +113% | -13% | **+9%** |
| Acc. Var Rest of Destinations (%) | -1% | +3% | **+2%** |

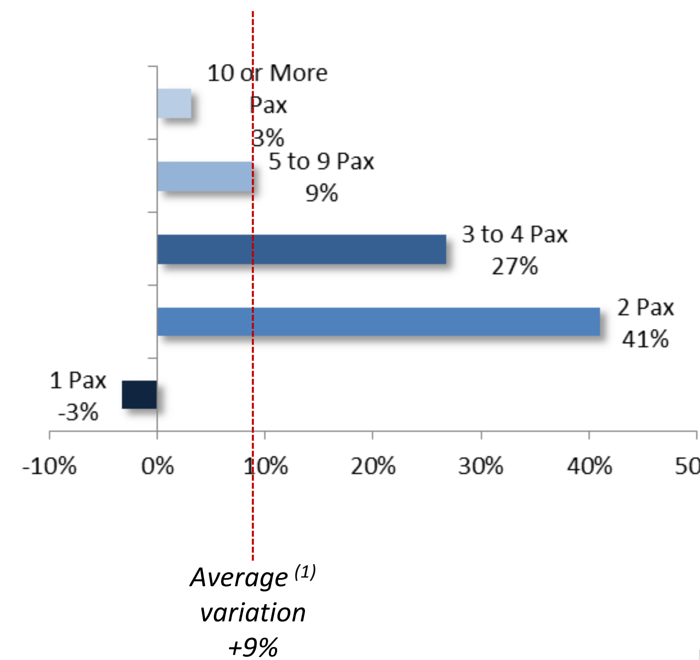
# China (3/3): Traveller Profile

- Single travellers and very large groups were the most important categories in the bookings issued to China in the last 12 months
- Both categories registered the poorest performance among all

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for China**
(% Var. vs prev. year; Sep 2010-Aug 2012)

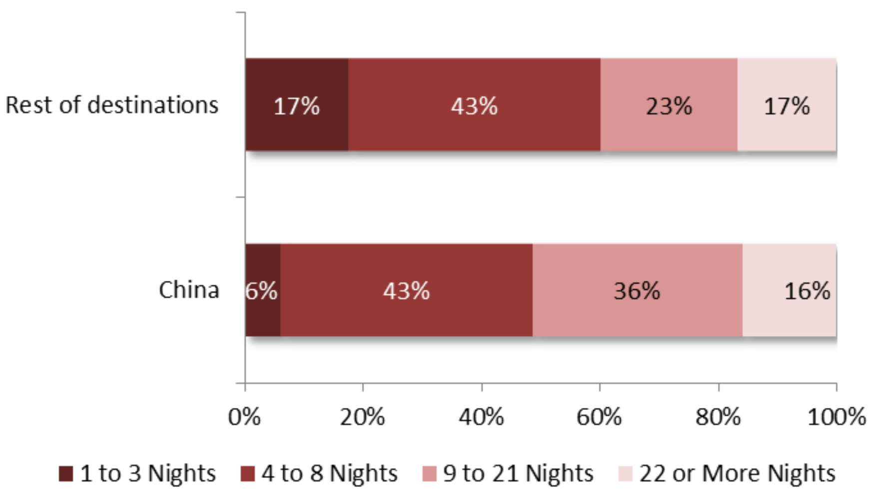



 **Note** (1): Bookings to China

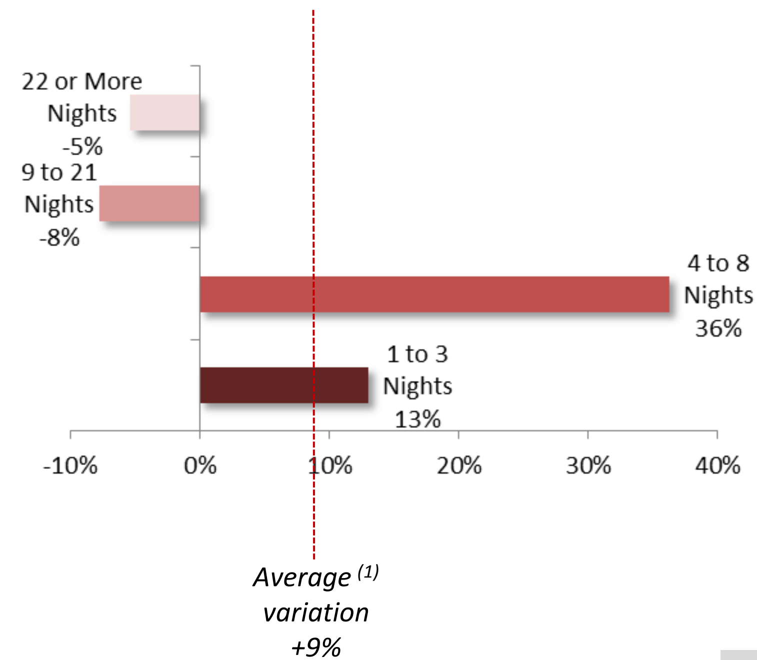
# China (3/3): Traveller Profile

- Stays between 4 and 8 nights consolidated as most important category while longer stays decreased

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for China**
(% Var. vs prev. year; Sep 2010-Aug 2012)

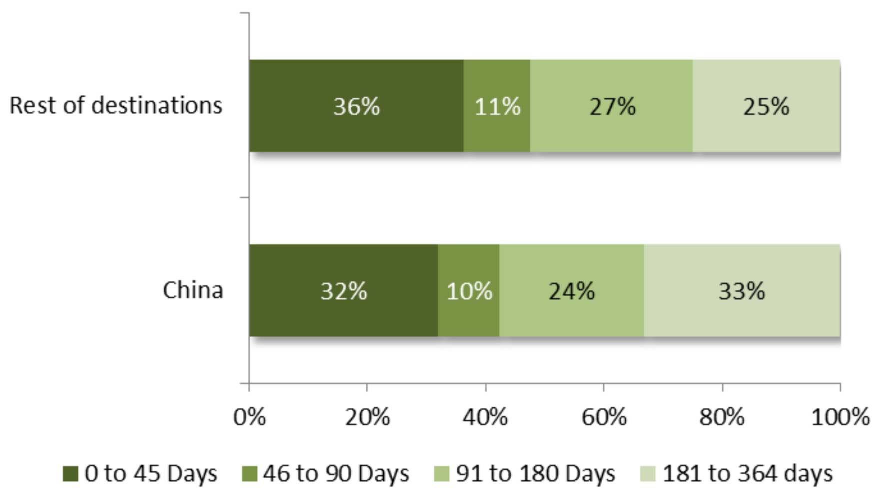



 **Note** (1): Bookings to China

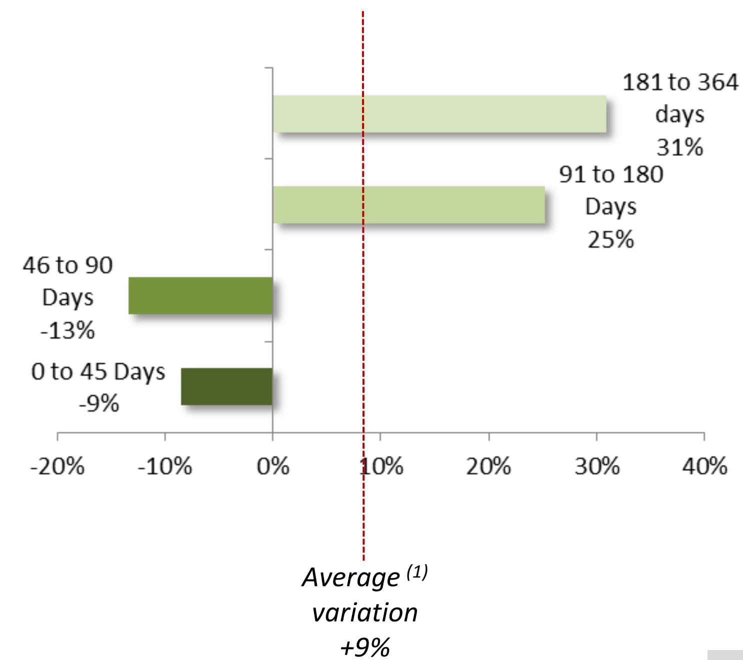
# China (3/3): Traveller Profile

- Travellers to China book their tickets with higher anticipation than to other destinations
- Increase of long lead categories suggests consolidation of this trend

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for China**
(% Var. vs prev. year; Sep 2010-Aug 2012)

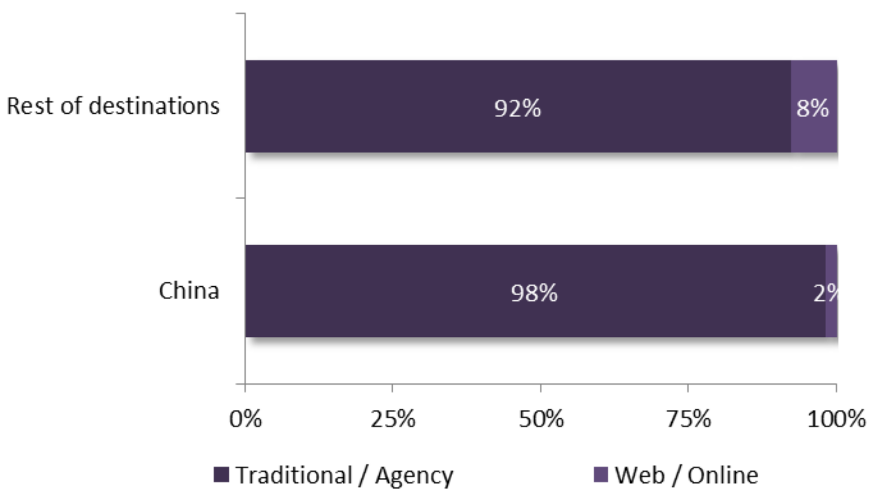



 **Note** (1): Bookings to China

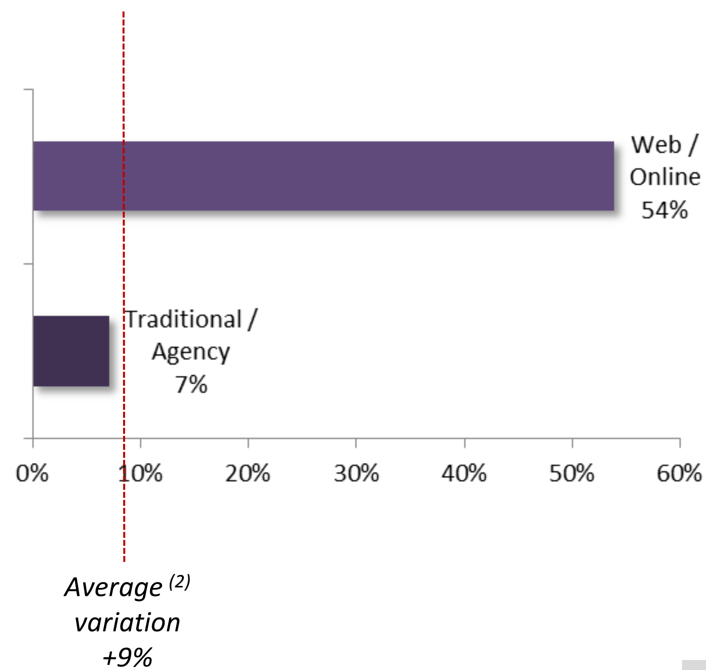
# China (3/3): Traveller Profile

- Vast majority of travellers to China book their tickets in traditional agencies
- Clear predominance of traditional agencies could be linked to importance of large groups and limited awareness of China as destination

**Distribution Channel**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for China**
(% Var. vs prev. year; Sep 2010-Aug 2012)

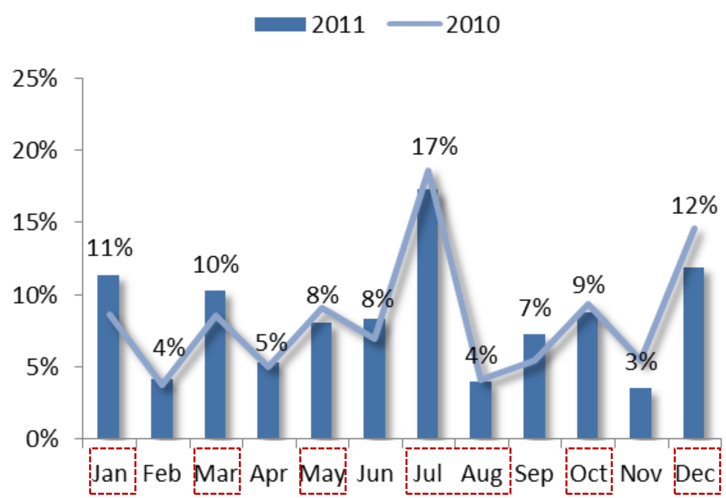



 **Notes** (1): For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to China

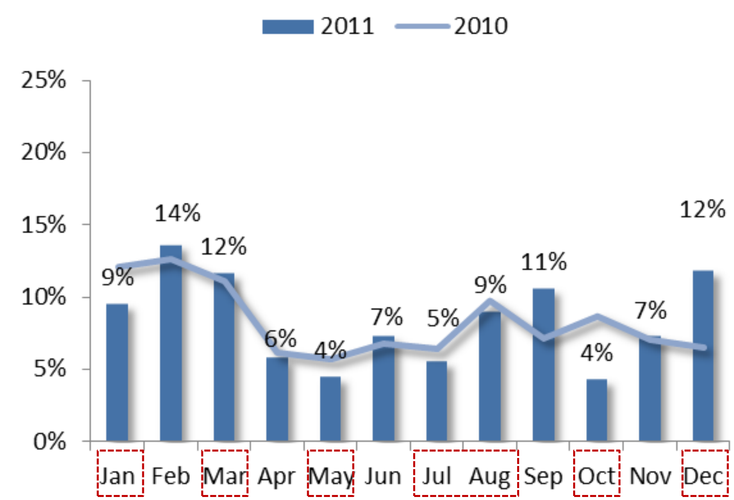
# Others (1/3): Seasonality

- Departures to other secondary destinations could be linked to school holidays
- Booking patterns indicate the beginning of the year is the most active period

**Departures Seasonality**
(% of departures; Jan-Dec)




**Bookings Seasonality**
(% of bookings; Jan-Dec)



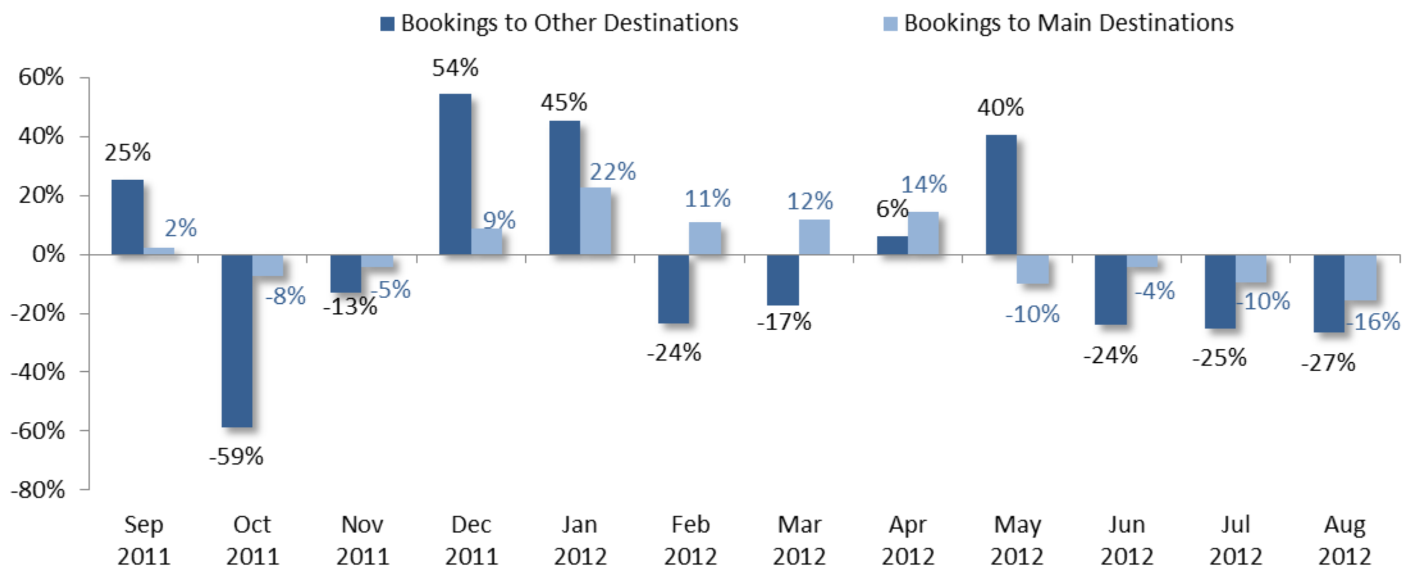

School Holidays Period (1)

 **Note** (1): School holidays for 2011-2012 school year: 1-16 Oct 2011, 17Dec 2011 -22Jan 2012, 3-18 Mar 2012, 5-20 May 2012, 7 Jul-15 Aug 2012

# Others (2/3): Trends

- In the last months bookings to secondary destinations decreased by 5% while main destinations grew vs previous years

**Booking Trends**
(% Var. vs Prev. Year; Sep 2011-Aug 2012)

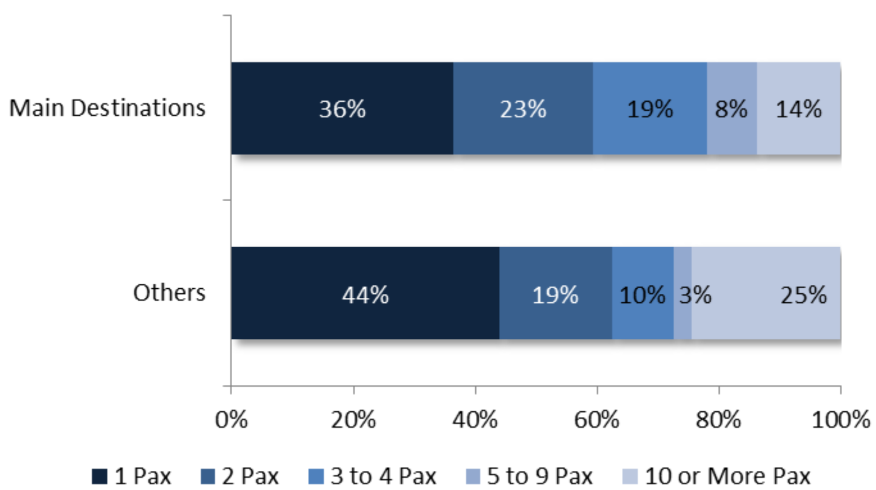



| | Sep 2011 – Nov 2011 | Dec 2011 – Aug 2012 | Total Var |
|---|---|---|---|
| Acc. Var Others (%) | -2% | -7% | **-5%** |
| Acc. Var Main Destinations (%) | -1% | +4% | **+2%** |

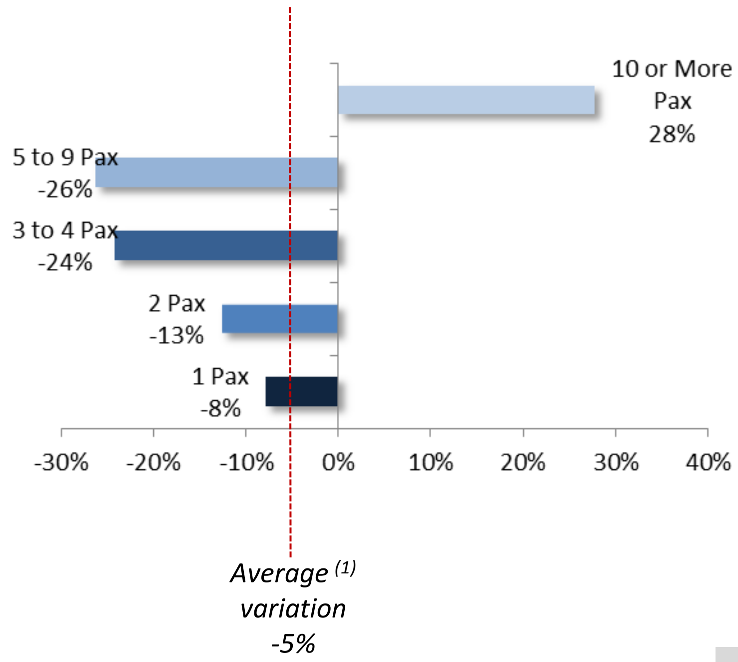
# Others (3/3): Traveller Profile

- Single travellers are the most common profile for minor destinations
- Large groups have been the most growing segment in the last 12 months, showing increasing attractiveness of less popular destinations to this segment

**Pax Per Booking**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Pax per Booking for Others**
(% Var. vs prev. year; Sep 2010-Aug 2012)

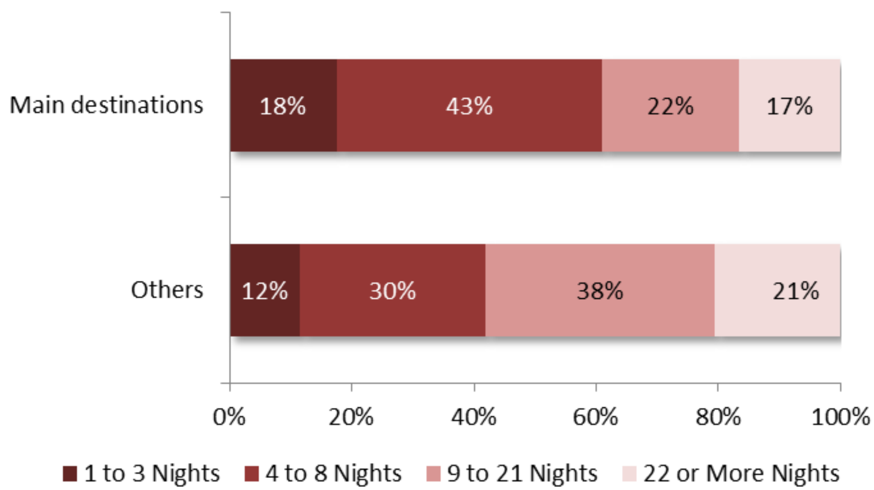



**Note** (1): Bookings to Secondary Destinations

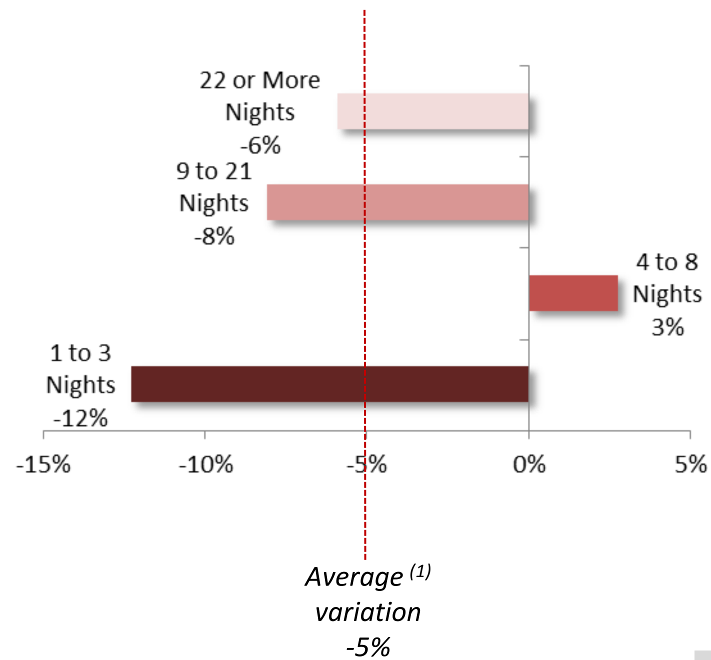
# Others (3/3): Traveller Profile

- Secondary destinations have been more attractive than last year only for travellers staying between 4 and 8 nights in destination

**Length of Stay**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Length of Stay for Others**
(% Var. vs prev. year; Sep 2010-Aug 2012)

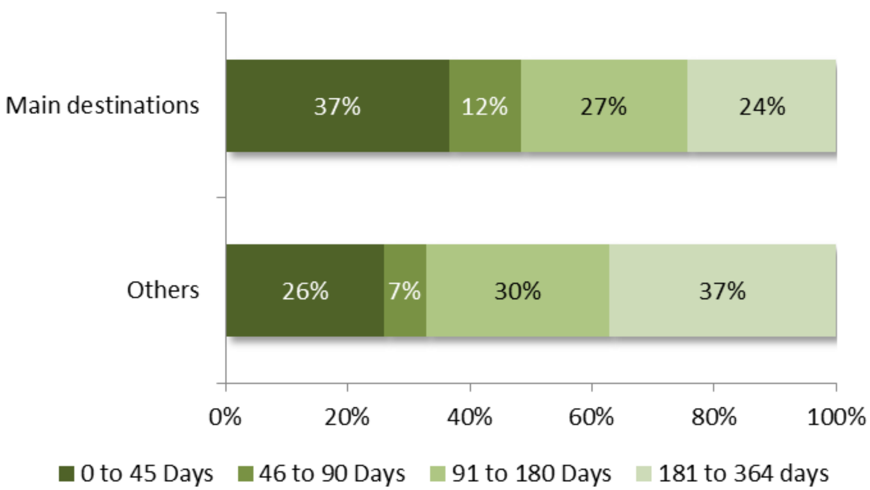



 **Note** (1): Bookings to Secondary Destinations

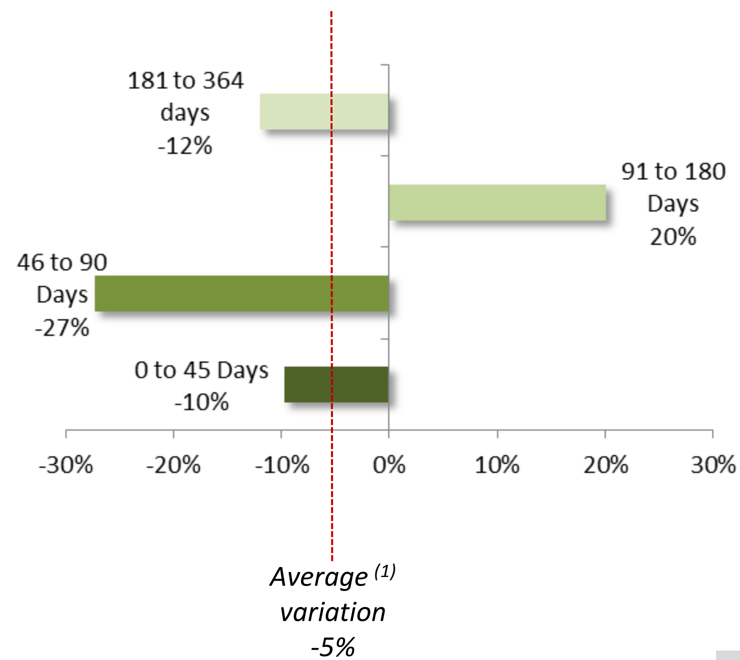
# Others (3/3): Traveller Profile

- Less popular destinations have a more extreme profile than main destinations; last minute and long lead times as main categories

**Lead Time**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Lead Time for Others**
(% Var. vs prev. year; Sep 2010-Aug 2012)

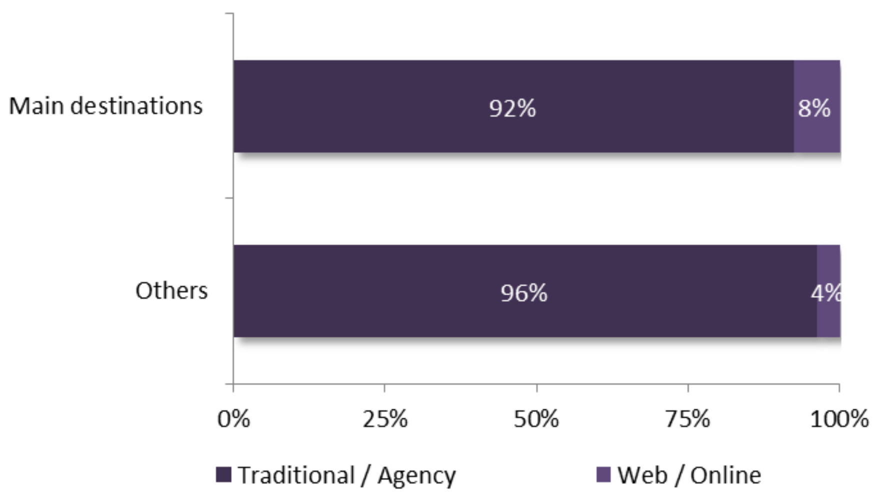



 **Note** (1): Bookings to Secondary Destinations

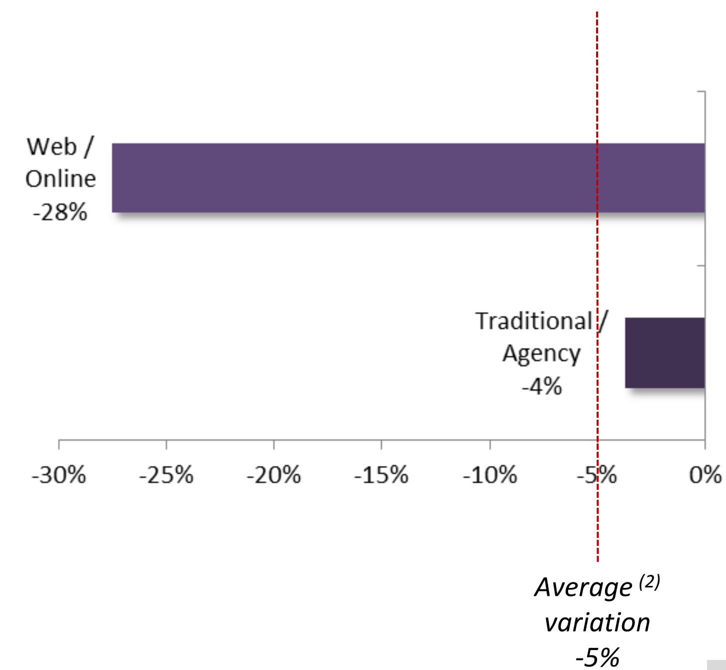
# Others (3/3): Traveller Profile

- Minor destinations are booked mainly through traditional agencies
- This pattern could be linked to relevant share of very large groups and limited awareness of the destinations

**Distribution Channel[1]**
(% of bookings; Sep 2011-Aug 2012)




**Evolution of Dist. Channel for Others**
(% Var. vs prev. year; Sep 2010-Aug 2012)




 **Notes:** (1) For current analysis all bookings made through "Unknown" channel have been removed; (2) Bookings to Secondary Destinations