

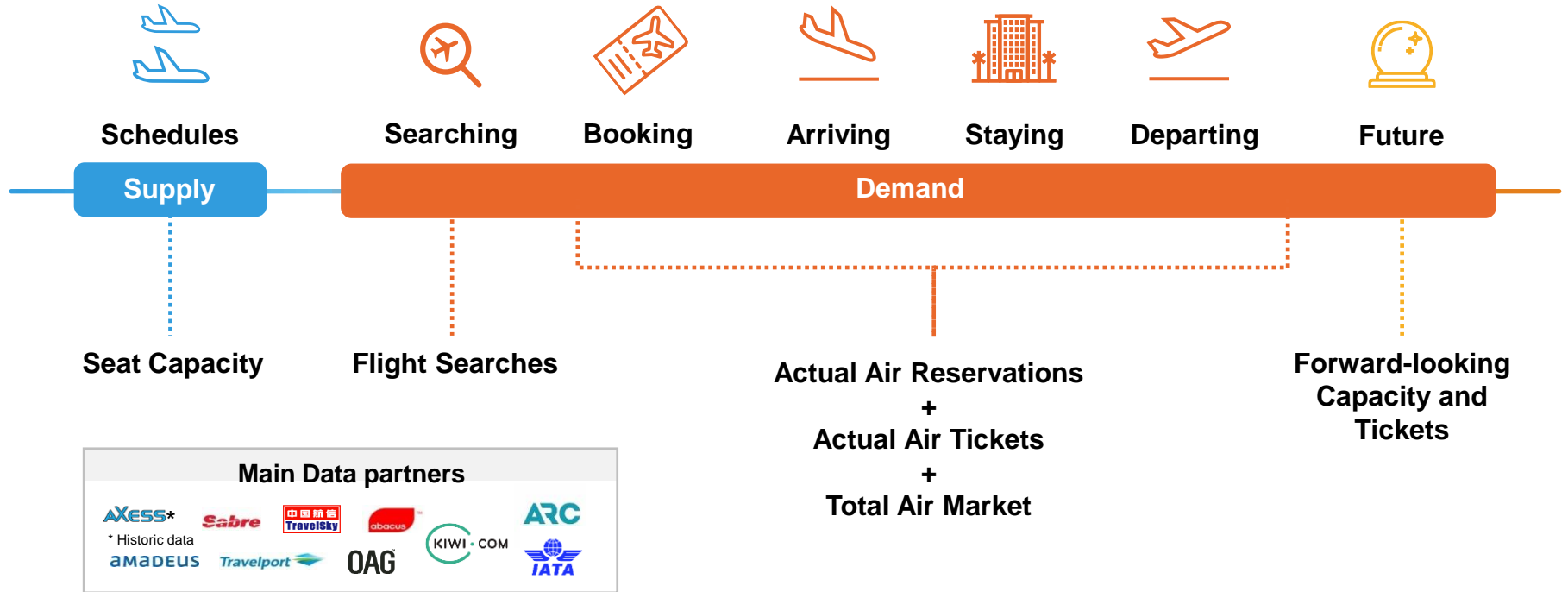


ETOA Insights – Summer season review and looking ahead

Olivier Ponti, VP Insights

September 2022

ForwardKeys data captures and reflects the entire traveller journey



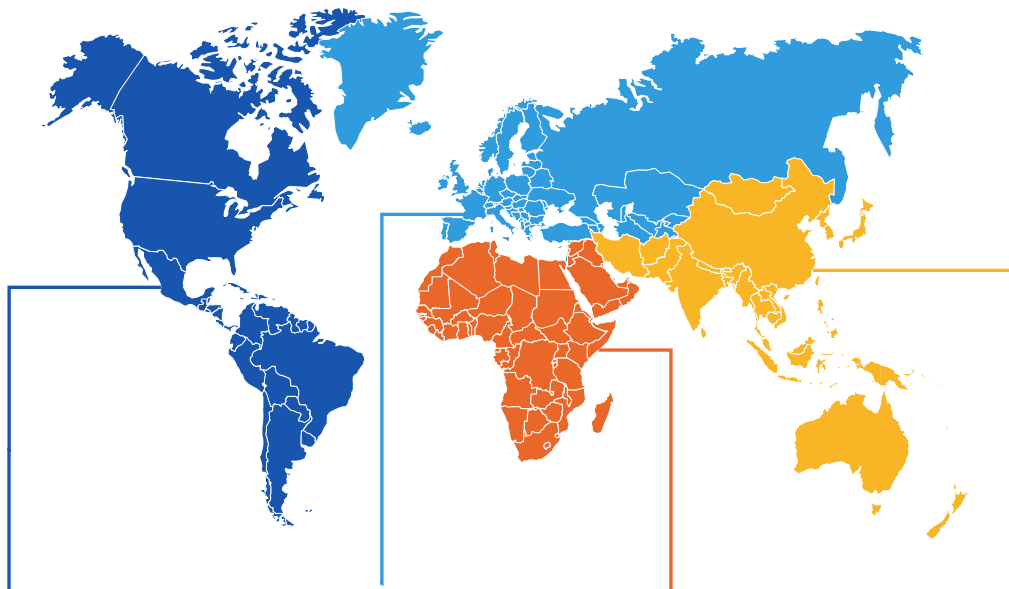


ForwardKeys

Summer review

Europe is catching up with the Americas and Africa and the Middle-East

International worldwide arrivals, as of 31 August; vs 2019 levels



The Americas
H1: -35%
Summer: -24%

Europe
H1: -43%
Summer: -32%

Africa & Middle East
H1: -34%
Summer: -24%

Asia Pacific
H1: -82%
Summer: -72%



**Total International
Inbound**

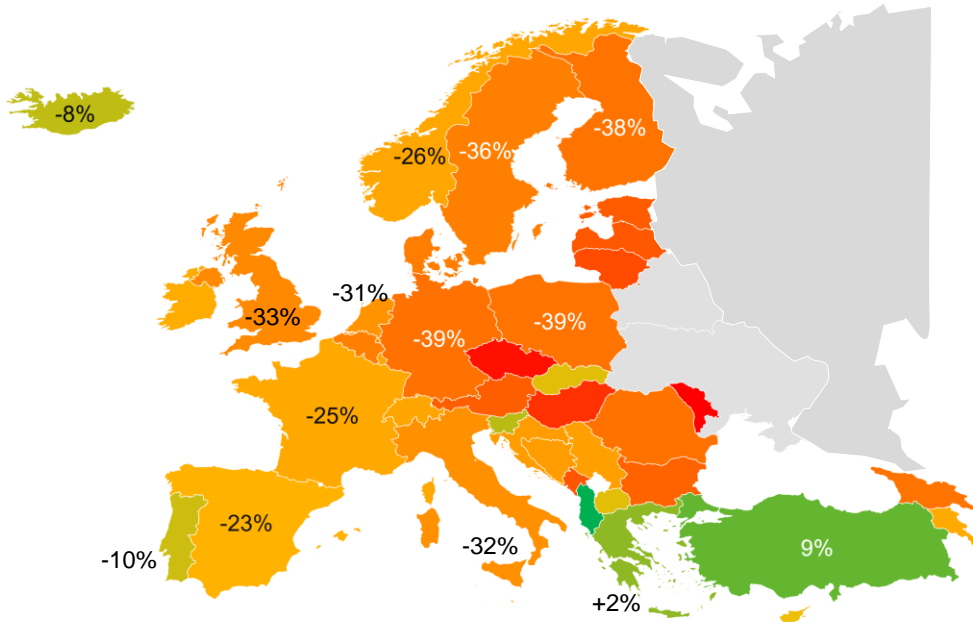
H1: **-52%**

Summer: **-40%**

Source: ForwardKeys Air Ticket Data.

Arrivals to some destinations in Southern Europe surpass pre-pandemic levels

International arrivals to Europe* in July and August 2022, as of 31 August; vs 2019 levels



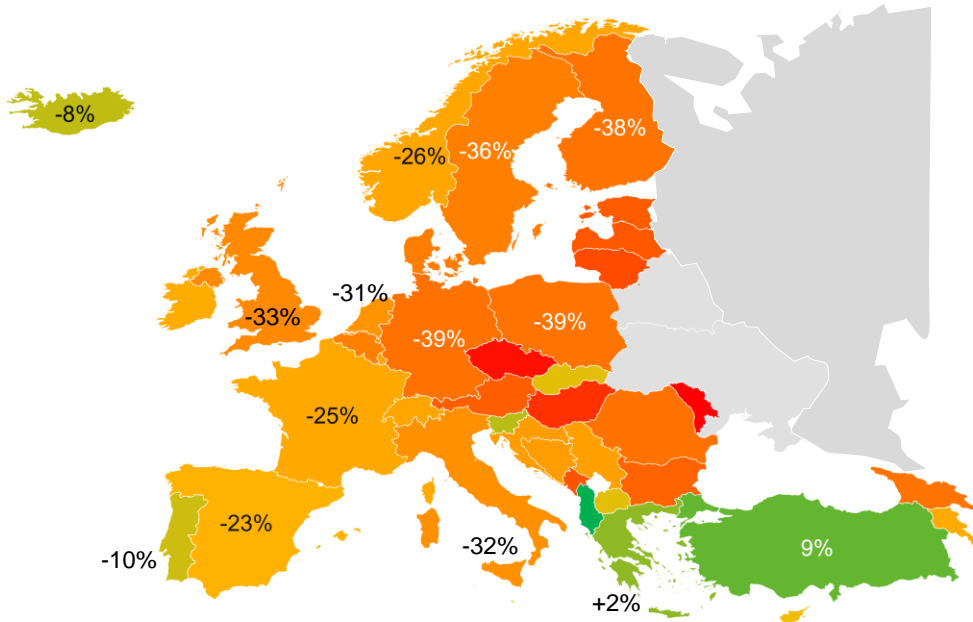
*Excluding destinations in Russia, Belarus and Ukraine



Source: ForwardKeys Air Ticket Data.

Arrivals to some destinations in Southern Europe surpass pre-pandemic levels

International arrivals to Europe* in July and August 2022, as of 31 August; vs 2019 levels



*Excluding destinations in Russia, Belarus and Ukraine

Most resilient cities**	Var vs 2019
Istanbul (TR)	+2%
Athens (GR)	-7%
Reykjavik (IS)	-8%
Porto (PT)	-8%
Malaga (ES)	-13%
Lisbon (PT)	-14%
Madrid (ES)	-20%
Dublin (IE)	-22%
Paris (FR)	-23%
Geneva (CH)	-24%

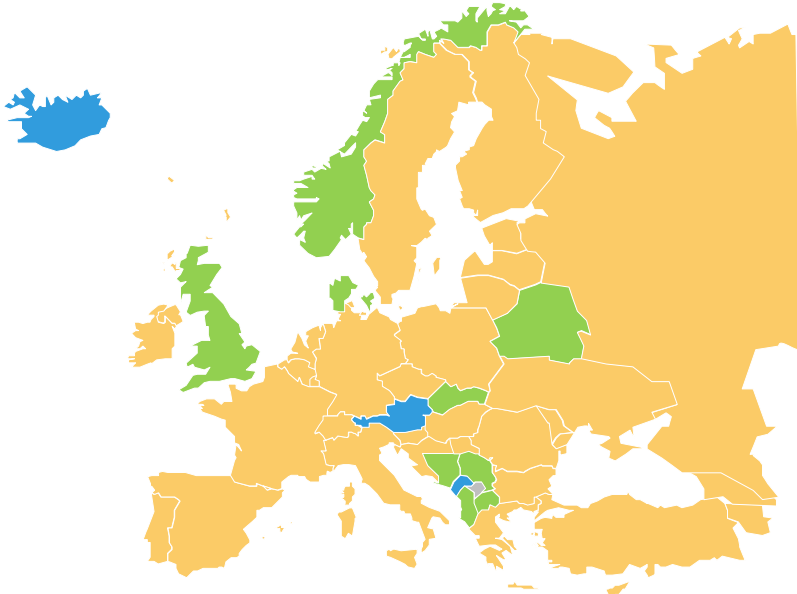
**With shares > 1%

Source: ForwardKeys Air Ticket Data.

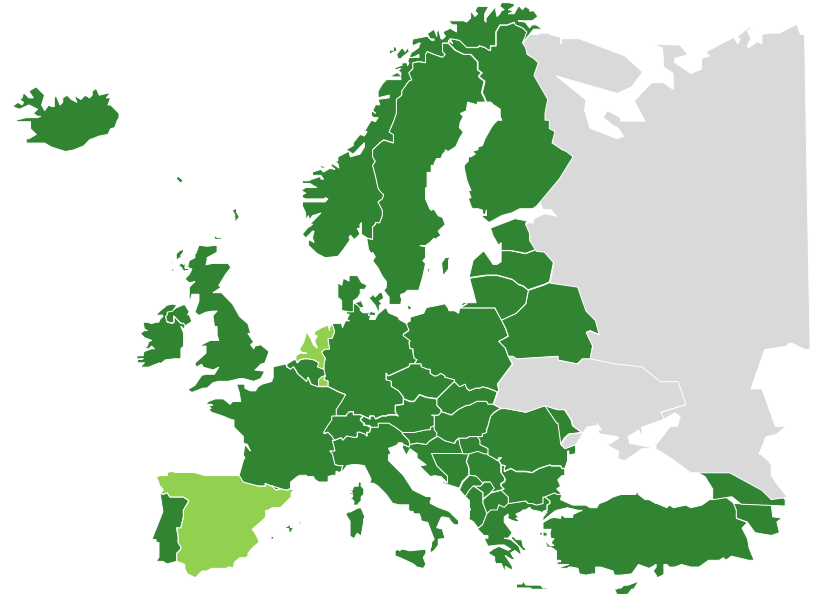
Europe has almost fully reopened borders






Travel restrictions for international travellers to Europe, as of 29 August 2022

January



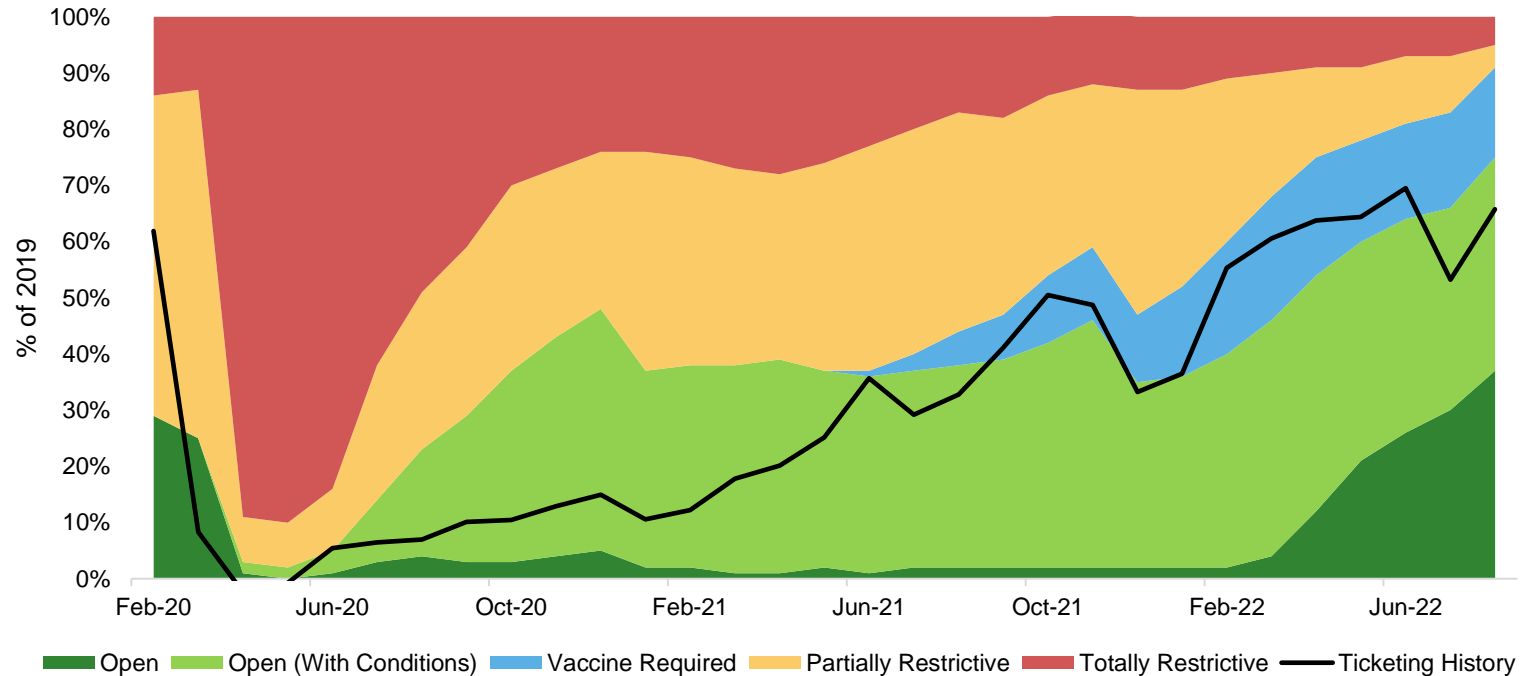
August



 Open for Travel  Open (with conditions)  Vaccine required  Partially Restrictive  Totally Restrictive

When travel restrictions disappear, bookings (usually) go up

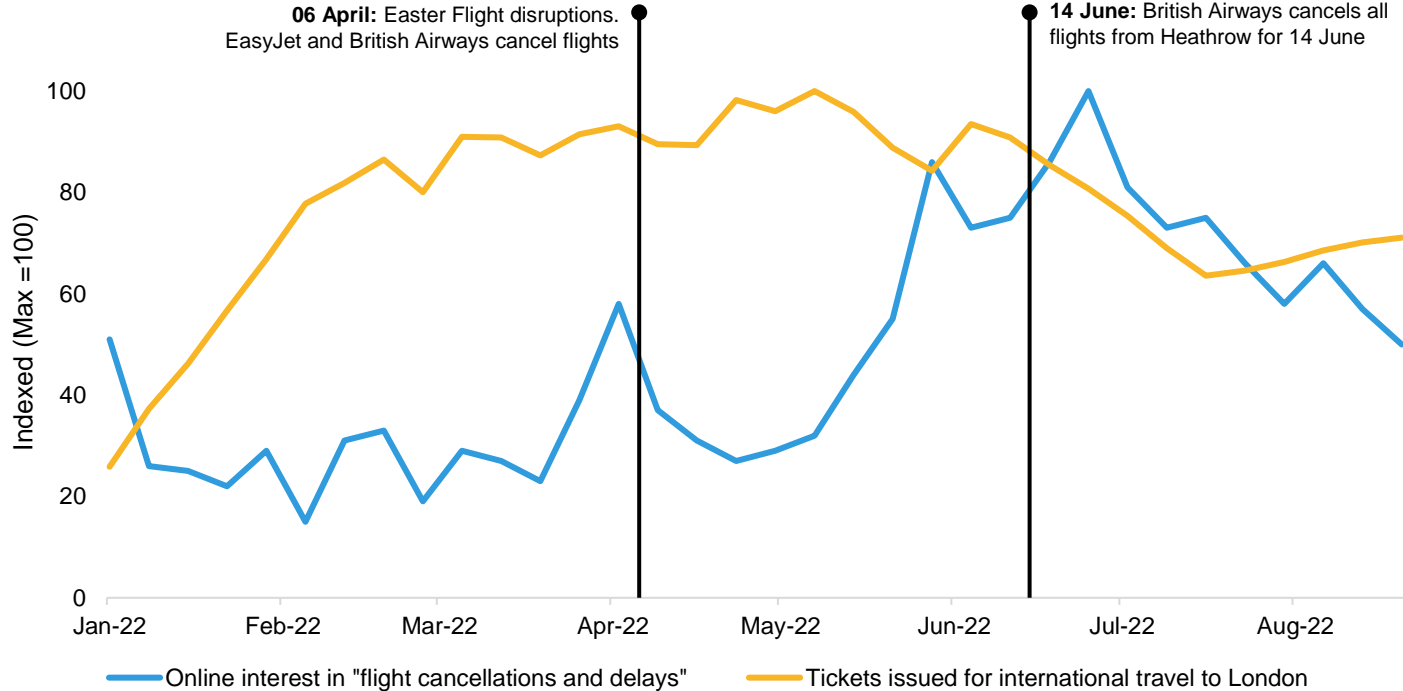
Issued tickets for air travel, as of 31 Aug; compared with 2019



Source: ForwardKeys Air Ticket Data & Travel Restrictions Data.

London: Flight cancellations damaged traveller confidence

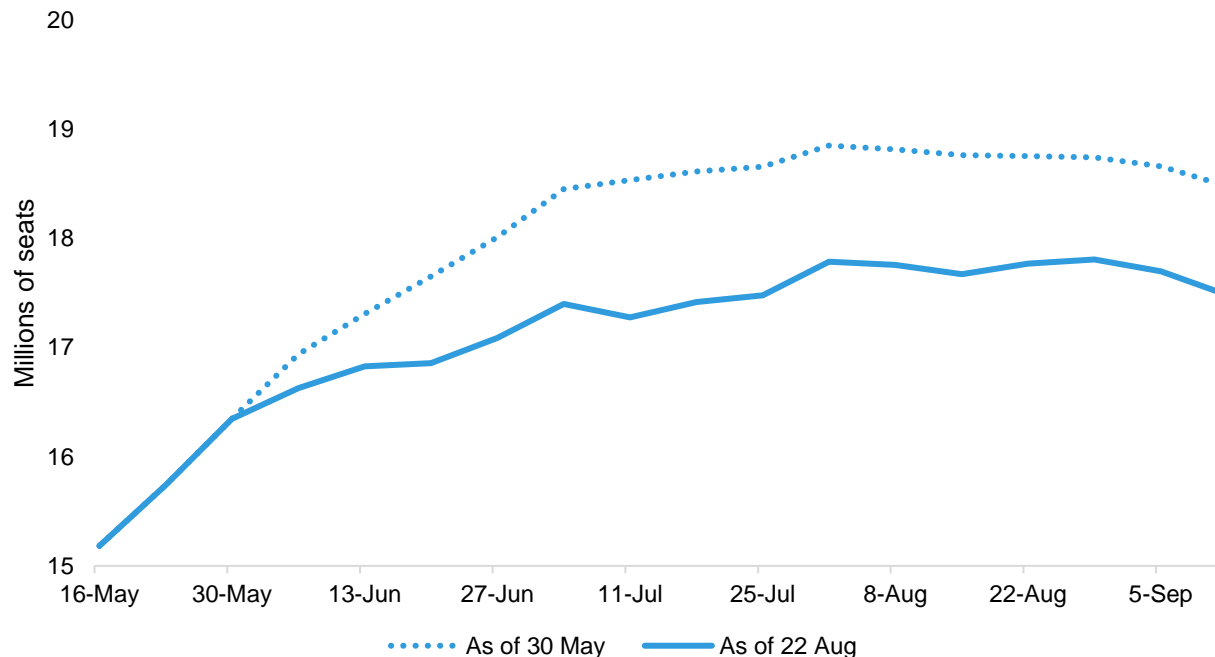
Tickets issued for international travel to London and Online interest in "flight cancellations"



Source: ForwardKeys Air Ticket Data & Google Trends

Airlines reduce summer capacity amid European airport chaos

Intra-European seat capacity for arrivals between 16 May and 18 September 2022, as of 22 August 2022, compared with the 30th May



Summer capacity (July-Aug)
9.8 million seats reduced
-6%

Source: ForwardKeys Seat Capacity Data.

Impact of flight cancellations on touristic arrivals in the UK, Netherlands and Germany

International arrivals in the UK, Netherlands and Germany between June and August 2022; recovery as variation of 2019



Recovery with disruptions

Var. vs pre-pandemic

UK	-34%	→ - 4p.p.
Germany	-39%	→ - 4p.p.
Netherlands	-30%	→ - 5p.p.



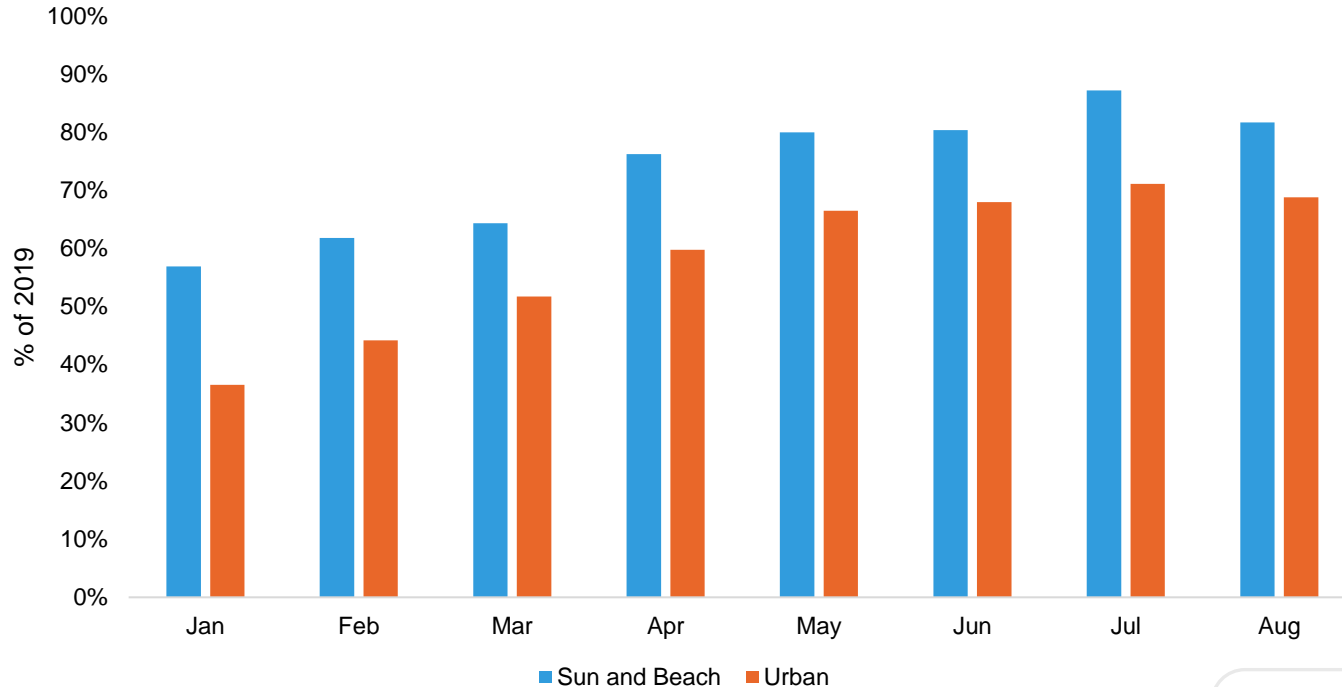
Potential recovery without disruptions

Var. vs pre-pandemic

UK	-30%
Germany	-34%
Netherlands	-25%

European “Sun and Beach” destinations are more recovered






International arrivals to Europe, year-to-date; % of 2019



Source: ForwardKeys Air Ticket Data.

European “Sun and Beach” destinations are more recovered

International summer arrivals to Europe (Jul-Aug), as of 31 Aug; Var vs 2019

Most resilient cities*		Var vs 2019
	Heraklion (GR)	+12%
	Istanbul (TR)	+2%
	Thessaloniki (GR)	-3%
	Ibiza (ES)	-3%
	Athens (GR)	-7%
	Reykjavik (IS)	-8%
	Porto (PT)	-8%
	Naples (IT)	-10%
	Florence (IT)	-12%
	Malaga (ES)	-13%



= Sun and Beach Destination

*With shares > 0.5%

Source markets travelling to Athens		Var vs 2019
Long-haul		-10%
	U.S.A.	+24%
	Canada	+9%
Intra-regional		-5%
	UK	+17%
	Germany	+7%

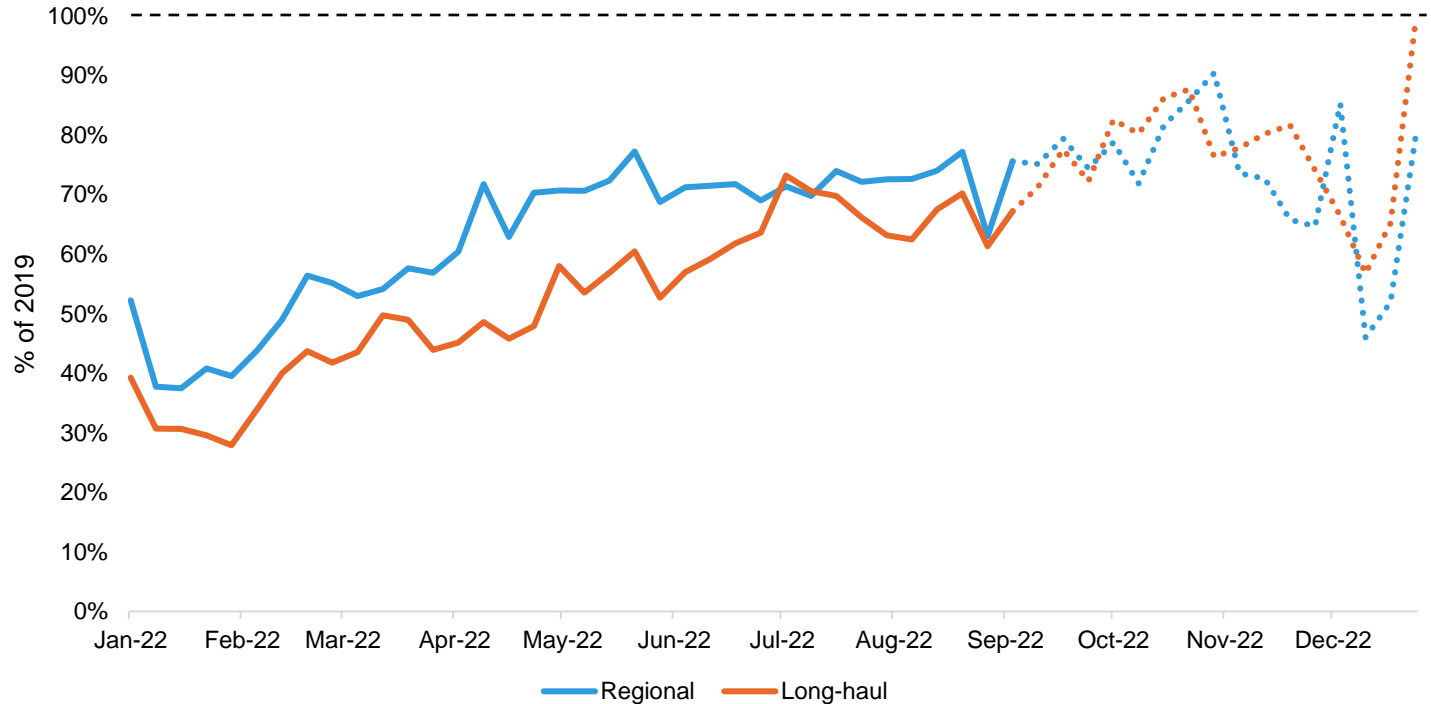
 Source: ForwardKeys Air Ticket Data.



Opportunities

Long-haul travel recovery has caught up with regional travel recovery

International arrivals and on-the-book arrivals to Europe in 2022, as of 1 Sept; % of 2019 levels



Source: ForwardKeys Air Ticket Data.

The US is the most recovered long-haul market this summer

International summer arrivals to Europe (Jul-Aug), as of 31 Aug; Var vs 2019

Most resilient long haul markets	Var vs 2019	Most recovered European cities for US travellers	Var vs 2019
U.S.A.	-5%	Istanbul (TR)	+63%
Colombia	-9%	Lisbon (PT)	+49%
South Africa	-10%	Naples (IT)	+31%
Mexico	-12%	Athens (GR)	+24%
Canada	-13%	Edinburgh (GB)	+16%

Source: ForwardKeys Air Ticket Data.

Premium cabin classes are leading the recovery from the US

On-the-book International Arrivals into Europe from the US for Summer 2022 as of 31 Aug 2022, vs. 2019



+18%

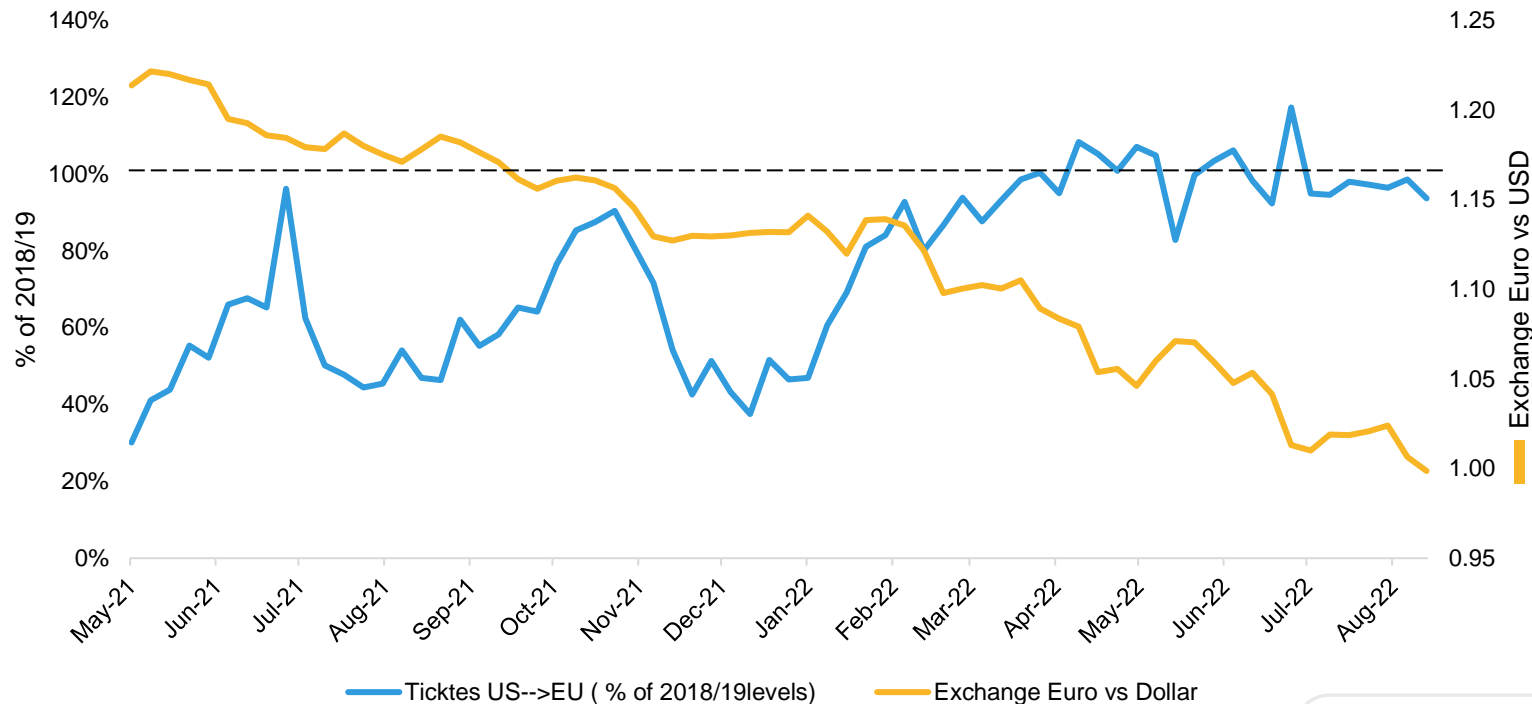


-8%

Source: ForwardKeys Air Ticket Data.

Euro vs USD Exchange rate proves favorable for transatlantic travel

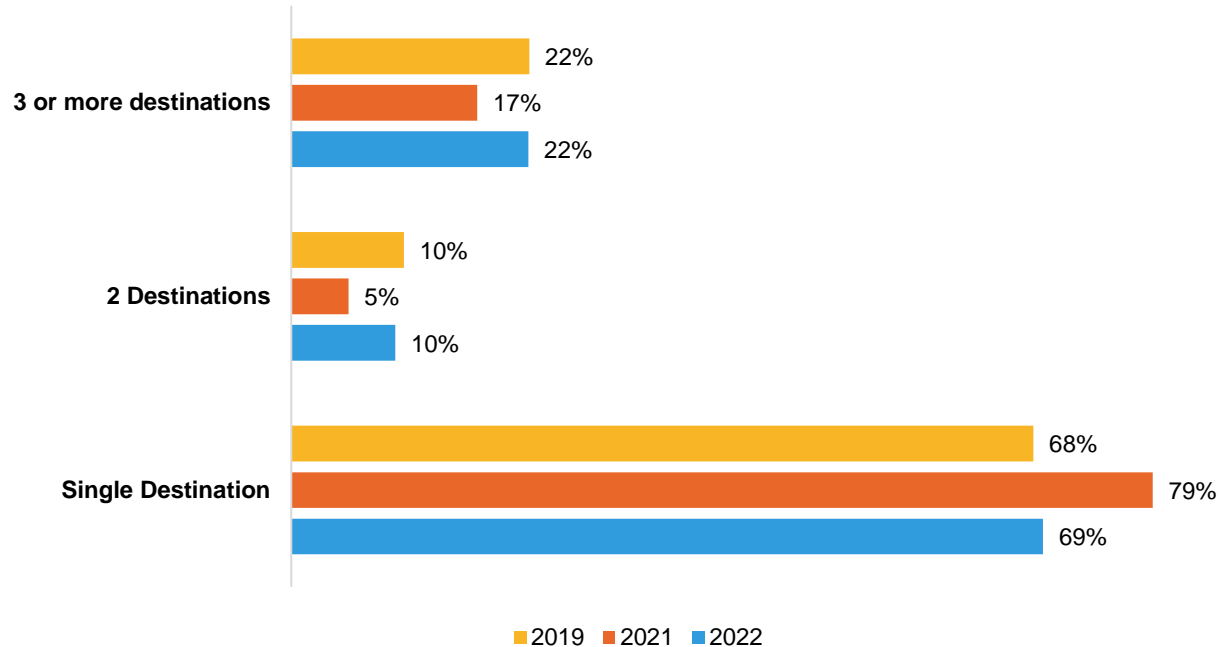
Based on flight bookings between 12 May 2021 and 30 Aug 2022 for arrivals between the US and the EU, vs same period in 2018/19



Source: ForwardKeys Air Ticket Data.

Multi-destination trips have made a comeback

Arrivals to Europe from the US, in July and Aug, as of 31 Aug; vs 2019

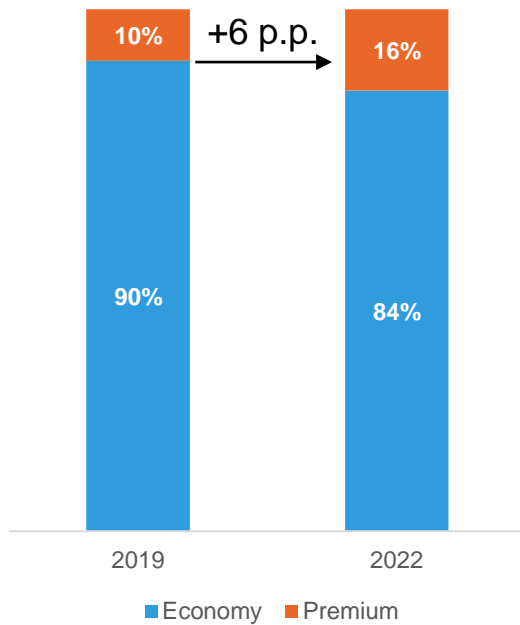


Source: ForwardKeys Air Ticket Data.

Affluent Latin Americans are also driving the recovery in Europe

International premium class arrivals from LATAM to Europe in July and Aug, as of 31 Aug; vs 2019 levels

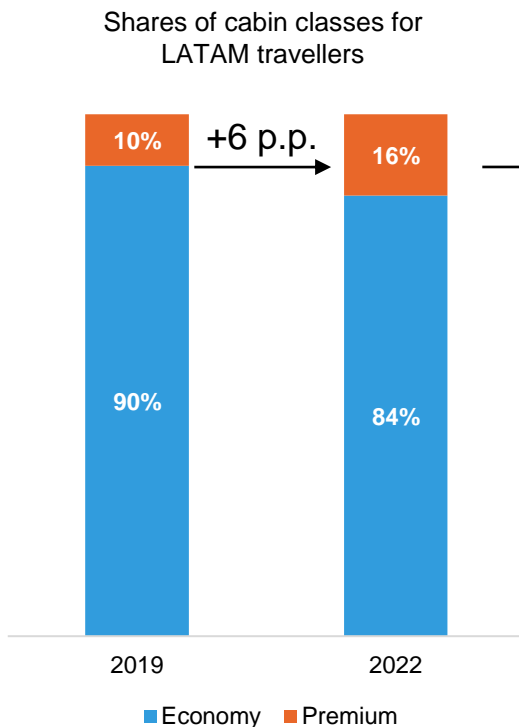
Shares of cabin classes for
LATAM travellers



Source: ForwardKeys Air Ticket Data.

Affluent Latin Americans are also driving the recovery in Europe

International premium class arrivals from LATAM to Europe in July and Aug, as of 31 Aug; vs 2019 levels



Most resilient premium origin markets	Var vs 2019
Colombia	+57%
Argentina	+32%
Mexico	+21%
Brazil	+15%
Chile	-3%
TOTAL LATAM	+25%

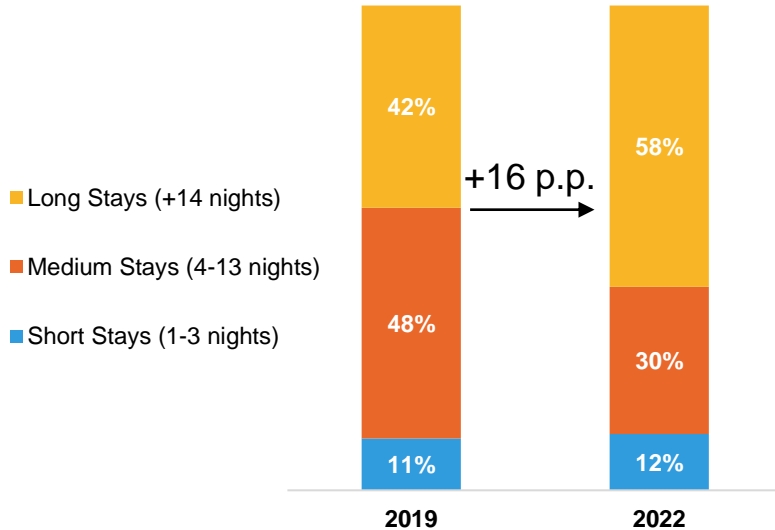
With shares of origin markets > 3%

Source: ForwardKeys Air Ticket Data.

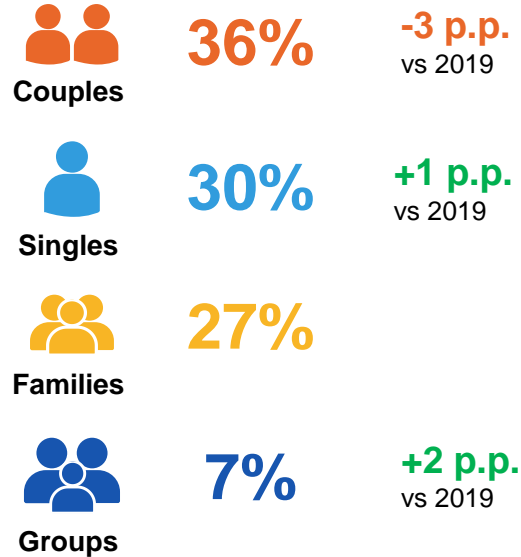
Premium class travellers from Argentina are staying longer

International premium class arrivals from Argentina to Europe in July and Aug, as of 31 Aug; vs 2019 levels

Length of stay for premium class travellers



Number of premium passengers per booking



Source: ForwardKeys Air Ticket Data.

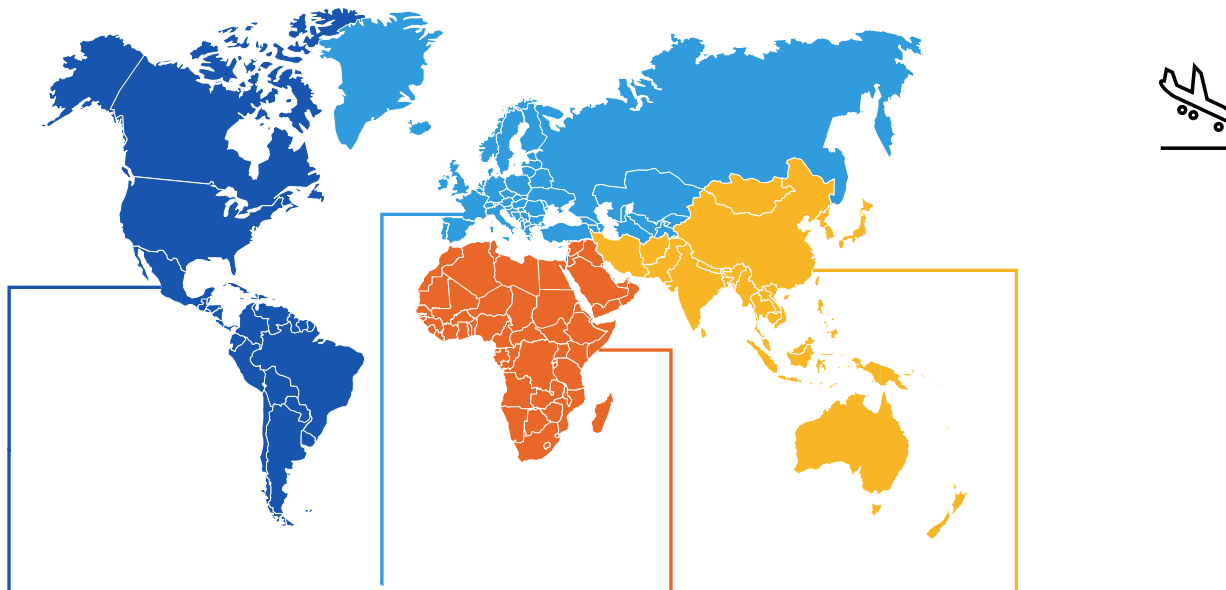


ForwardKeys

What to expect this Autumn

Recovery trends are set to continue in autumn

International worldwide arrivals, as of 31 August; vs 2019 levels



The Americas
Summer: -24%
Autumn: -17%

Europe
Summer: -32%
Autumn: -25%

Africa & Middle East
Summer: -24%
Autumn: -3%

Asia Pacific
Summer: -72%
Autumn: -65%



Total International Inbound

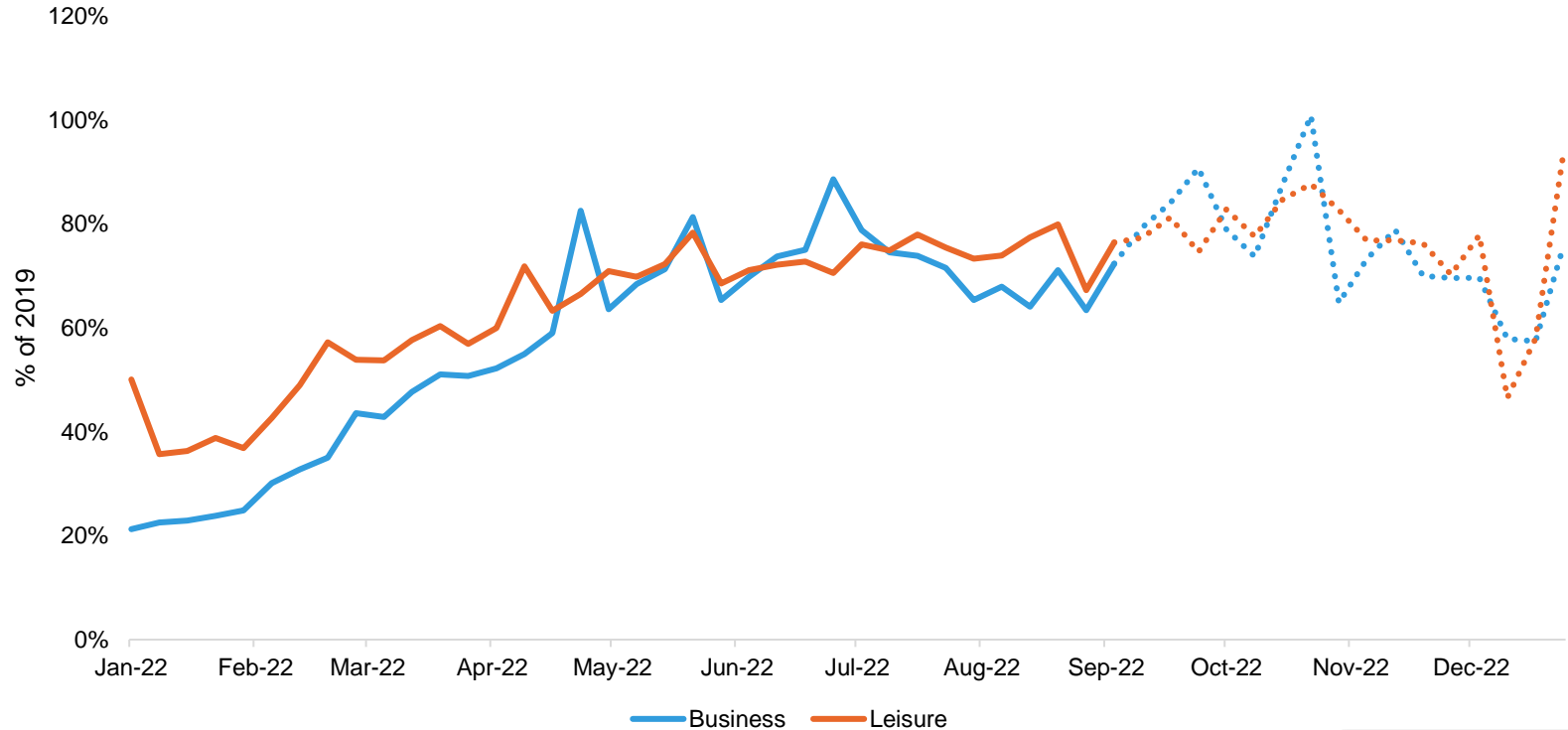
Summer: **-40%**

Autumn: **-32%**

Source: ForwardKeys Air Ticket Data.

Leisure travel is still driving the recovery, but business travel has caught up

International arrivals and on-the-book arrivals to Europe in 2022, as of 1 Sept 2022; % of 2019 levels



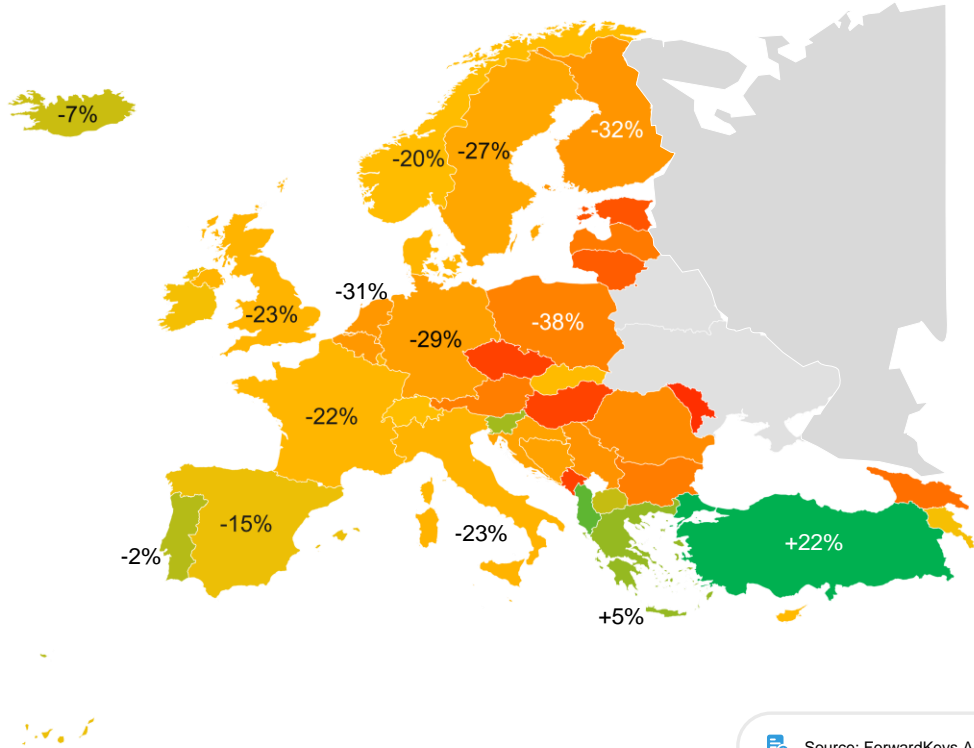
Source: ForwardKeys Air Ticket Data.

Demand for the autumn is improving

On-the-book International arrivals to Europe as of 1 Sept 2022, vs. same period in 2019



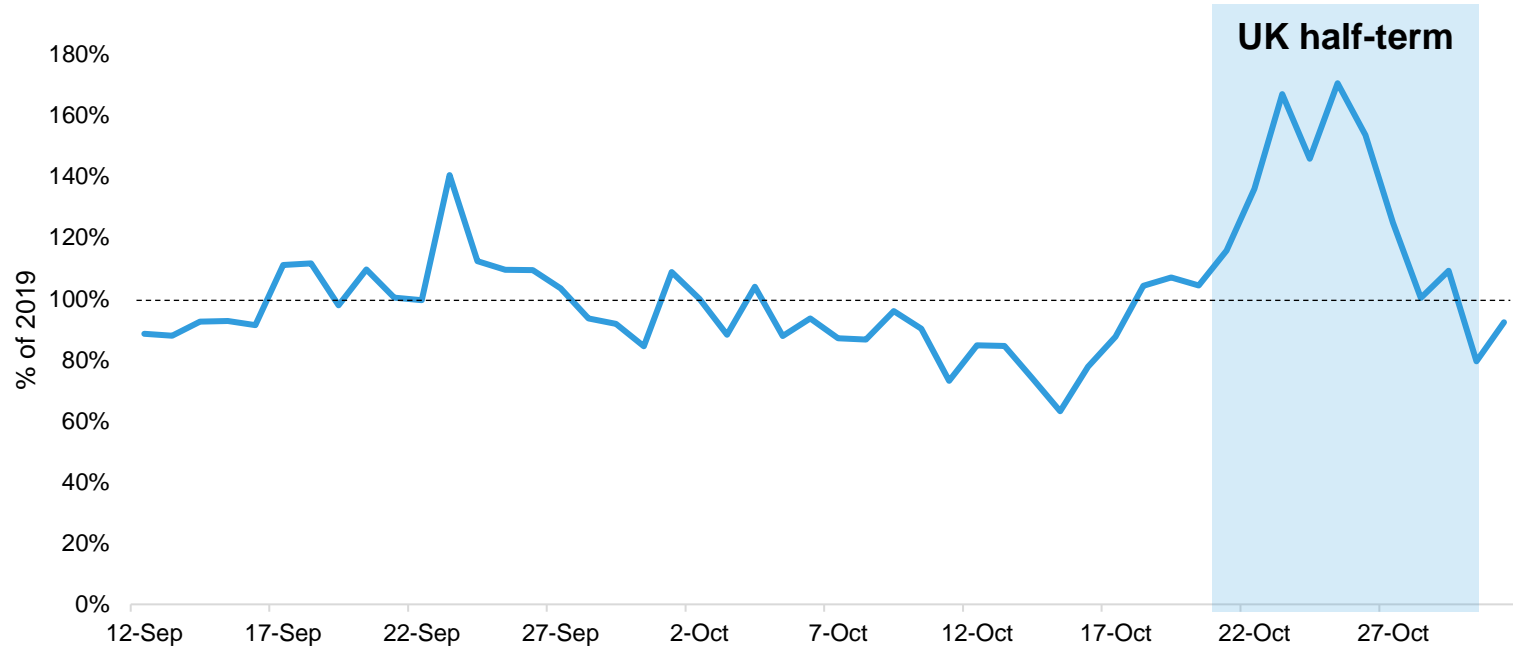
■ September - November 2022 vs September - November 2019



Source: ForwardKeys Air Ticket Data.

Half-term holidays set to cause further airport chaos?

On-the-book UK departures to European destinations, between 12 September and 31 Oct 2022; vs relative period in 2019



Source: ForwardKeys Air Ticket Data.

The Canary Islands will be a key destination for Brits this Autumn half-term

Flight Searches to from the UK to Spain between 6 Jun and 28 August 2022, for all future travel



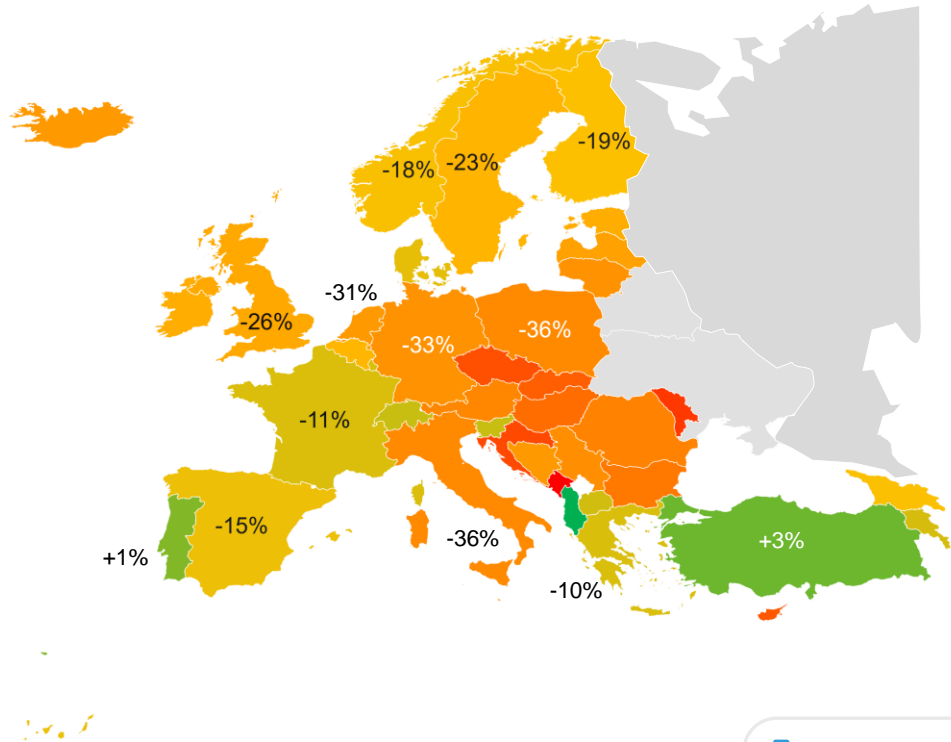
Source: ForwardKeys Flight Search Data.

Demand for the winter is in line with the autumn

On-the-book International arrivals to Europe as of 1 Sept 2022, vs. same period in 2018/19



December 2022 - February 2023 vs Dec 2018 – Feb 2019



Source: ForwardKeys Air Ticket Data.



Take-Aways

1

The recovery of international travel to Europe is well underway

2


The current market situation offers some good opportunities

3

Travel demand keeps accelerating in spite of uncertainties

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