



Spend Insight: Key Markets

London Use-Case

May 2023

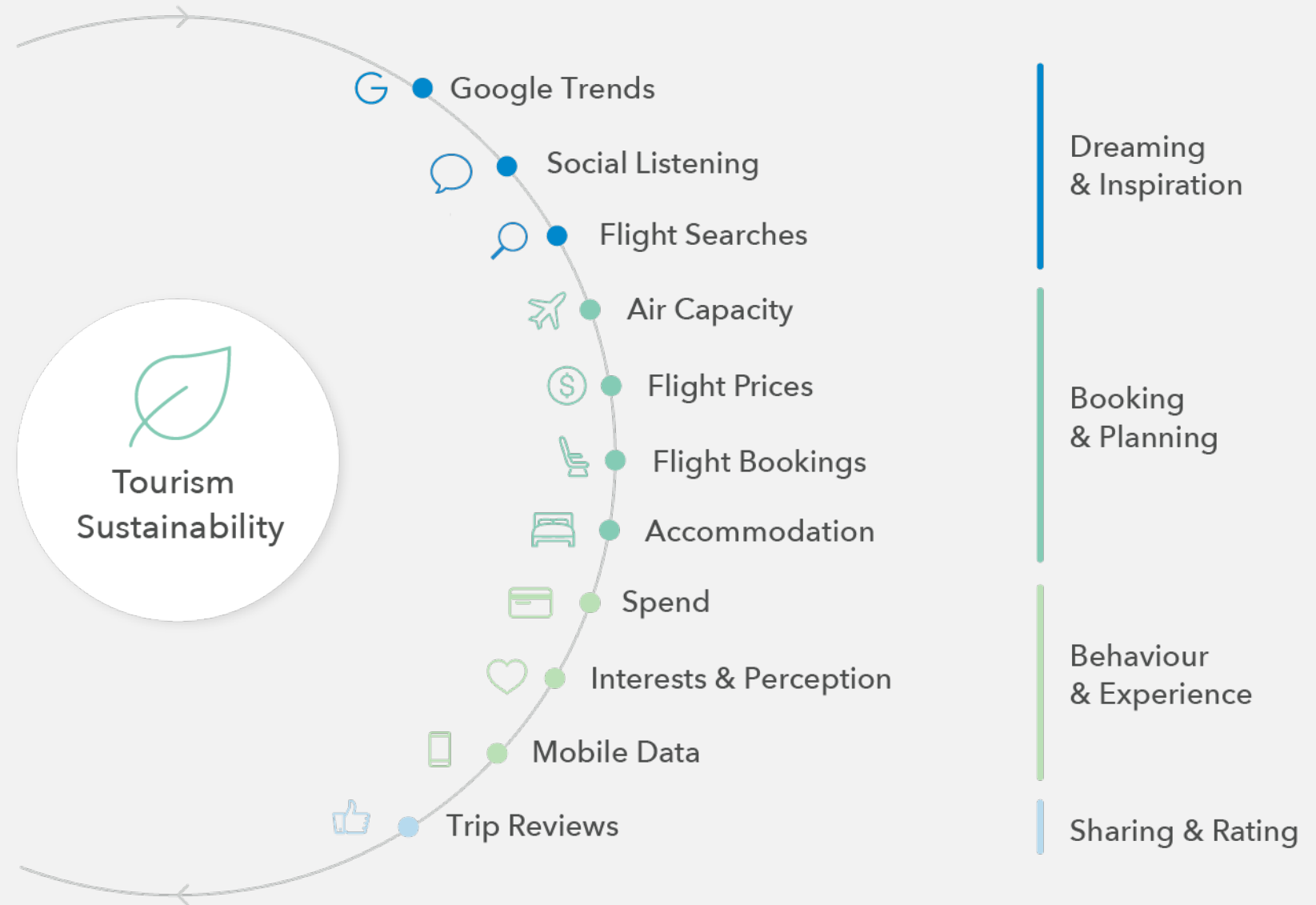


Multiple data analysis for a holistic view

We observe and record visitors' behaviour throughout all decision phases.

Pre- During- Post-Trip

From the inspirational moment for the trip, through flight searches and price comparison, flight bookings, all the way to behaviour and spend patterns at destination.





Index

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- 6. What are the most important spend categories and what are the main trends? Which opportunities do they unfold?**
- 7. How the spent is distributed between local and international merchants at the city?**

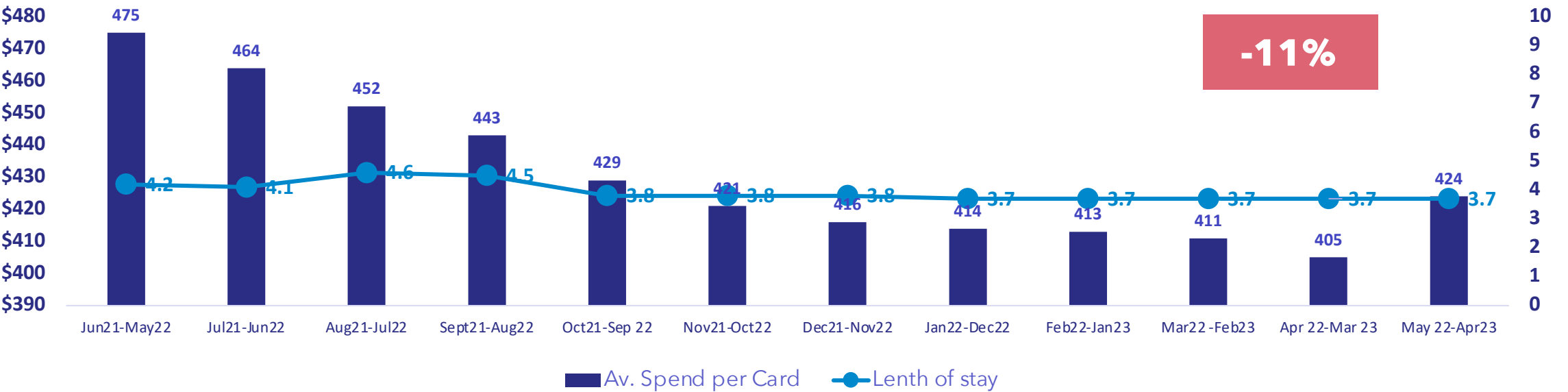


Are travellers spending more at the destination?

Average Spend per Card and Length of Stay in London

Snapshots: 2022/2023

Confidential: Not to share



The average spend per card in London experienced a double-digit decline from June 2022 to May 2023 compared to the period from June 2021 to May 2022. This decrease was primarily caused by a slightly shorter length of stay.

Source: Mabrian

(*) Average stay is based on the first and last day the card is used at the destination

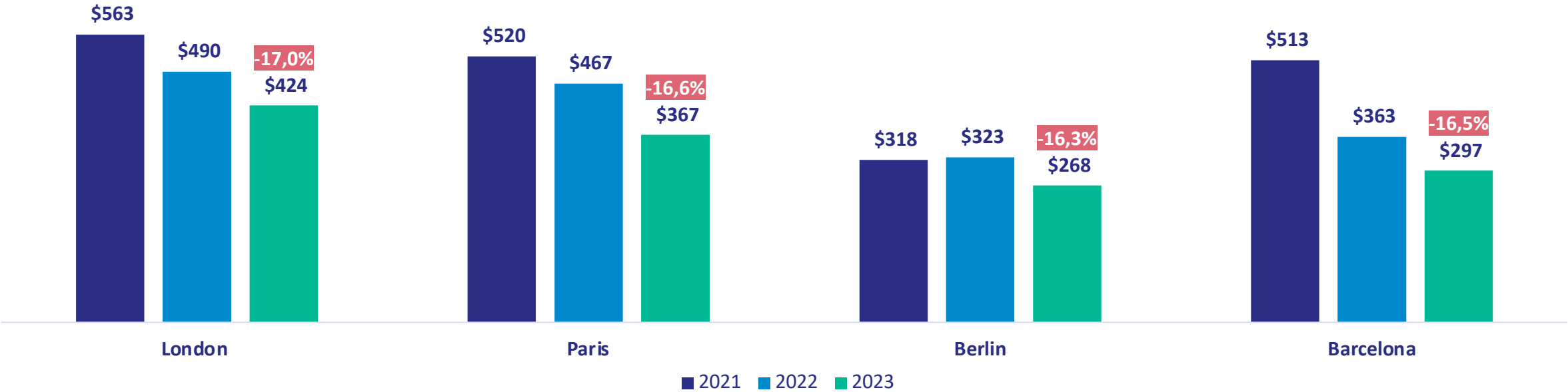


How is London performing versus its Competitors?

Evolution of average spend per card in London vs. Competitors (2021, 2022, 2023)

Snapshots: May20-Apr21, May 21 -Apr22, May 22 -Apr2023 YOY%

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London records the highest average spend per card in 2022/23 compared to its Competitors

Source: Mabrian

All the destination showing a negative trend in its average spend per card. The decrease in average spending during the period between May 2022 and April 2023 is around 16%-17% compared to the same period last year.

The average expenditure has decreased due to a reduction in the average length of stay, increased spending control due to uncertainty and inflation, and a decrease in savings following last year's travel boom.

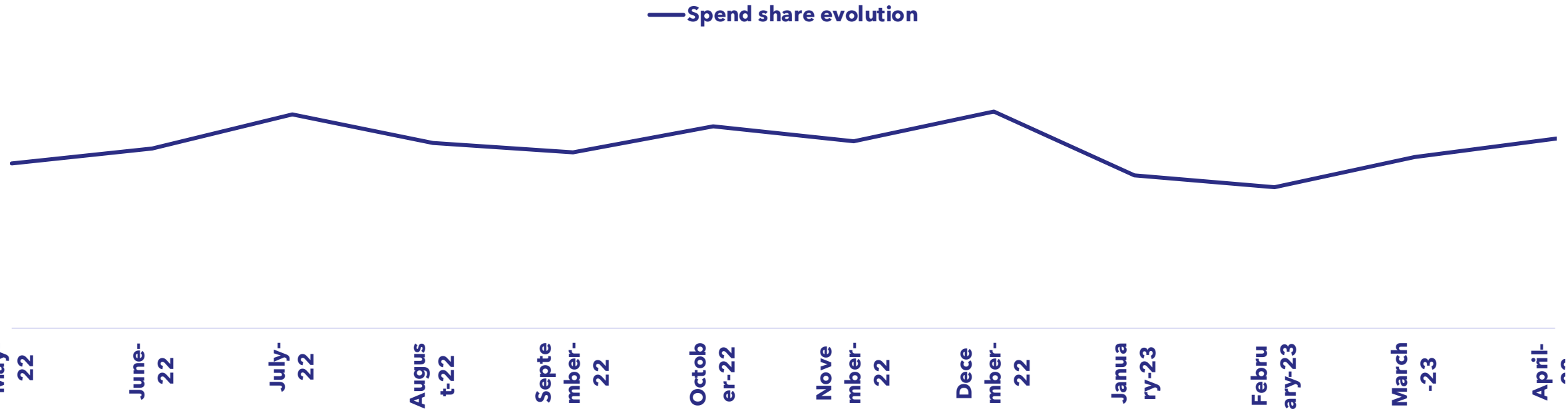


Seasonality of International spend distribution

International Spend Distribution

Snapshots: May22-Apr23

Confidential: Not to share



There is a noticeable pattern of higher spending during the summer months (June, July, and August) and the winter holiday season (December). These months consistently show higher spend shares compared to other months

Source:Mabrian

The spend share tends to be relatively lower during the early months of the year (January and February) and gradually increases in the spring months (March and April)



Which are the highest spend markets?

Spend Index

Snapshots: May21-Apr 22, May 22-Apr 23

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2021/22

- 1. United States
- 2. Germany
- 3. Switzerland
- 4. China
- 5. Italy
- 6. Netherland
- 7. Belgium
- 8. Russian Federation
- 9. France
- 10. Spain

2022/23

- 1. United States
- 2. Germany
- 3. Netherlands ▲
- 4. Italy ▲
- 5. Switzerland ▼
- 6. China ▼
- 7. Belgium
- 8. France
- 9. Spain
- 10. Russian Federation N/D ▼

The United States and Germany emerged as the top spending markets

Sources: Mabrian

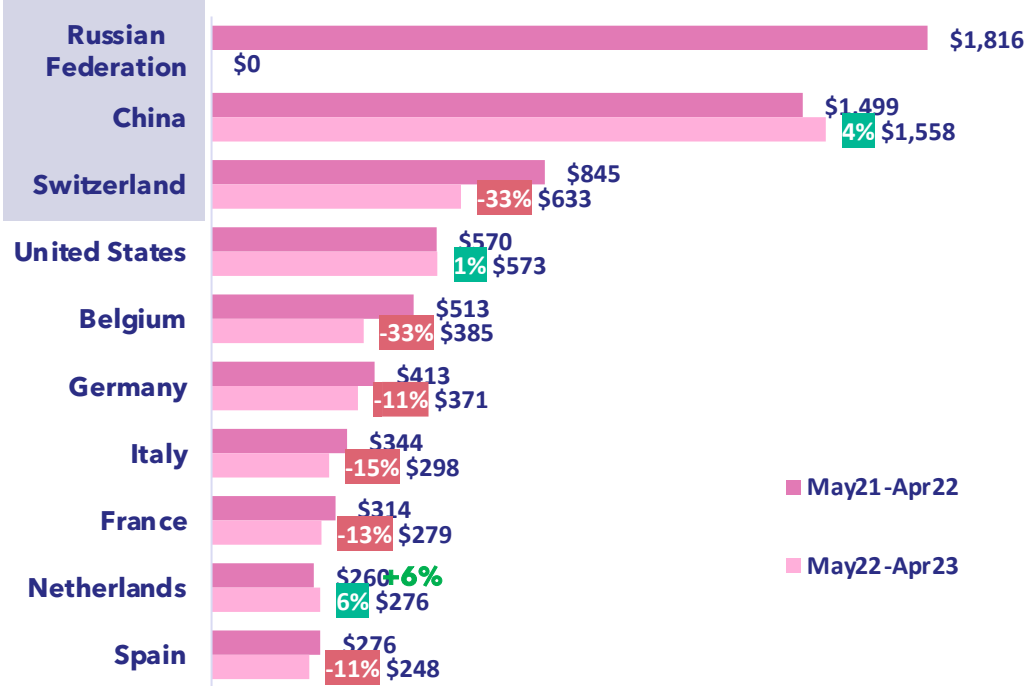
Switzerland and China, which were previously ranked third and fourth, experienced a decline and now occupy the fifth and sixth positions. On the other hand, the Netherlands and Italy have moved up in rank, replacing Switzerland and China, and maintaining their positions as the third and fourth highest spenders.



Which are the high value markets?

Source markets by Average Spend (\$) per Card in 2022/23

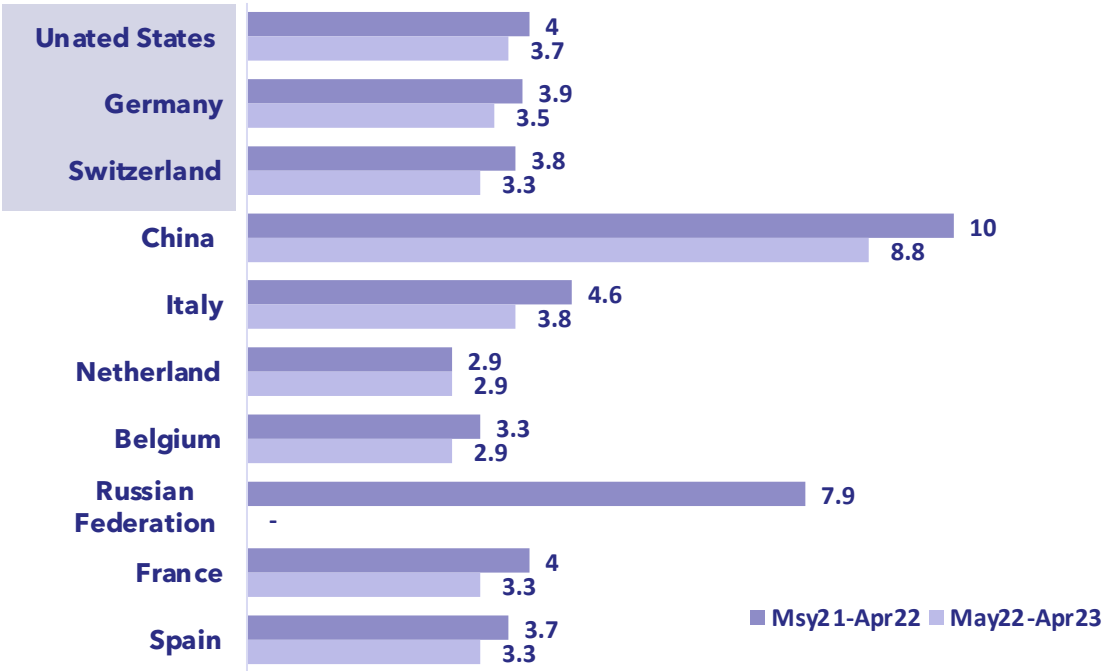
Snapshot: May21 -Apr 22, May22-Apr23 YOY%



Source Markets by Average Length of Stay (days) in 2022/23

Snapshot: May21- Apr22, May22-Apr 23

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In analyzing the variation in spend per car holder YoY across different countries, it is evident that China and the Netherlands show increases in spending, with China experiencing a 4% growth and the Netherlands seeing a 6% rise. Conversely, Switzerland, Belgium, Germany, Italy, France, and Spain all experienced declines in spending, ranging from -11% to -33%. The United States showed a slight 1% increase

Source: Mabrian

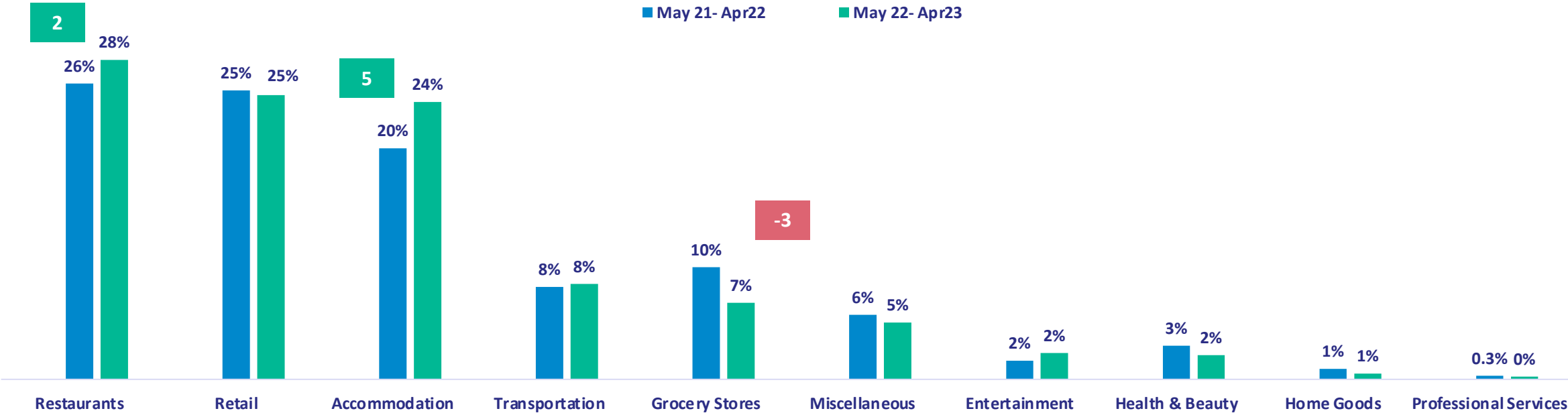
One of the factors that contributing to the decrease in spending is a reduction in the average length of stay. Across all markets, there is a downward trend in this aspect, which is influencing the overall decline in spending.



What are the most important Spend Categories and what are the main trends? Which opportunities do they unfold?

Category Spend Share
Snapshots: May 22-Apr23 vs May21 -Apr23

Confidential: Not to share



The spending on accommodation is experiencing growth, which is a reversal of the trend observed during the COVID-19 pandemic. Previously, there was a decline in both accommodation and restaurant spending as people preferred to stay in holiday rental properties and spend more on groceries. However, this year shows a return to the pre-COVID situation, with an increase in spending on restaurants and accommodation, and a decrease in grocery store spending

Source: Mabrian

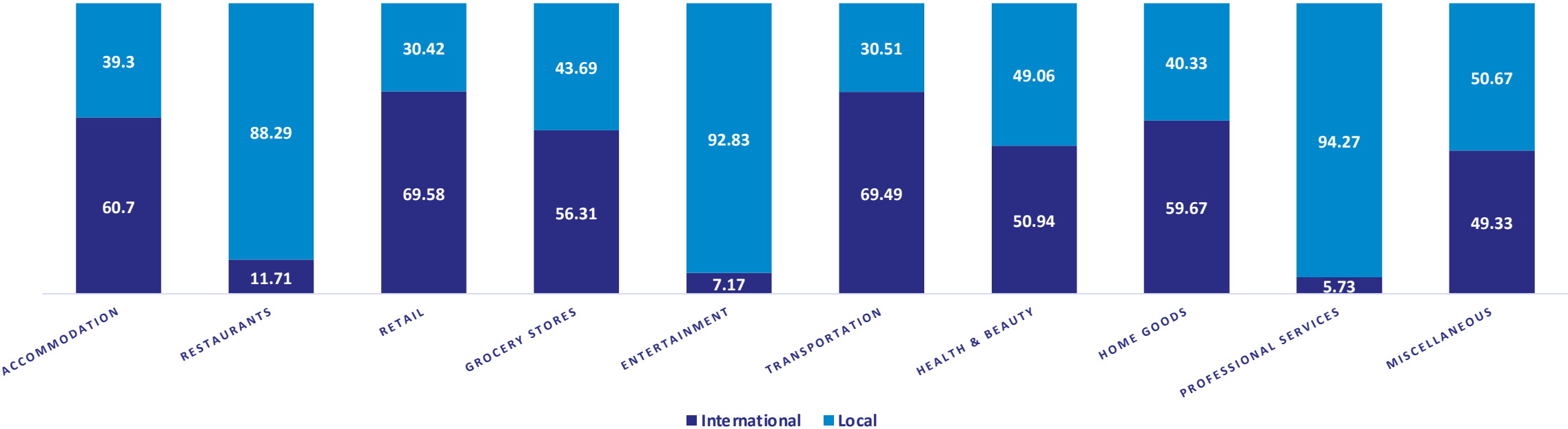


Spend Share: Local vs. International Merchants

Category Spend Share

Snapshot May22-Apr23

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The distribution between International and Local Business is varying across categories. The restaurants and entertainment are categories with the highest spending in local businesses when Retail, Transportation and Home goods are in international brands

Source: Mabrian



Spend Category Definitions

Category	Definition
Accommodation	Hotel
Grocery stores	Grocery Stores, Specialty Food Stores
Health/beauty /medical	Health/beauty/medical supplies, Cosmetics and Beauty Services, Drug Store Chains
Home goods	Construction Services, Home Improvement Canters, Home Furnishings / Furniture, Maintenance and Repair Services, Office Supply Chains, Drycleaning laundry services, Cleaning and exterminating Services
Miscellaneous	Public Administration, Equipment Rental, Information retrieval services, Miscellaneous, Miscellaneous Administrative and waste disposal services, Consumer Credit reporting, Clothing uniform costume rental, Death Care Services, Pet Stores, Insurance, Wholesale Trade, Utilities, Communications, Telecommunications, Cable Services, Communications, Telecommunications Equipment, Warehouse, Manufacturing, Agriculture/Forestry/Fishing/Hunting, Unclassified
Miscellaneous Entertainment	Miscellaneous publishing industries, Miscellaneous entertainment and recreation, Music and Videos, Bars/Taverns/Nightclubs, Beer/Wine/Liquor Stores, Newspapers and Magazines, Photography Services, Photofinishing Services, Movie and other theatrical, Video and Game Rentals, Live Performances, Events, Exhibits, Amusement, Recreation Activities, Professional Sports Teams
Professional Services	Veterinary Services, Courier Services, Software Production, Network Services and Data Processing, Real Estate Services, Accounting and Legal Services, Advertising Services, Employment, Consulting Agencies, Security, Surveillance Services, Miscellaneous Personal Services, Miscellaneous professional services, Miscellaneous technical services,
Restaurants	Eating Places
Retail	Department Stores, Variety / General Merchandise Stores, Discount Department Stores, Men's Apparel, Women's Apparel, Children's Apparel, Family Apparel, Sporting Goods / Apparel / Footwear, Shoe Stores, Consumer Electronics / Appliances, Computer / Software Stores, Book Stores, Jewellery and Giftware, Toy Stores, Camera/Photography Supplies, Giftware/Houseware/Card Shops, Luggage and Leather Stores, Arts and Craft Stores, Florists, Miscellaneous Apparel
Transport & Travel	T+E Airlines, T+E Vehicle Rental, Travel Agencies and Tour operators, T+E Railroad, Other Transportation Services, T+E Taxi and Limousine, T+E Bus, T+E Cruise Lines, Automotive New and Used Car Sales, Automotive Used Only Car Sales, Automotive Retail, Automotive Fuel, Miscellaneous vehicle sales.

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Let's talk!

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