

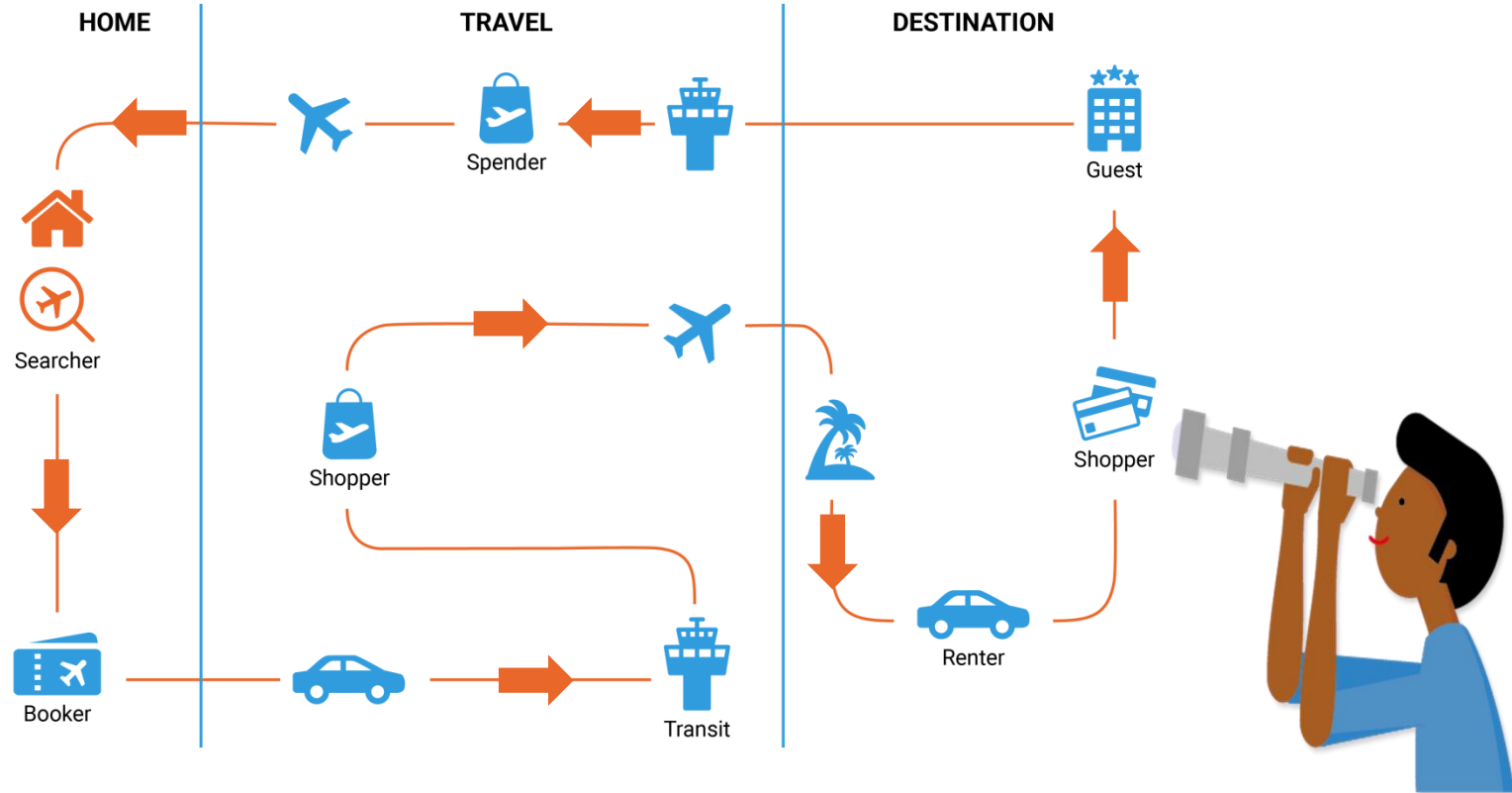
Forecasting the future for travel and tourism



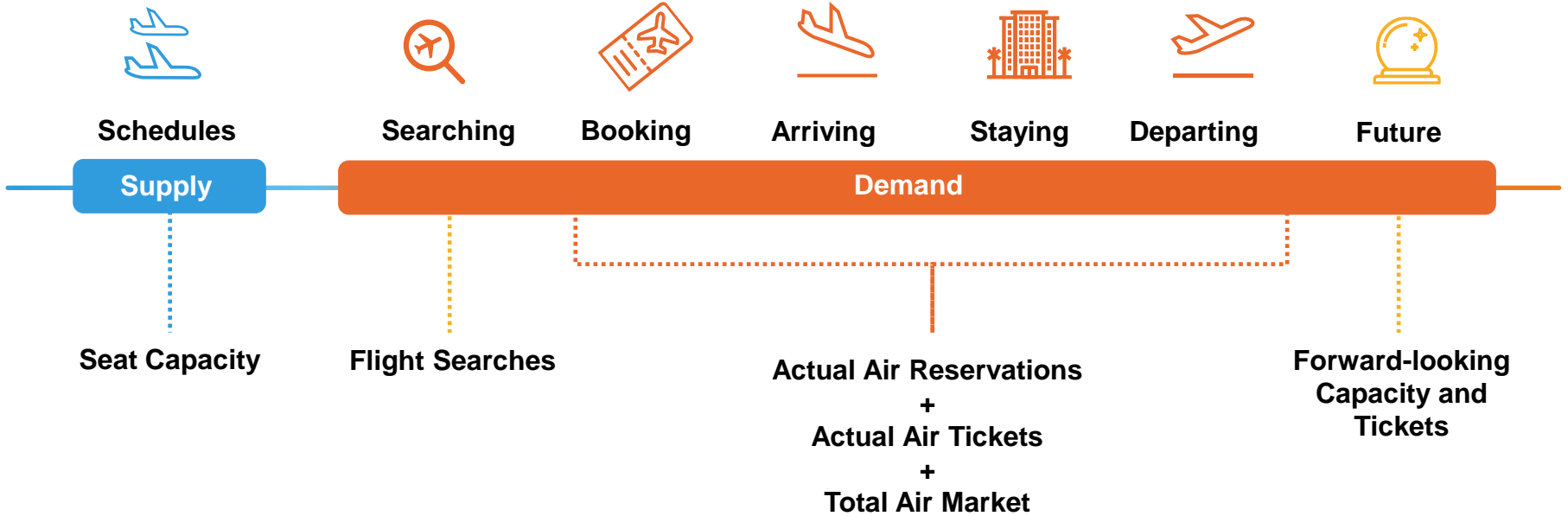
Gordon Clark - VP Business Development Travel Retail

The traveller is a different economic agent at each stage of the journey

ForwardKeys ability is to zoom in by segment of relevance for a particular industry



ForwardKeys data captures and reflects the entire traveller journey



Main Data partners



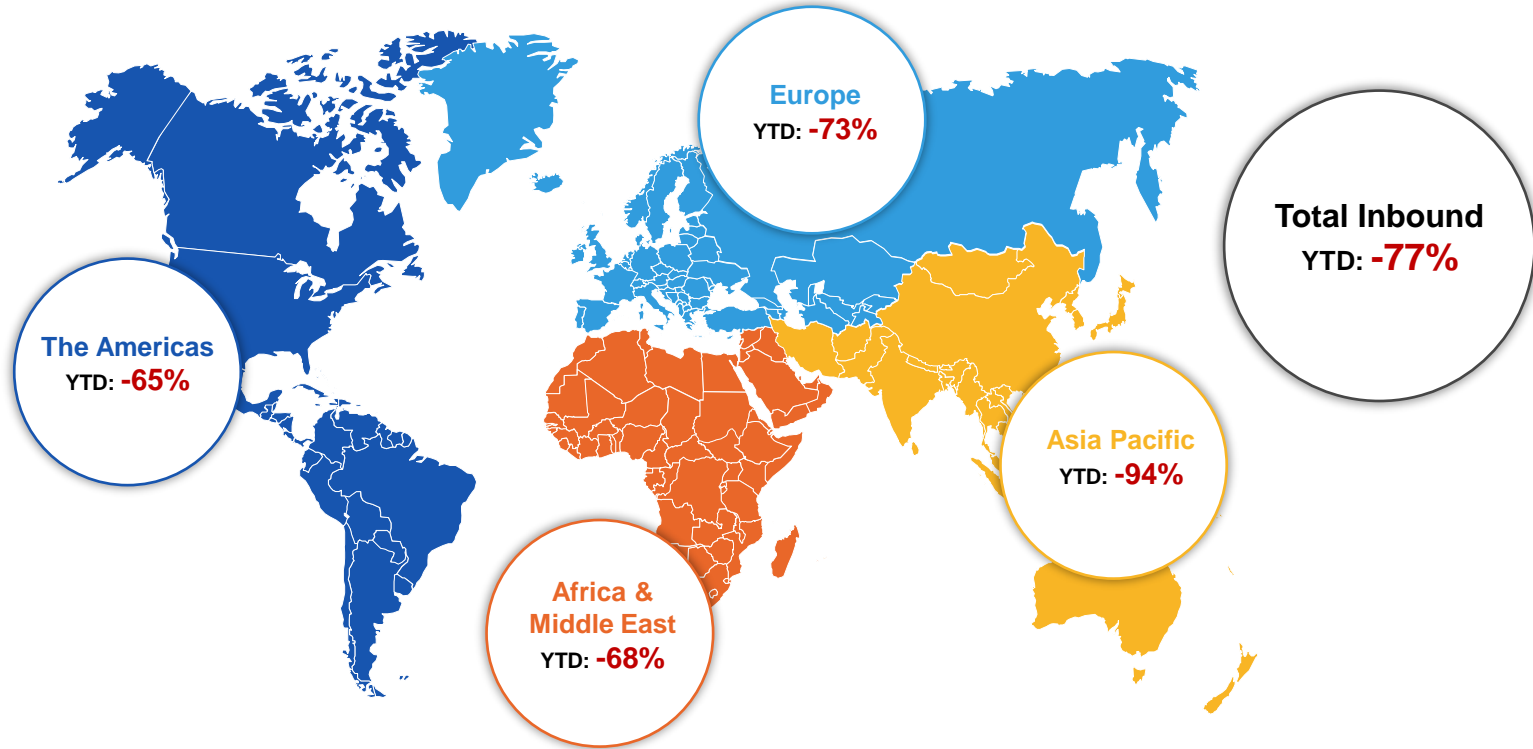
* Historic data



Global and Regional Trends

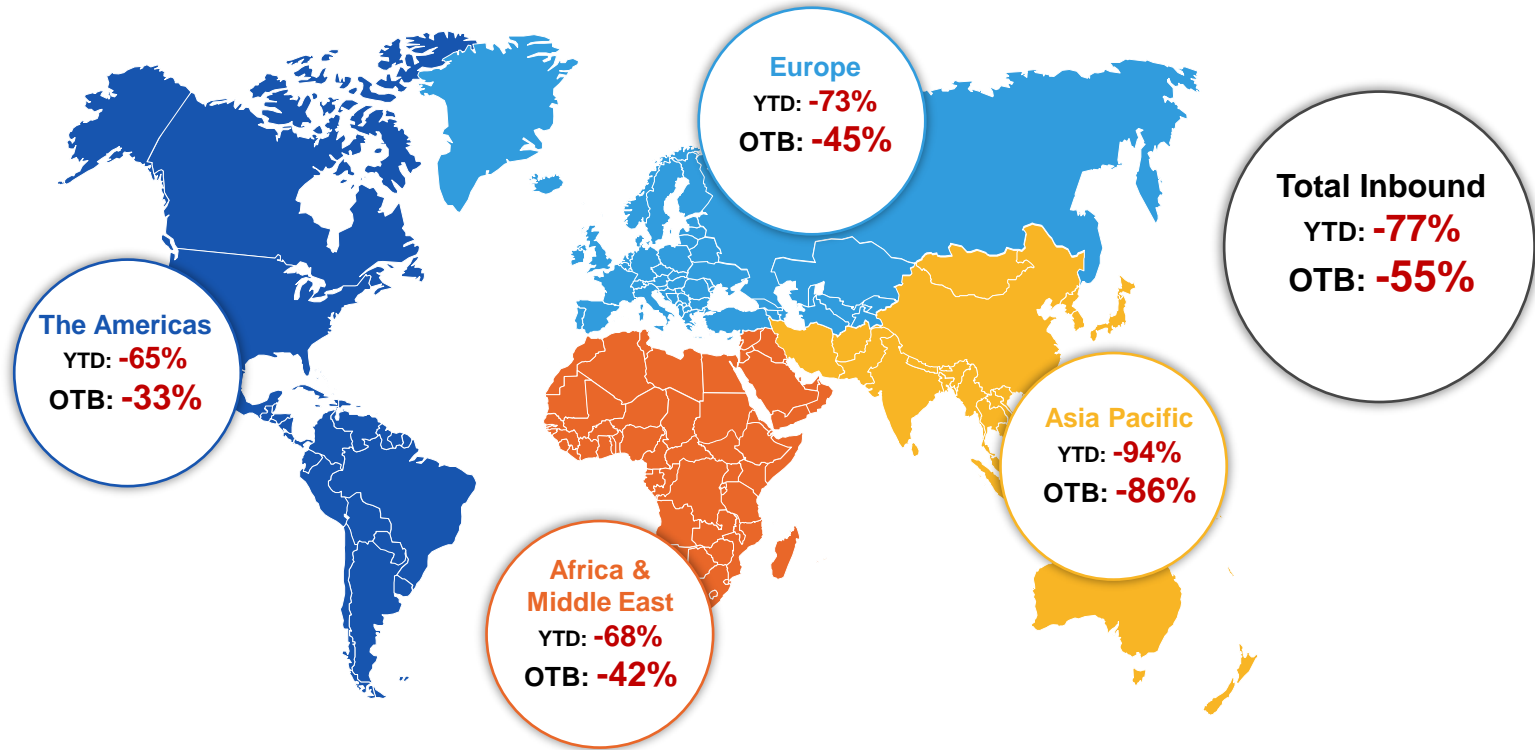
Worldwide International arrivals – year to date

Historical arrivals between January and October 2021; vs same period in 2019



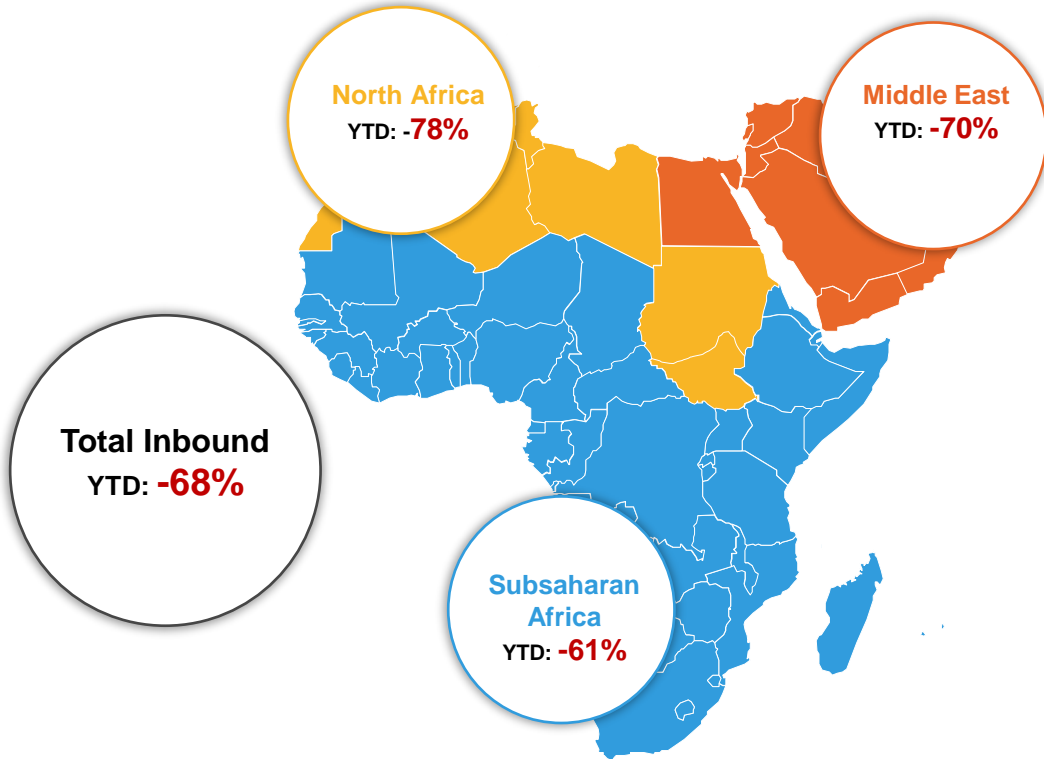
Worldwide International arrivals – next six months

Historical arrivals between November 2021 and April 2022; vs same period in 2019/2020



Africa & Middle East – international arrivals

Historical arrivals between January and October 2022; vs same period in 2019/2020

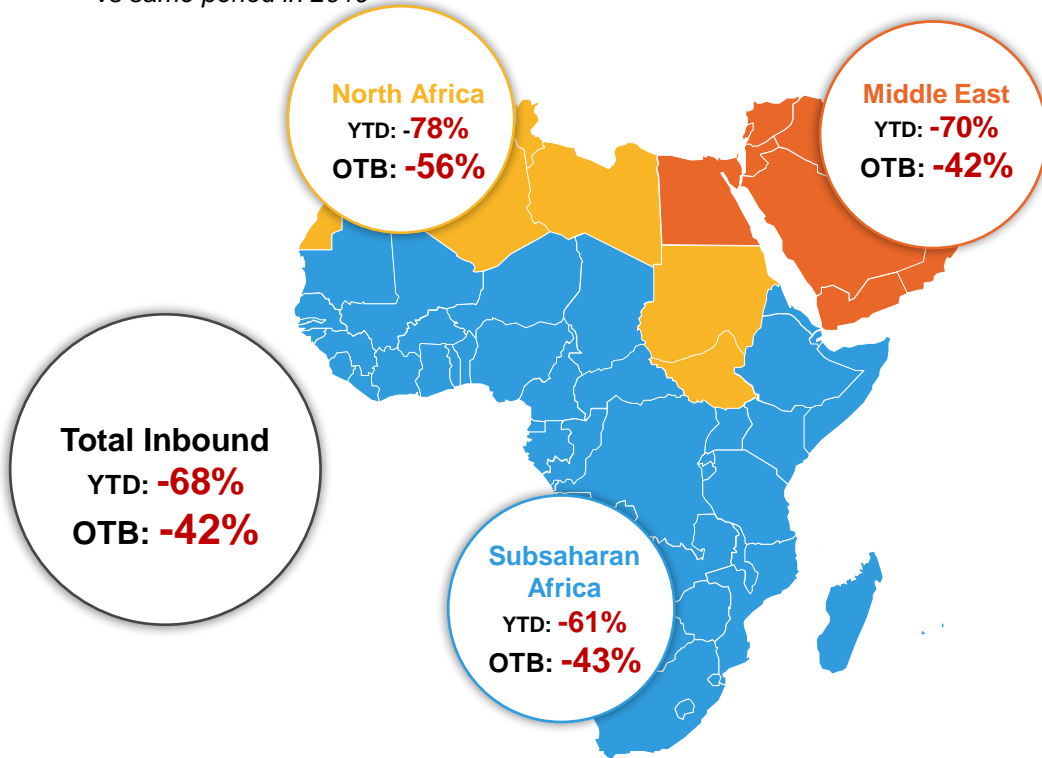


Key destinations	YTD
Ethiopia	-47%
Qatar	-15%
Egypt	-50%
United Arab Emirates	-66%
South Africa	-86%

Source: ForwardKeys Air Ticket Data

Africa & Middle East – international arrivals

Historical arrivals between January and October 2021 and on-the-book arrivals between November 2021 and April 2022; vs same period in 2019



Key destinations	YTD	OTB
Ethiopia	-47%	-55%
Qatar	-15%	-35%
Egypt	-50%	-28%
United Arab Emirates	-66%	-34%
South Africa	-86%	-63%

 Source: ForwardKeys Air Ticket Data

Africa & Middle East from outbound perspective

International departures between November 2021 and April 2022; vs same period in 2019/2020

Key nationalities	YoY variation
Saudi Arabia	-25%
United Arab Emirates	-43%
Qatar	-44%
Nigeria	-49%
South Africa	-67%

 Source: ForwardKeys Air Ticket Data

Key nationalities for arrivals in Dubai

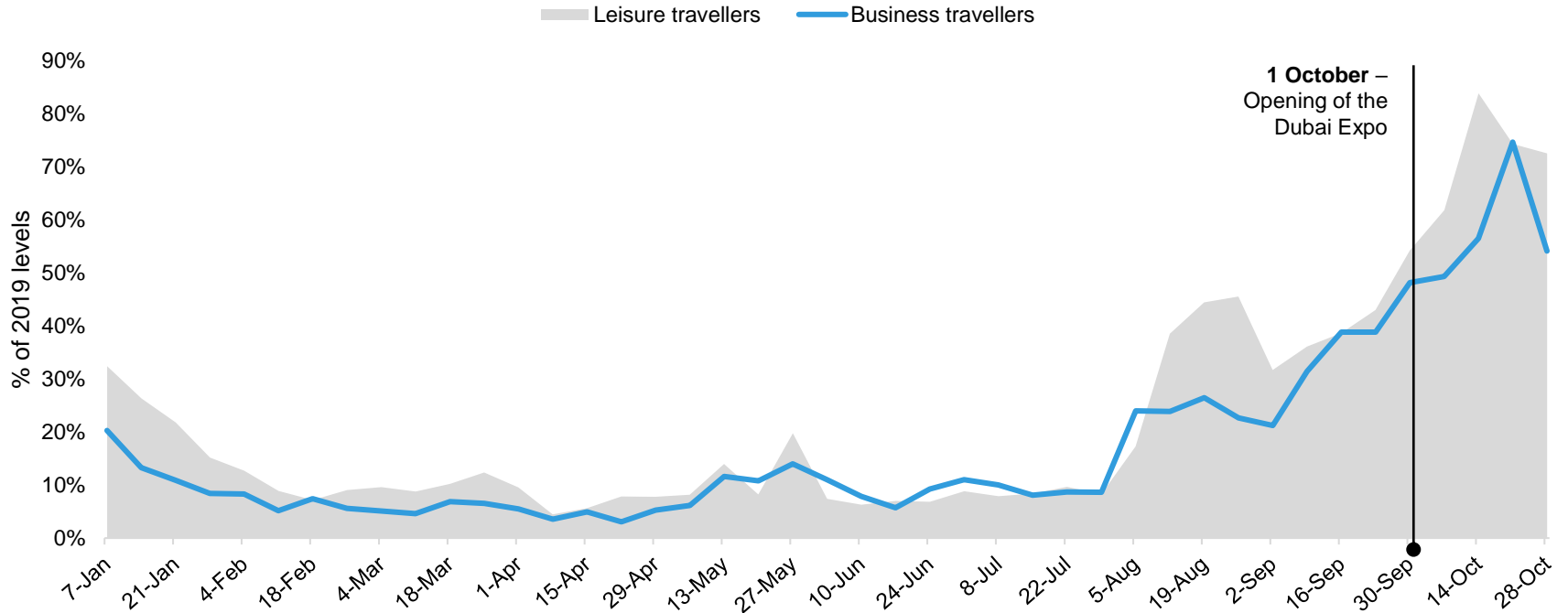
Historical arrivals between January and October 2021 and booked arrivals in November 2021 and April 2022; vs same period in 2019/2020

Key nationalities	YTD	OTB
Egypt	+14%	+24%
U.S.A.	-52%	-13%
Germany	-57%	-26%
United Kingdom	-76%	-22%
Saudi Arabia	-78%	-16%
TOTAL	-64%	-30%

 Source: ForwardKeys Air Ticket Data

Business travel is back supported by live events

Departures from the UK to UAE for business travellers between 7 January and 2 November 2021, vs same period in 2019



Source: ForwardKeys Air Ticket Data

ForwardKeys can now also help you reach these clients digitally

Through our new partnership with a fully serviced digital marketing agency called Echolution

Inspire | Research Plan



Premium Publishers
Travel Booking Sites

Confirmed Travellers



Booking Itineraries

Travellers on the move



Mobile

On Location at Destination | Shopping



WIFI Network



Digital Out Of Home



Connected TV

Transactional Data



Schedule



Booking



Arrival



Staying



Departure




Future

THANK YOU!

Gordon Clark

*VP Business Development
in Travel Retail*

 +44 (0) 7823 337043

 gordon.clark@forwardkeys.com

Follow us!

