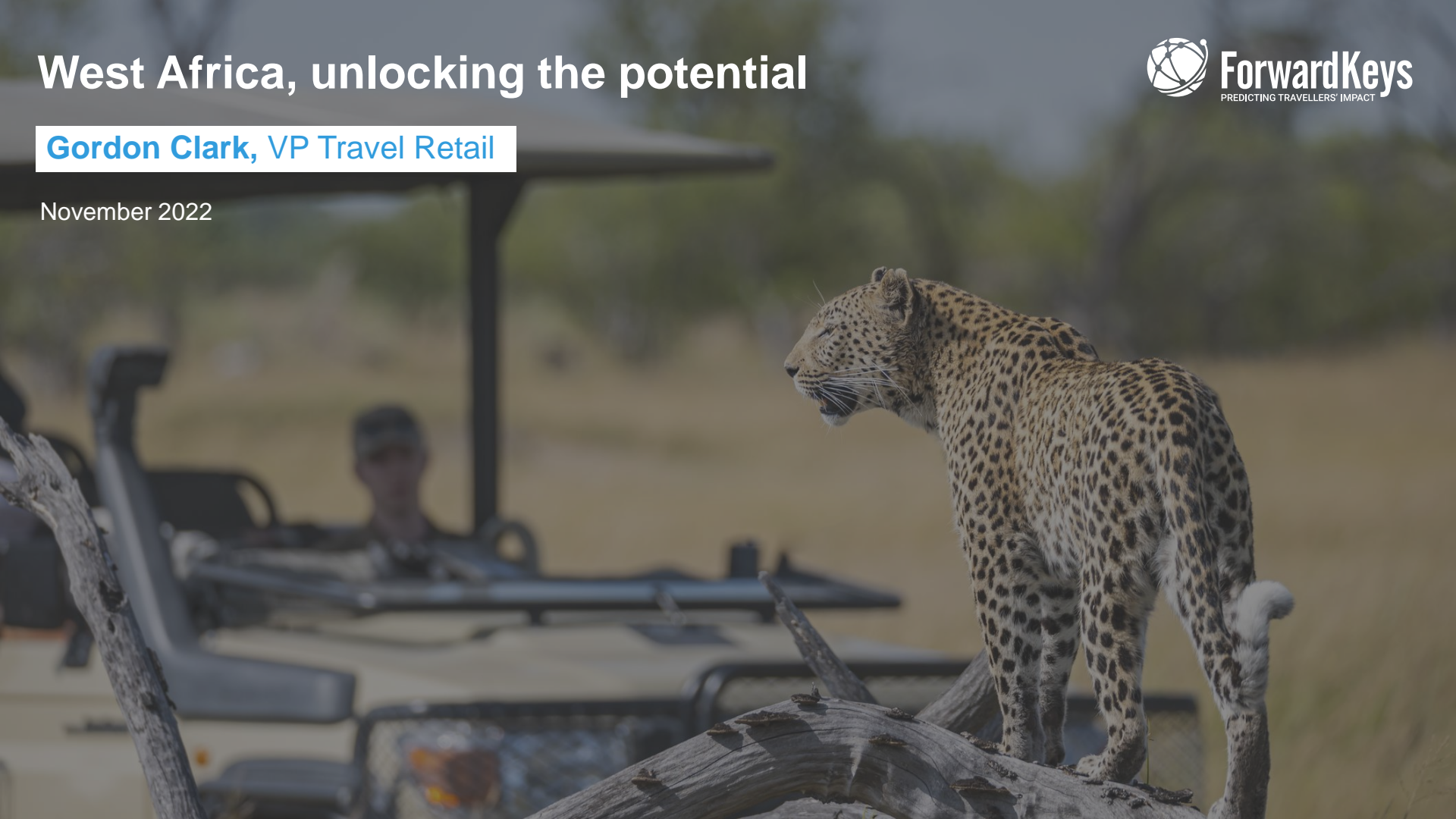


West Africa, unlocking the potential



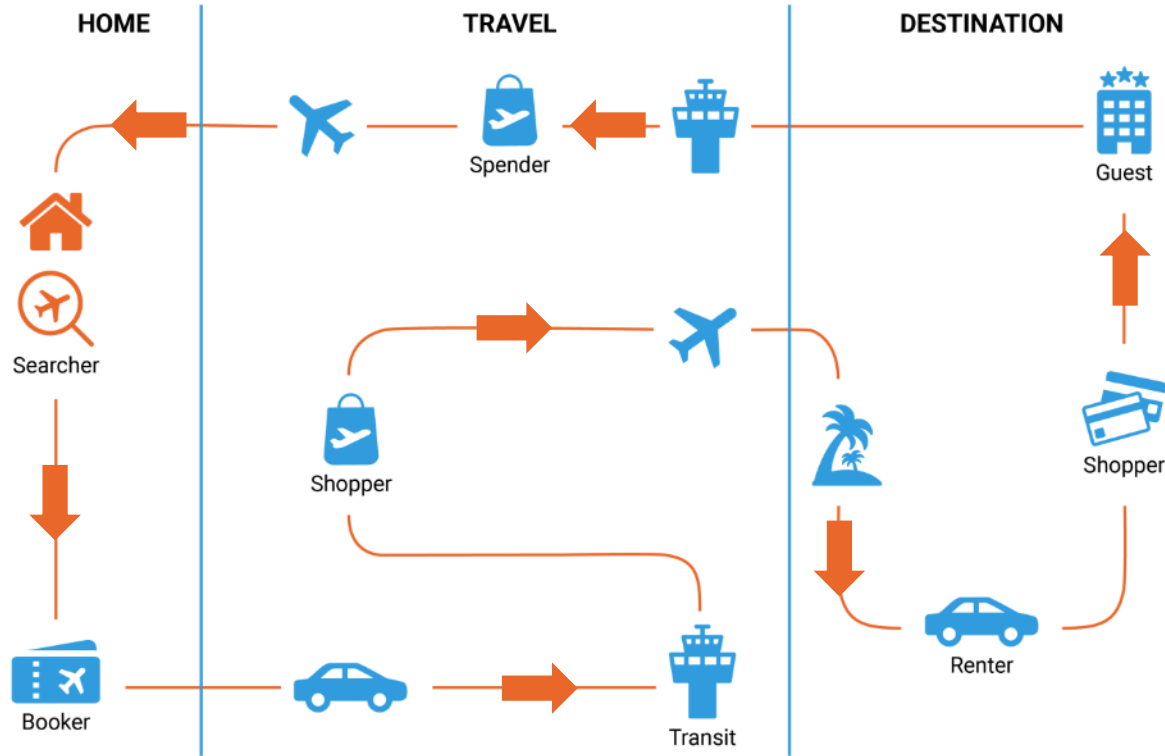
Gordon Clark, VP Travel Retail

November 2022

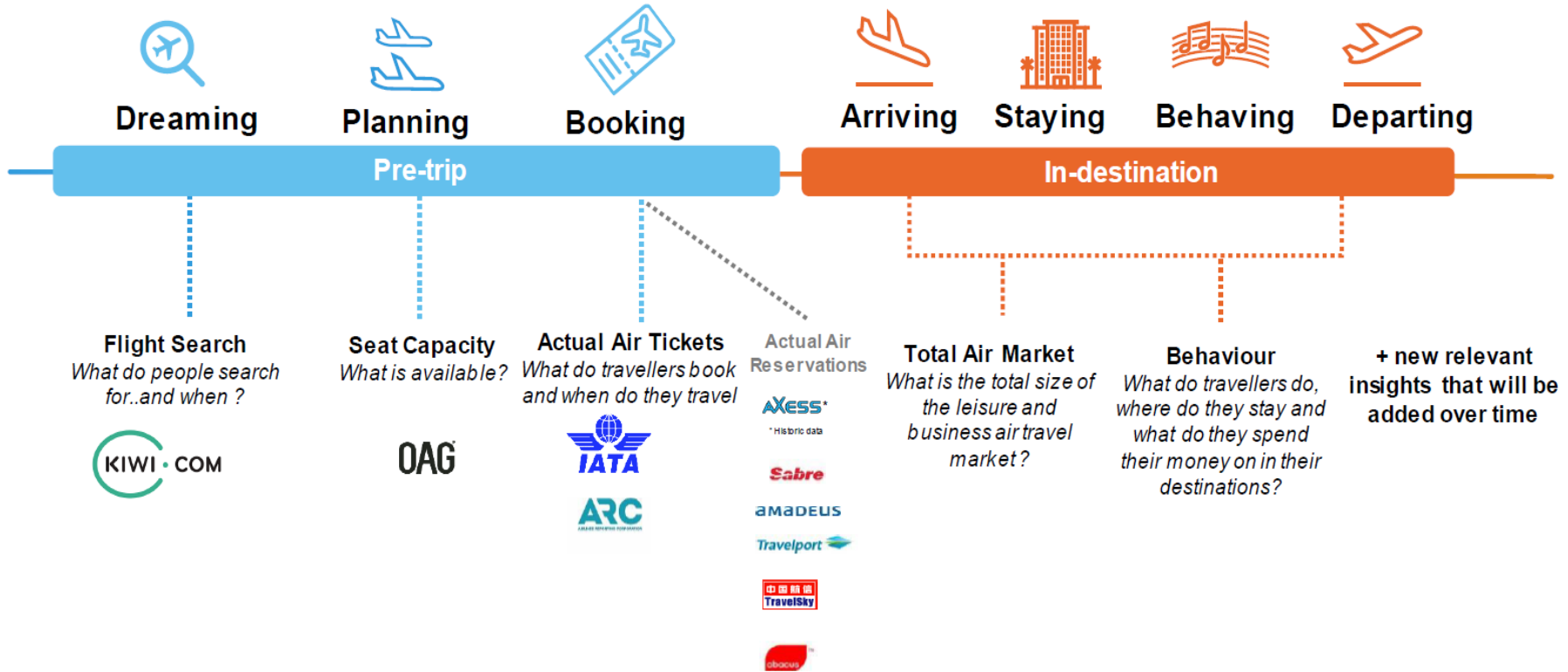


The traveller is a different economic agent at each stage of the journey

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



ForwardKeys gathers, processes & enriches travel data to provide the most comprehensive picture of these travellers as economic agents



1. Global trends

Africa is catching up with the Americas and Middle East

International worldwide arrivals, October to December 2022 vs 2019 and Q1 2023; vs 2019 levels



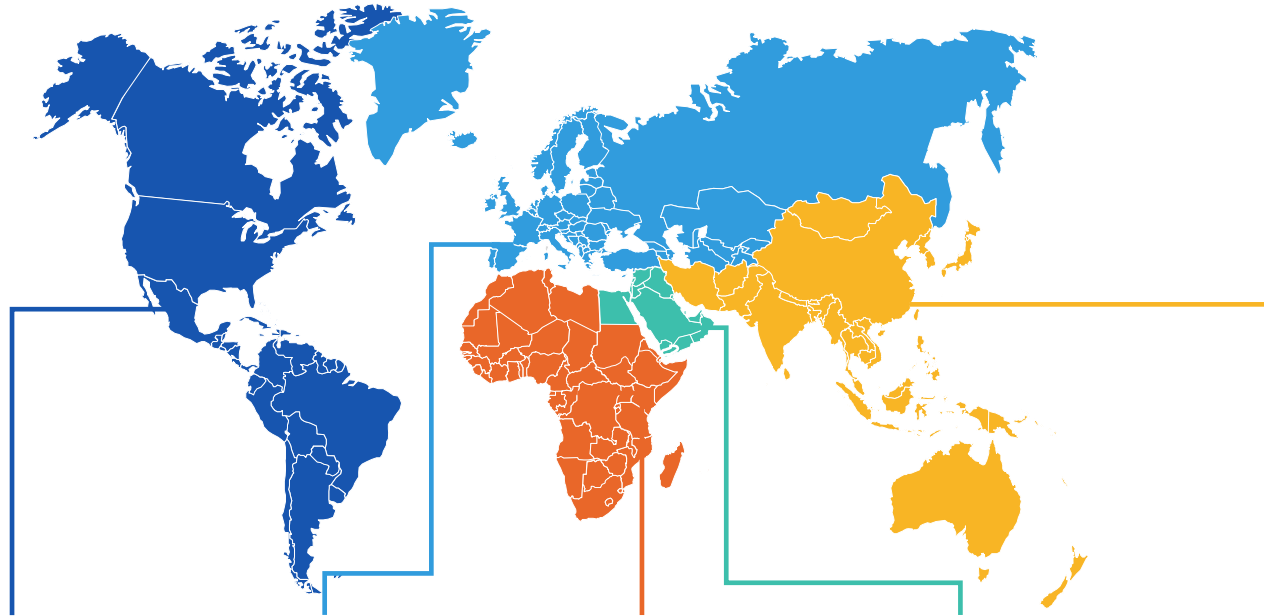
Total International Inbound

Q4 2022: **-30%**

Q1 2023: **-25%**



Source: ForwardKeys Data.



The Americas
 Q4 2022: -13%
 Q1 2023: -12%

Europe
 Q4 2022: -24%
 Q1 2023: -19%

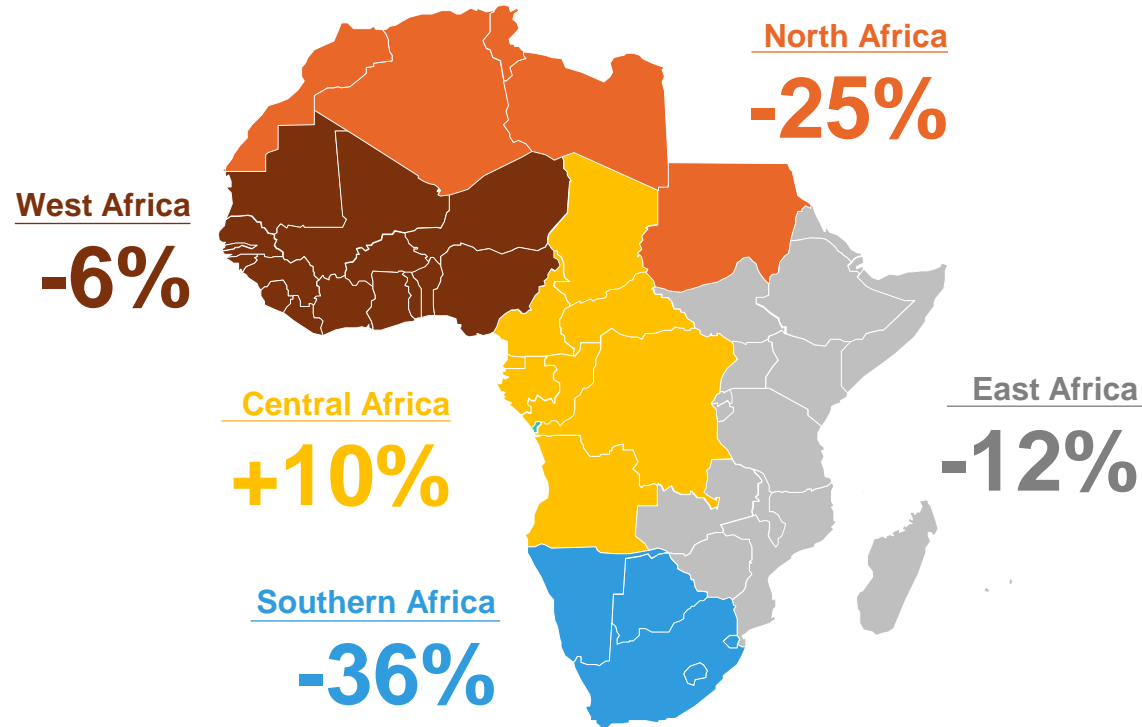
Africa
 Q4 2022: -19%
 Q1 2023: -11%

Middle East
 Q4 2022: +4%
 Q1 2023: +15%

Asia Pacific
 Q4 2022: -59%
 Q1 2023: -46%

Long-haul travel driving recovery faster in West and Central Africa

International long-haul arrivals, October to December 2022 ; vs 2019 levels

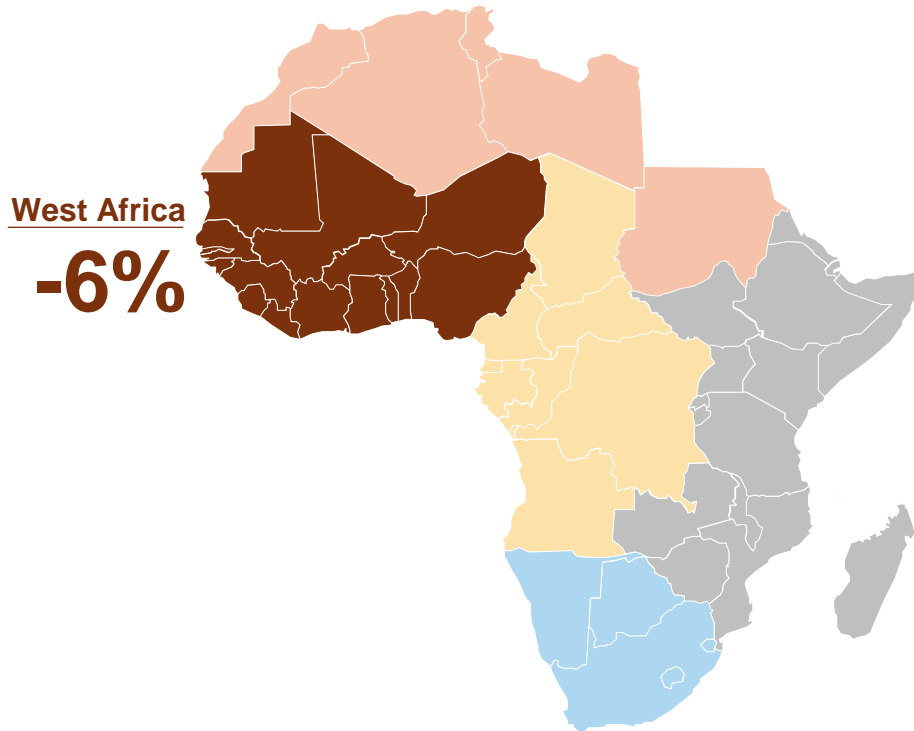


Q4 2022
vs 2019


Source: ForwardKeys Data.

Cape Verde is the best performer in Q4

International long-haul arrivals, October to December 2022 ; vs 2019 levels




















Destinations	Vs 2019
Cape Verde	+10%
Ivory Coast	-3%
Ghana	-9%
Senegal	-10%
Nigeria	-16%

 Source: ForwardKeys Air Ticket Data.

The top 3 markets are leading the recovery: France, Spain and the USA

Long Haul International Arrivals into West Africa in Q4 2022, as of 06 September; vs 2019 levels

Destinations	Q4 2022	Volumes
 Portugal	+27%	
 Germany	+11%	
 Canada	+3%	
 Belgium	+1%	
 France	+1%	
 Spain	0%	
 U.S.A	-2%	
 United Kingdom	-8%	

 Source: ForwardKeys Air Ticket Data.



ForwardKeys

2. Passenger Profiles

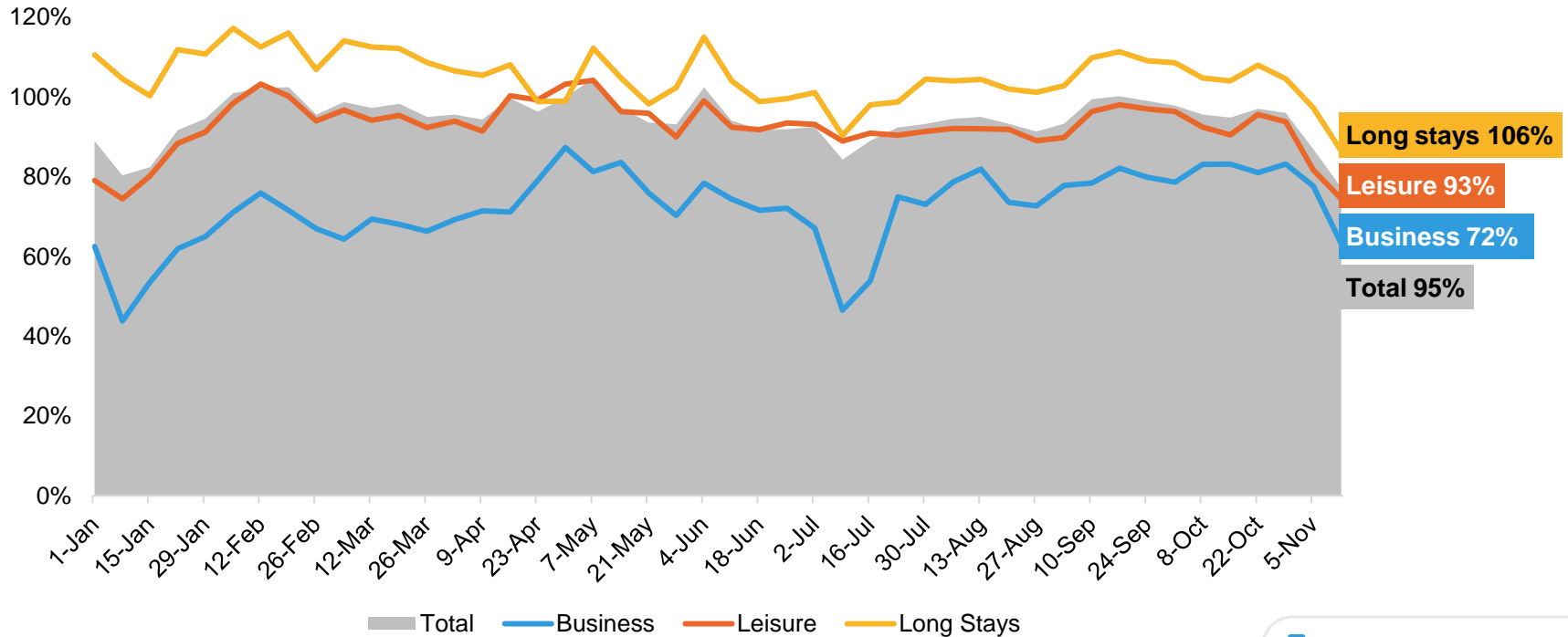


Forwardkeys.com
#ForwardKeys



Long haul, long stay: The most resilient segment

Tickets issued between 1 January to 12 November 2022 for Long Haul travel to West Africa at any time in the future, % of 2019 levels



Source: ForwardKeys Air Ticket Data.

Niche segment, high impact: Travellers spending more on premium services

Long Haul International Arrivals into West Africa in Q4 2022 as of 18 November; vs 2019 levels



PREMIUM CABIN CLASSES

vs 2019

+29%



ECONOMY CLASS

vs 2019

-9%

Destinations	Premium cabin class tickets
Ghana	+37%
Nigeria	+30%
Ivory Coast	+30%
Senegal	+14%
Cape Verde	+8%



Source: ForwardKeys Air Ticket Data.



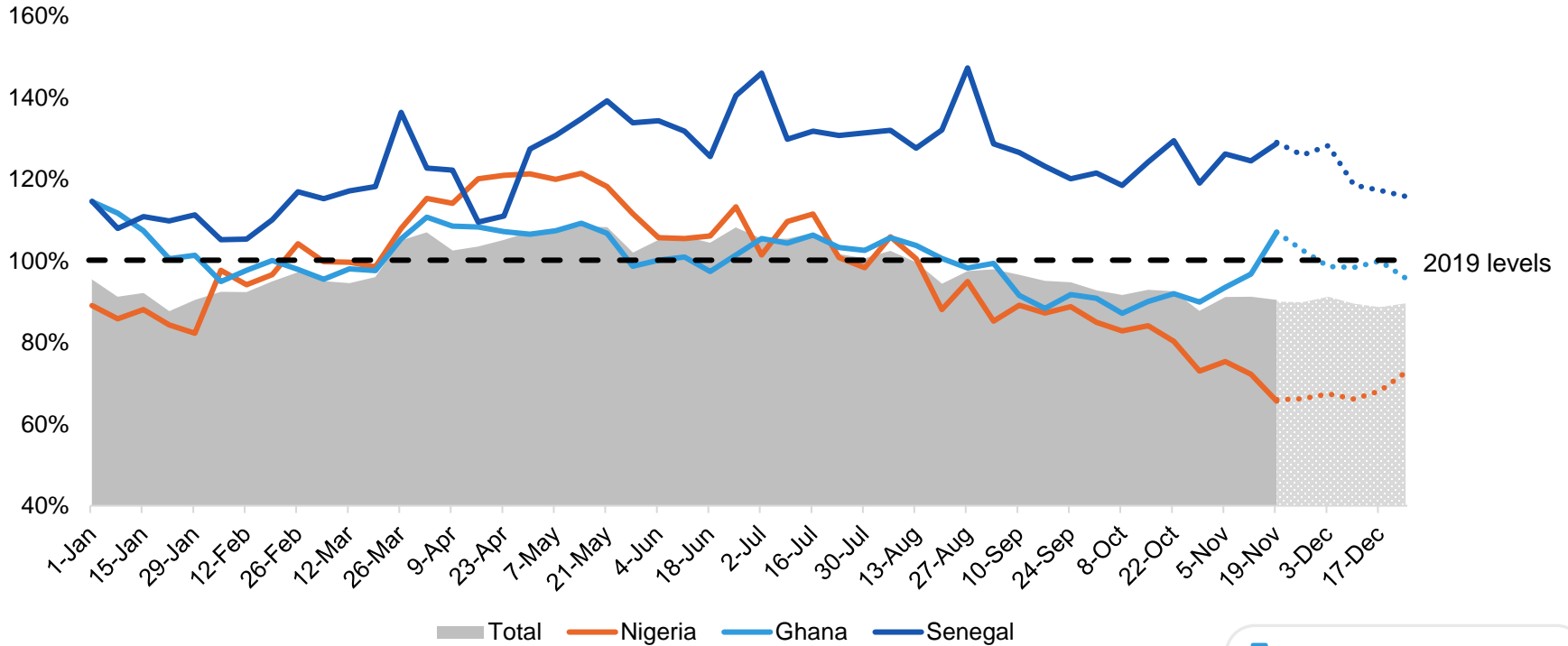
ForwardKeys

3. Connectivity



Capacity evolution for West Africa

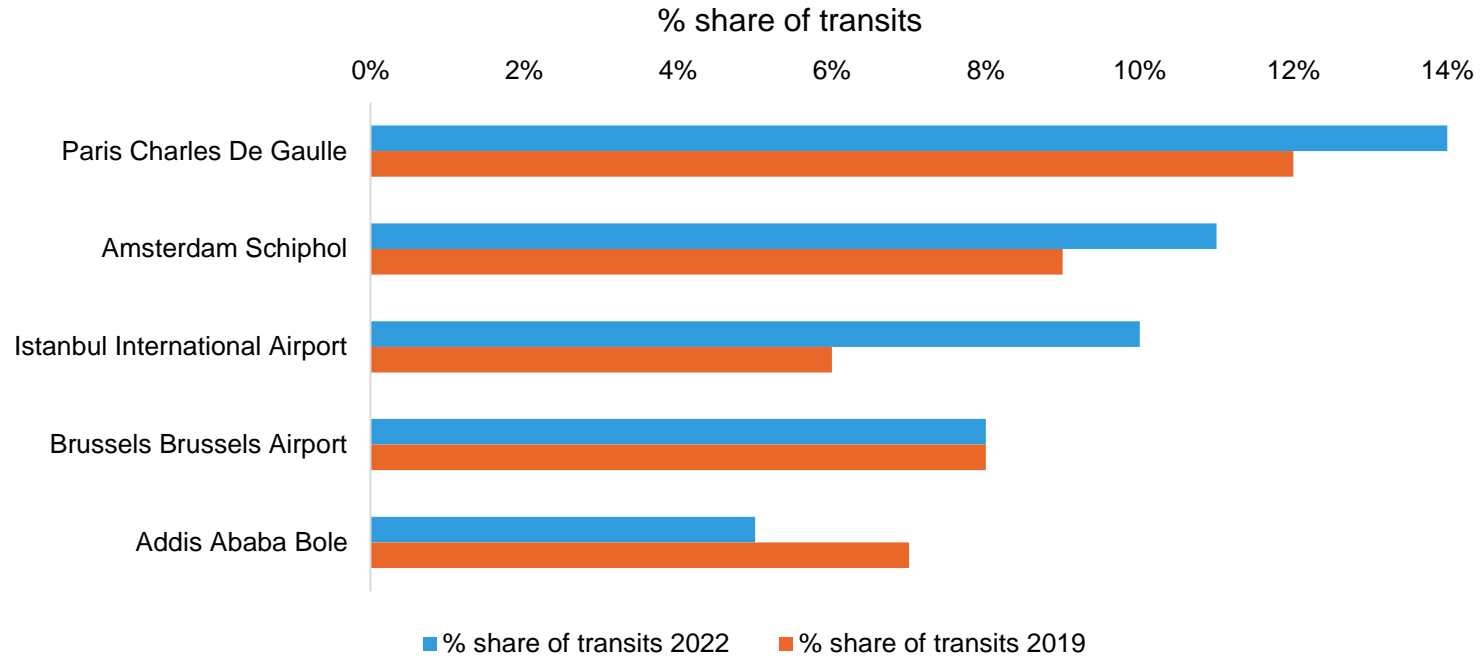
Long Haul International Seat capacity into West Africa in 2022 as of 06 September; % of 2019 levels



Source: ForwardKeys Capacity Data.

Istanbul gaining prominence as a connecting hub for West Africa

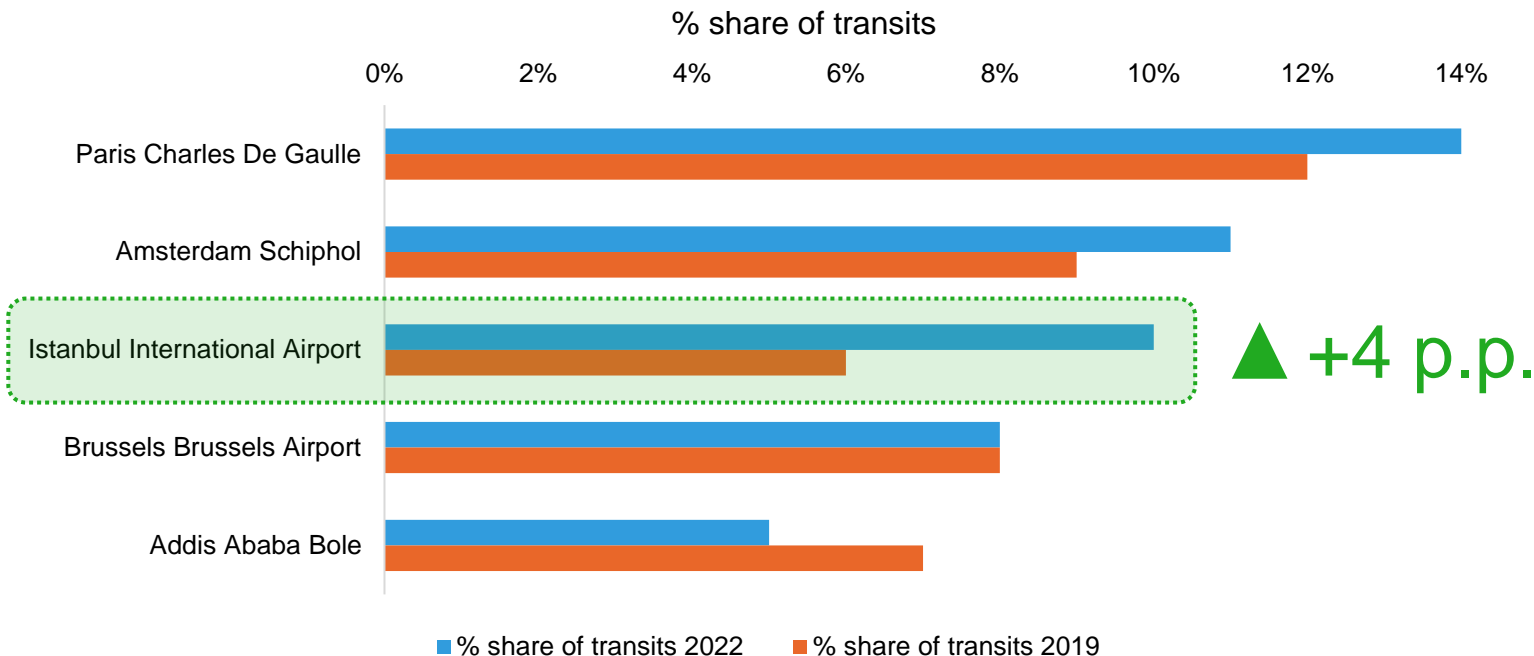
Tickets issued between 1 January to 28 October 2022 for Long Haul travel to West Africa at any time in the future, vs 2019



Source: ForwardKeys Data.

Istanbul gaining prominence as a connecting hub for West Africa

Tickets issued between 1 January to 28 October 2022 for Long Haul travel to West Africa at any time in the future, vs 2019



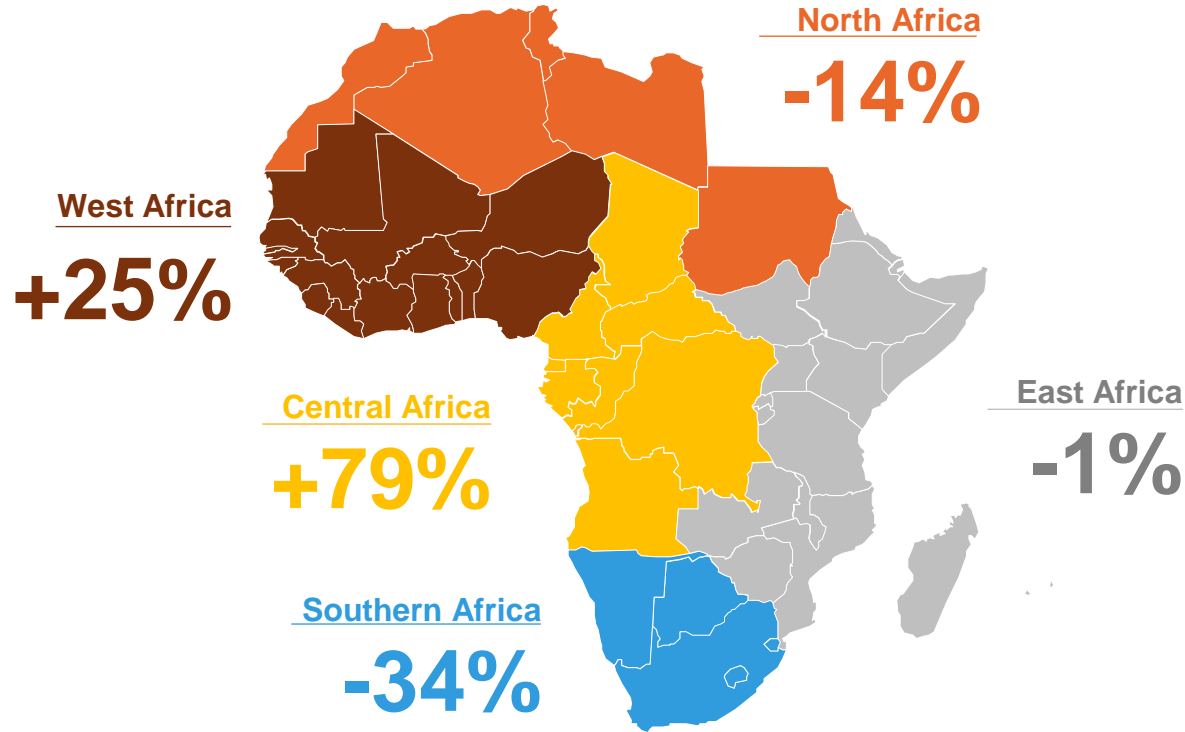
Source: ForwardKeys Data.

4. Looking ahead



Central and West Africa will be the best performing sub regions

On the book International long-haul Arrivals into Africa January to March 2023 as of 18 November; vs 2022 levels

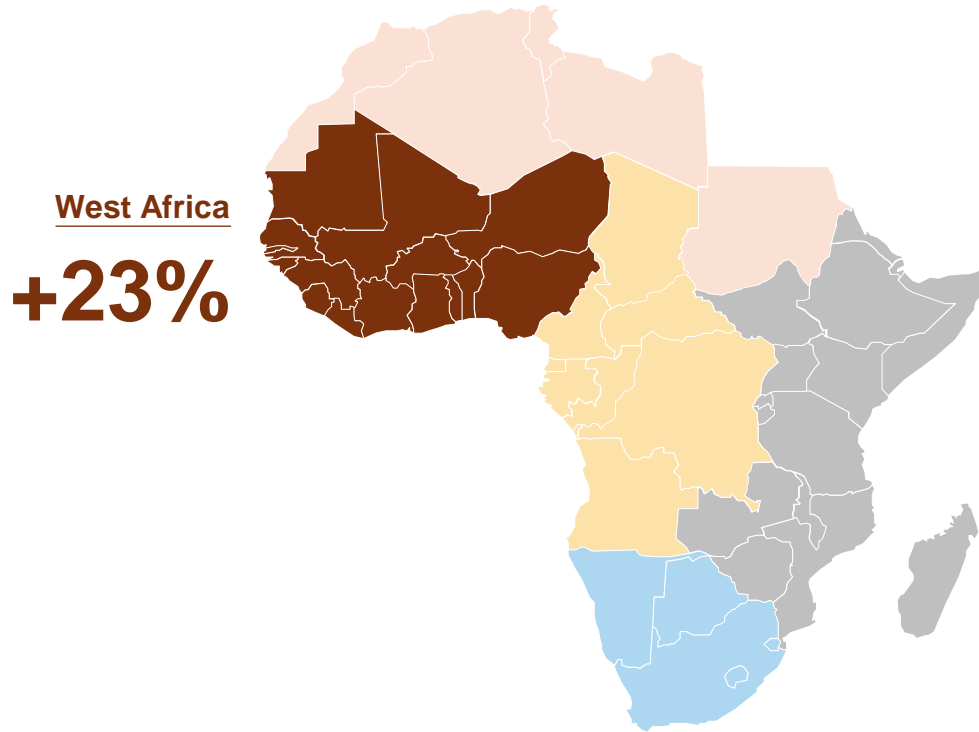


Q1 2023
vs 2019

Source: ForwardKeys Data.


Ivory Coast and Nigeria will lead in Q1 2023

On the book International long-haul Arrivals into Africa January to March as of 18 November; vs 2022 levels



Q1 2023
vs 2019

Destinations	Vs 2022
Ivory Coast	+56%
Nigeria	+30%
Ghana	+22%
Cape Verde	+10%
Senegal	+4%

 Source: ForwardKeys Data.

European source markets are making the most searches for travel to West Africa

Long Haul Flight searches into West African countries in October 2022



Source: ForwardKeys Flight Search data.

Take-Aways

1

Long haul travellers are driving the recovery this year

2

These travellers are staying longer and are flying in more premium cabins

3

Seamless connectivity is vital for encouraging travellers

The 2022 most visited destination report – Download it now!




<https://forwardkeys.com/the-most-visited-destinations-2022-report-wtm/>

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