

Overview of 2024 – European Trends, Growth and Seasonality

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November 2024

20
ATLAS

ForwardKeys data captures and reflects the entire traveller journey



Main Data partners

Global overview



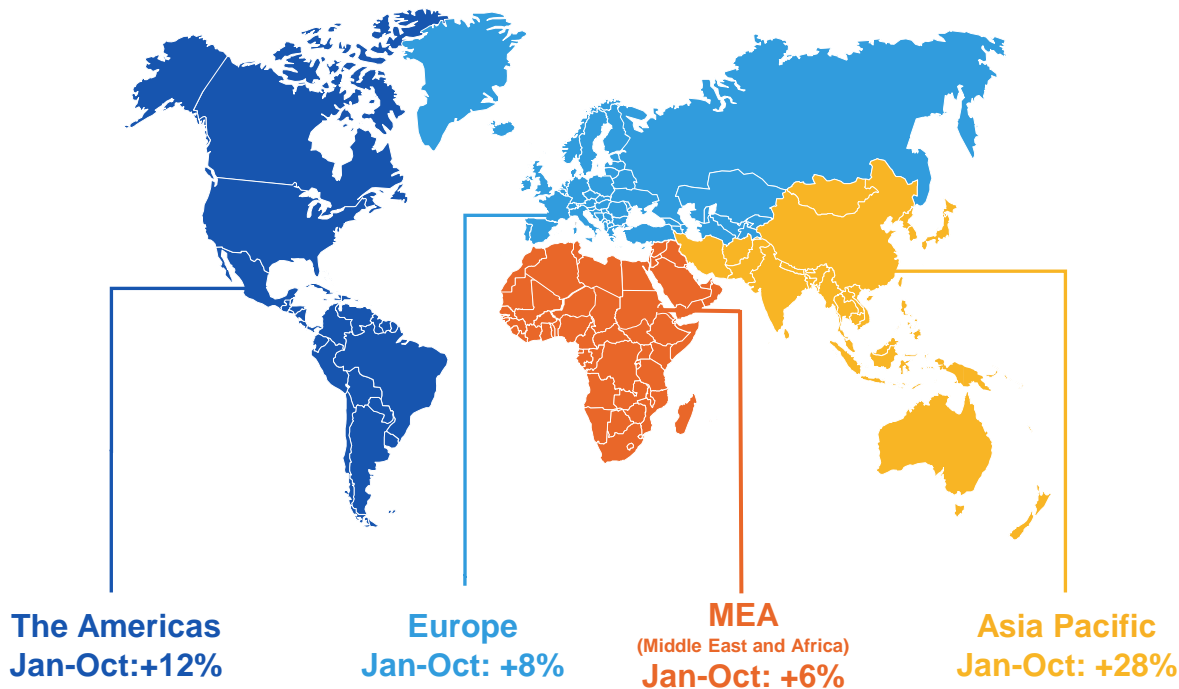
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Global Arrivals – Growth from all regions

International worldwide arrivals between January – October 2024; % difference vs previous year



Global International

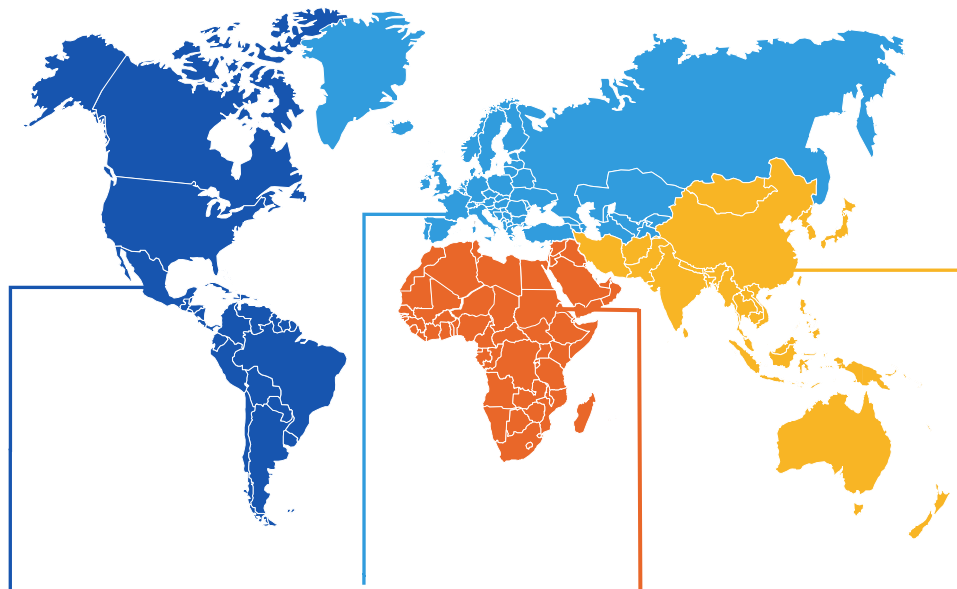
Jan-Oct:

+13%

Source: ForwardKeys Arrivals & Stays

End of the Year Outlook - Europe leads Americas but trails Asia

International worldwide arrivals in 2024, % difference vs the previous year



The Americas
Jan-Oct: +12%
Nov-Dec: +6%

Europe
Jan-Oct: +8%
Nov-Dec: +9%

MEA
(Middle East and Africa)
Jan-Oct: +6%
Nov-Dec: +9%

Asia Pacific
Jan-Oct: +28%
Nov-Dec: +17%

**Global
International**

Jan-Oct

+13%

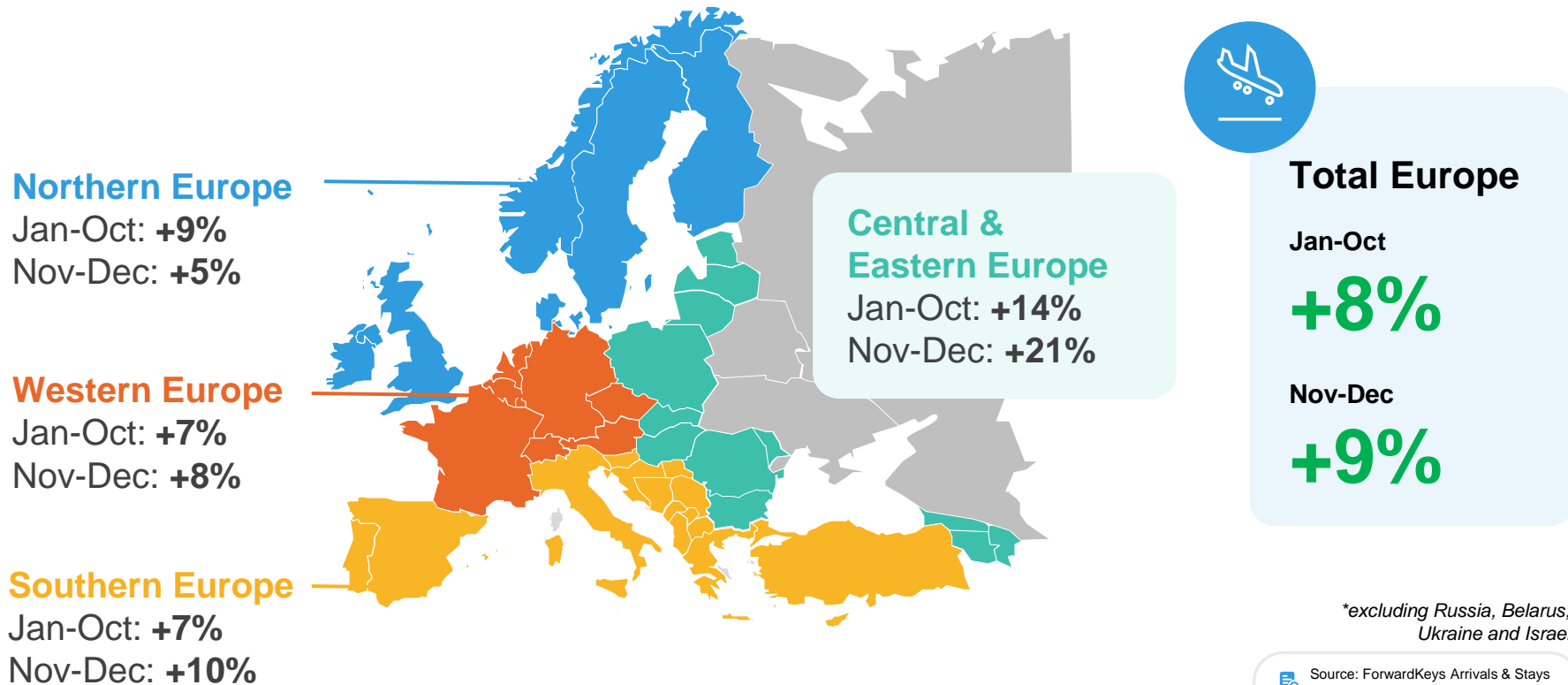
Nov-Dec

+11%

Source: ForwardKeys Arrivals & Stays and Future Bookings

Central and Eastern European destinations amongst the top performers

International arrivals in Europe in 2024; % difference vs previous year













**excluding Russia, Belarus, Ukraine and Israel*

Source: ForwardKeys Arrivals & Stays and Future Bookings

Future Arrivals – Top destinations offer a balanced appeal

International arrivals to Europe from November to December 2024, % difference vs previous year

Top performing cities* (% share)		Var vs 2023
Budapest		+17%
Malaga		+11%
Milan		+10%
Paris		+9%
Rome		+8%
Madrid		+8%
Lisbon		+7%
Zurich		+7%
Munich		+7%
Athens		+6%
TOTAL EUROPE		+9%

*considering destinations that represent more than 2% share

 Source: ForwardKeys Future Bookings

Future Arrivals – Long haul markets drive growth in Europe

International arrivals in Europe from November to December 2024, % difference vs previous year

Top performing markets*	Var vs 2023
China	+50%
Brazil	+25%
Denmark	+20%
Portugal	+19%
United Arab Emirates	+16%
Regional Markets	+8%
Long-Haul Markets	+12%

**considering origin markets that represent more than 1% share*

Source: ForwardKeys Future Bookings

Travel intent - Iconic winter getaways are amongst the most searched

Flight searches made for future Northern European travel between 15 Dec 2024 and 15 January 2025

Top 10 cities by flight searches	% Share
London	34.4%
Copenhagen	9.7%
Dublin	8.2%
Manchester	5.7%
Helsinki	5.1%
Oslo	4.4%
Edinburgh	4.2%
Rovaniemi	4.1%
Stockholm	3.9%
Reykjavik	3.0%

Source: ForwardKeys Flight Search Data

Strong Connectivity Makes Lapland a Top Choice

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Stockholm	3.9%
Reykjavik	3.0%

Origin City	% Share	Direct Connection? (Y/N)
Paris	8%	Y
London	7%	Y
Milan	5%	Y
Amsterdam	4%	Y
Barcelona	3%	Y
Madrid	3%	Y
Manchester	3%	Y
Berlin	3%	Y
Frankfurt	3%	Y
Dublin	3%	Y

Source: ForwardKeys Flight Search Data

Sustainable Growth Management



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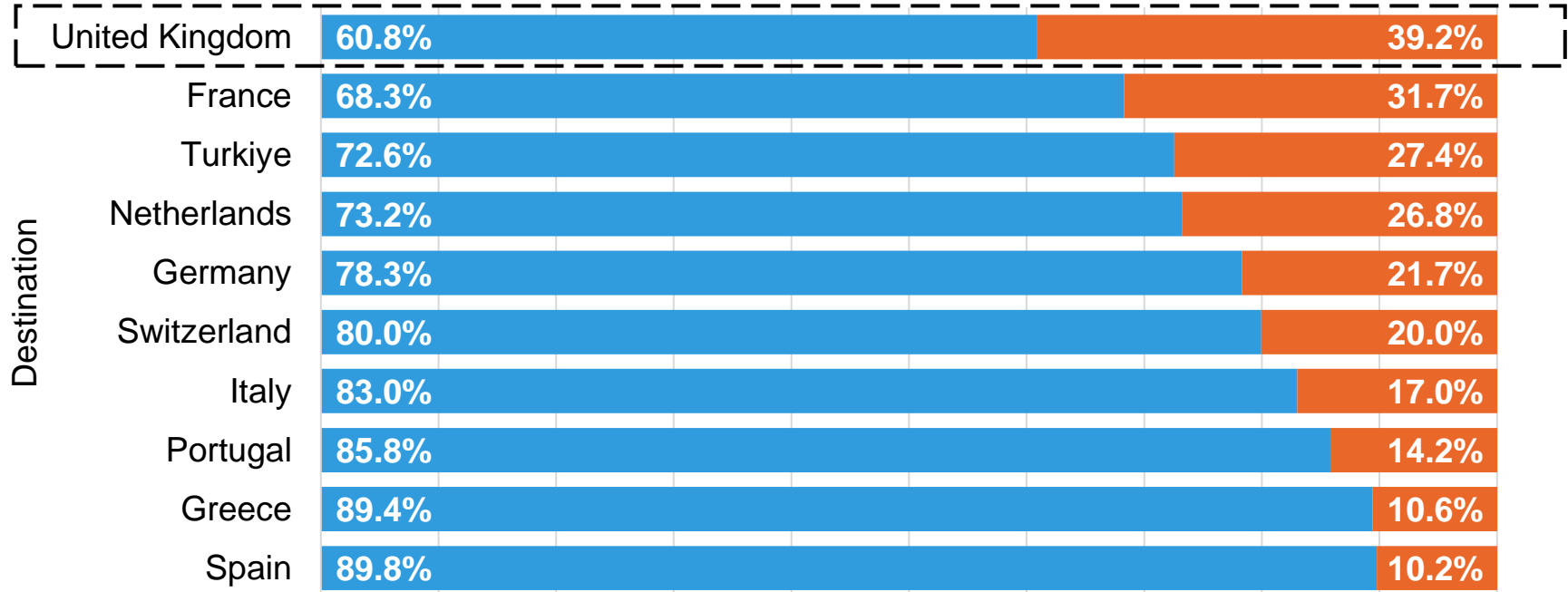
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Which destinations have the greatest reliance on long-haul markets?

International arrivals to Europe from January-October 2024

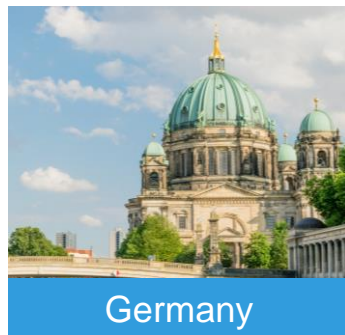
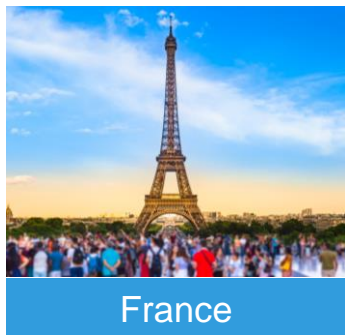
■ Intra-Regional ■ Long-Haul



Source: ForwardKeys Arrivals & Stays

Growth Management: Identifying target markets for the United Kingdom during the low-season

1 Identify competing destinations



2 Identify the low-season

3 Target markets within x range (km)

Period

Low season

Nov 2023	6	13	20	27	
Dec 2023	4	11	18	25	
Jan 2024	1	8	15	22	29
Feb 2024	5	12	19	26	
Mar 2024	4	11	18	25	
Apr 2024	1	8	15	22	29
May 2024	6	13	20	27	
Jun 2024	3	10	17	24	
Jul 2024	1	8	15	22	29
Aug 2024	5	12	19	26	
Sep 2024	2	9	16	23	30
Oct 2024	7	14	21	28	

Season (based on overnights share)



Potential Growth Opportunities for the United Kingdom during the low-season

Overnight stays of between 4-27 nights, between 8 Jan - 10 Mar 2024

Origin Markets (within 1500km of the UK)	Overnights to competitors (France, Germany)	Overnights to United Kingdom	Optimal to United Kingdom	↓ Growth Target
Italy	810,928	357,199	415,028	+57,829
Poland	300,369	333,011	367,883	+34,872
Sweden	192,688	81,834	110,809	+28,975
Switzerland	293,228	321,255	338,232	+16,977

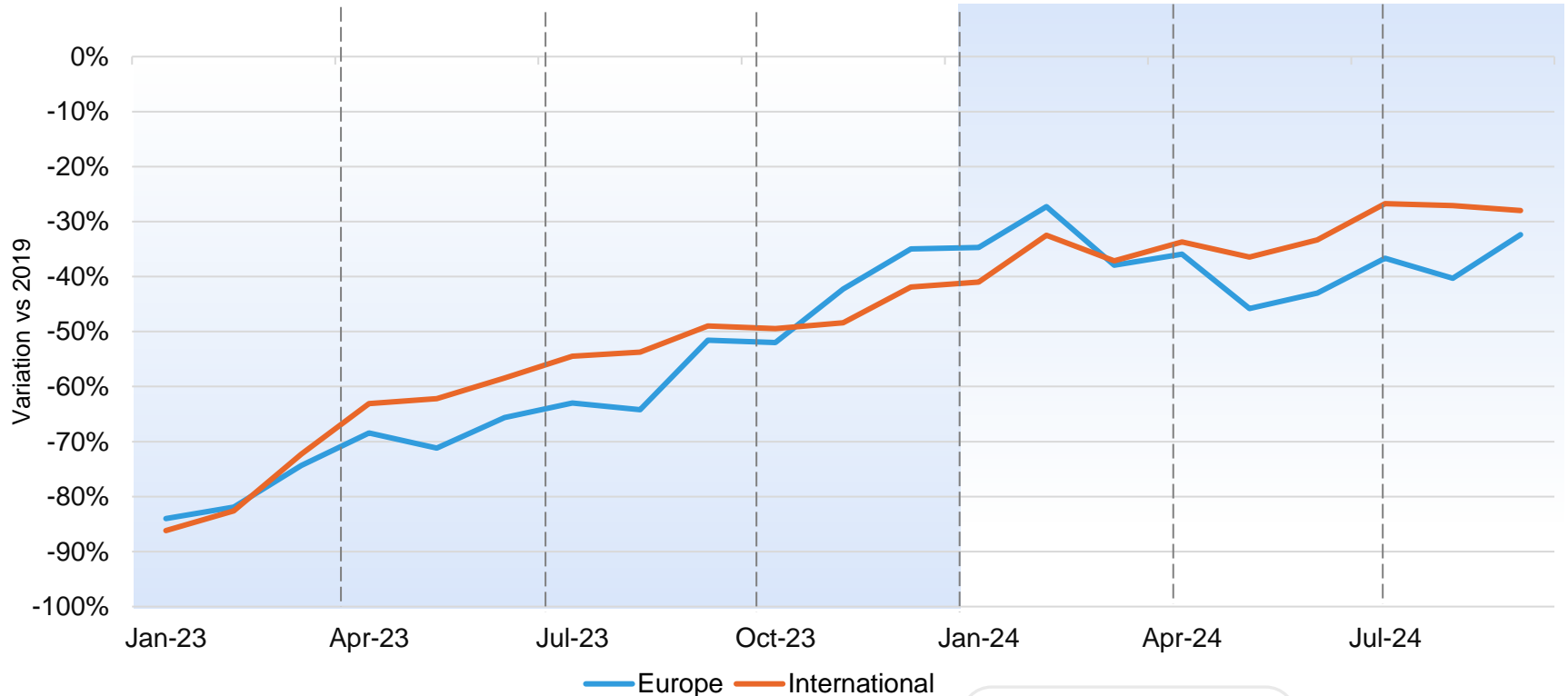
 Source: ForwardKeys Arrivals and Stays

Chinese Market Trends

Outbound Chinese travel recovery

International **departures** from **China** to **Europe** between January 2023 and September 2024; % difference vs 2019

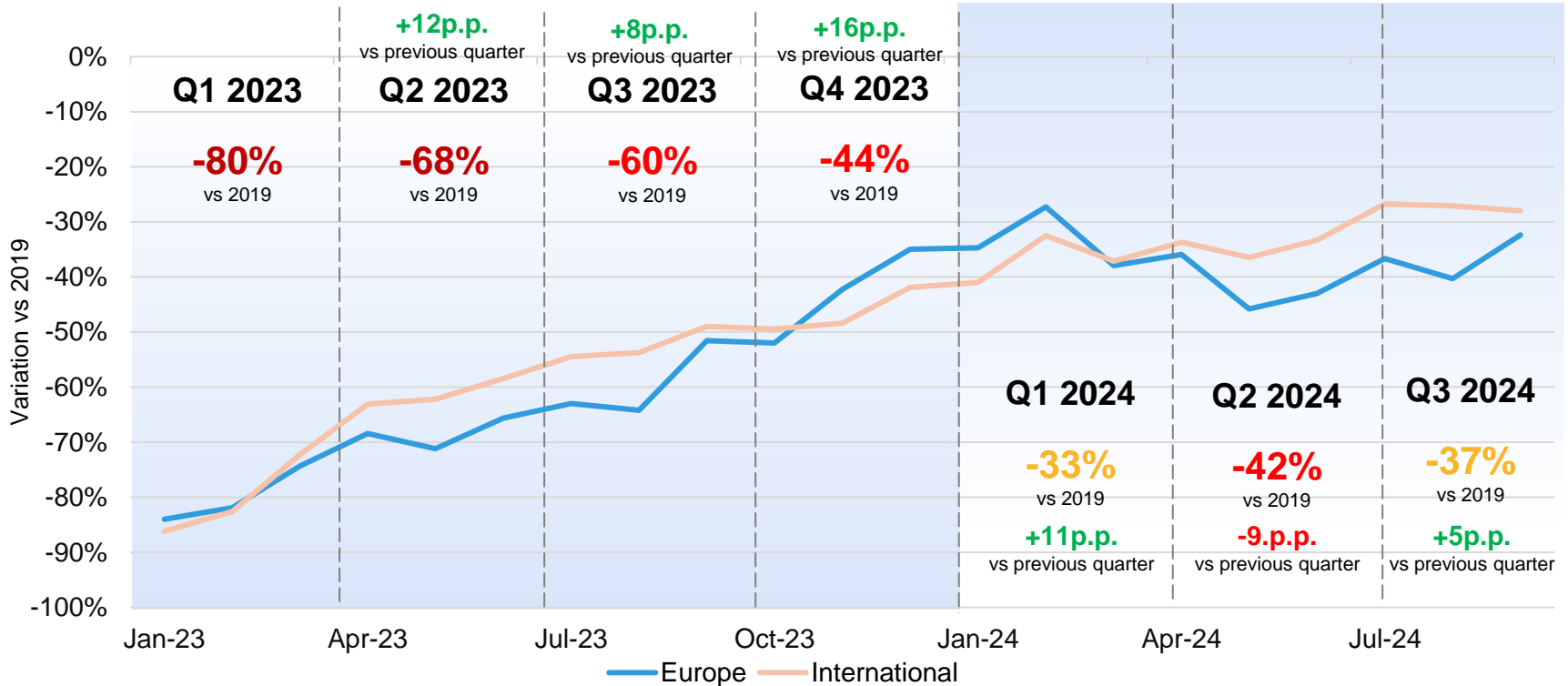
= 2019 volumes



Outbound Chinese travel recovery

International **departures** from **China** to **Europe** between January 2023 and September 2024; % difference vs 2019


= 2019 volumes



Top EU destinations for Chinese travelers

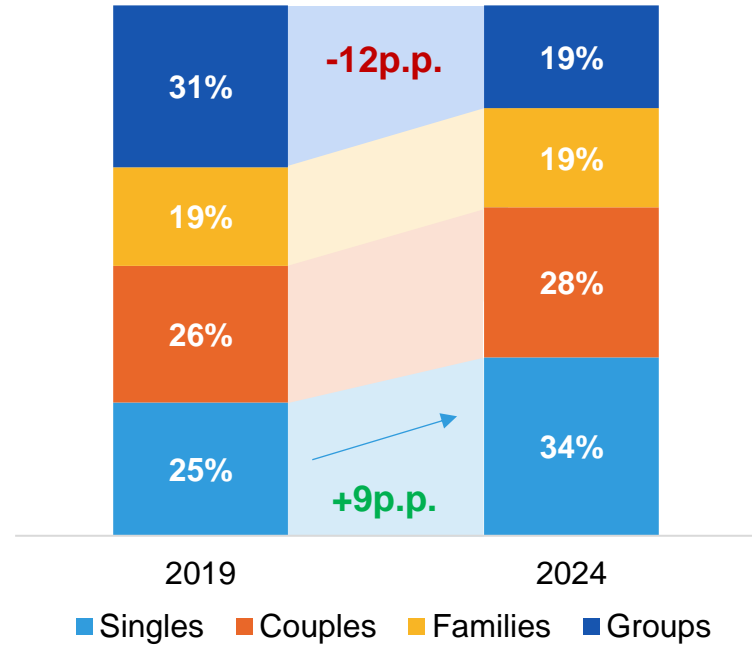
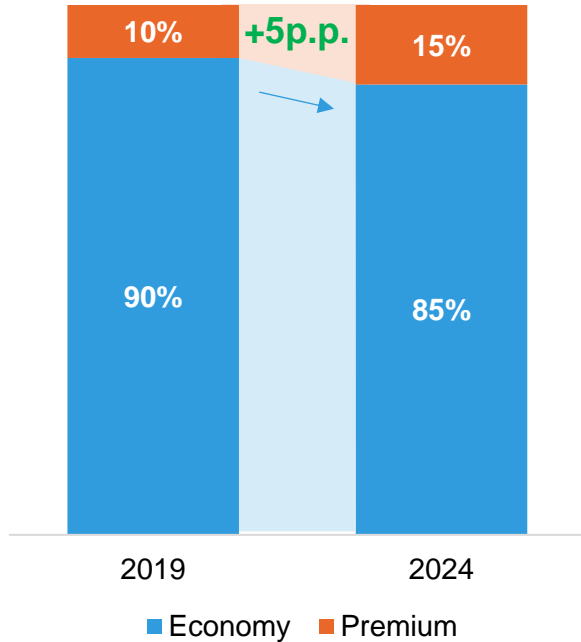
International arrivals in EU-27 & UK from China, between November and December; vs the previous year

Top performing destinations	Var vs 2023
Belgium	+222%
Hungary	+166%
Austria	+85%
Spain	+77%
Netherlands	+53%
France	+47%
Greece	+40%
United Kingdom	+40%
Italy	+36%
Germany	+23%
TOTAL EU27 & UK	+47%

 Source: ForwardKeys Future Bookings

Changing Chinese traveller profiles post pandemic

International arrivals from China to Europe between November and December; vs 2019



Source: ForwardKeys Future Bookings



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Seasonality and Traveller Distribution

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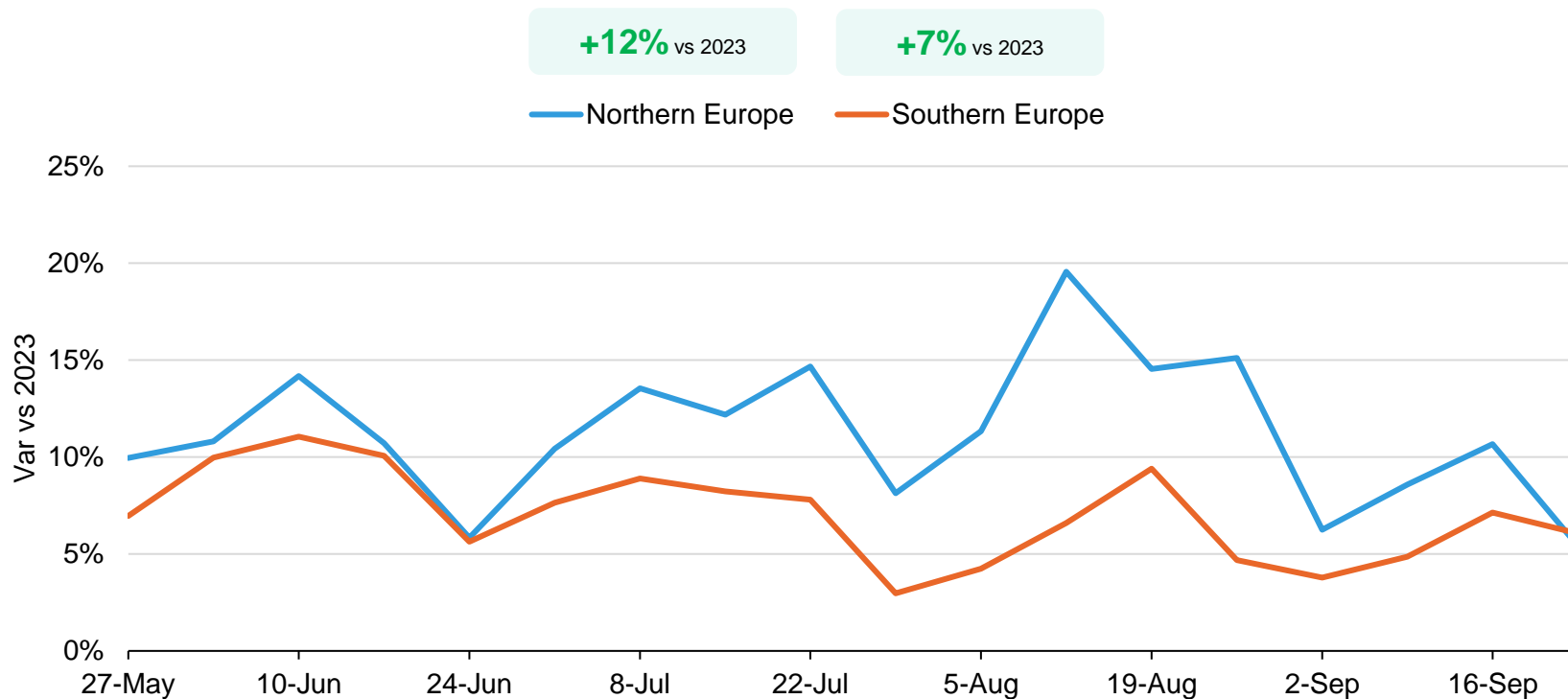


Encourage off-season tourism

Manage high-volumes of tourist in the high-season by **traveller dispersion**

Travellers to Europe are choosing destinations with milder climates during the hottest months

International arrivals between Apr and Sep 2024; var vs previous year



Source: ForwardKeys Arrivals and Stays



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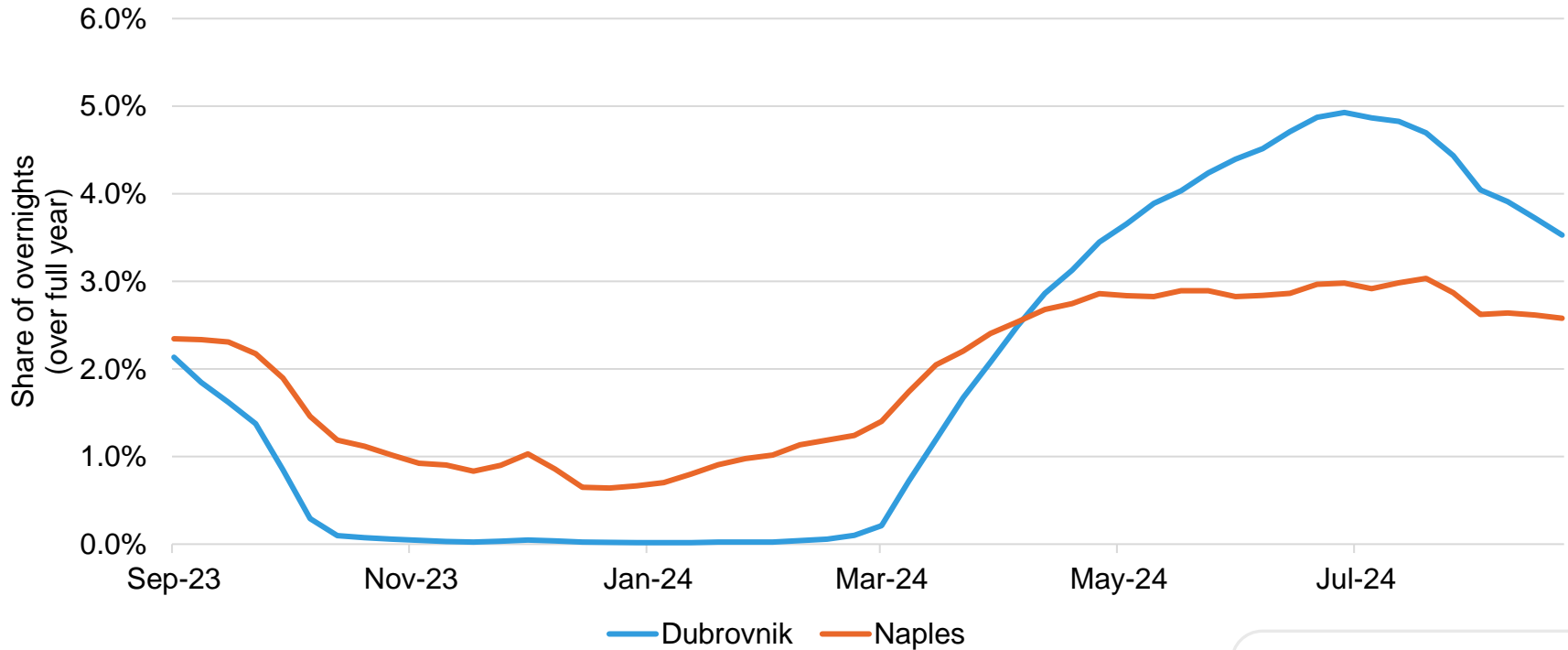
Flattening the seasonality line

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Dubrovnik experiences extreme seasonality...

Overnight stays for international trips between 25 Sept 2023 and 22 Sep 2024



Source: ForwardKeys Arrivals and Stays Smart

Dubrovnik becomes more seasonal Post-Pandemic

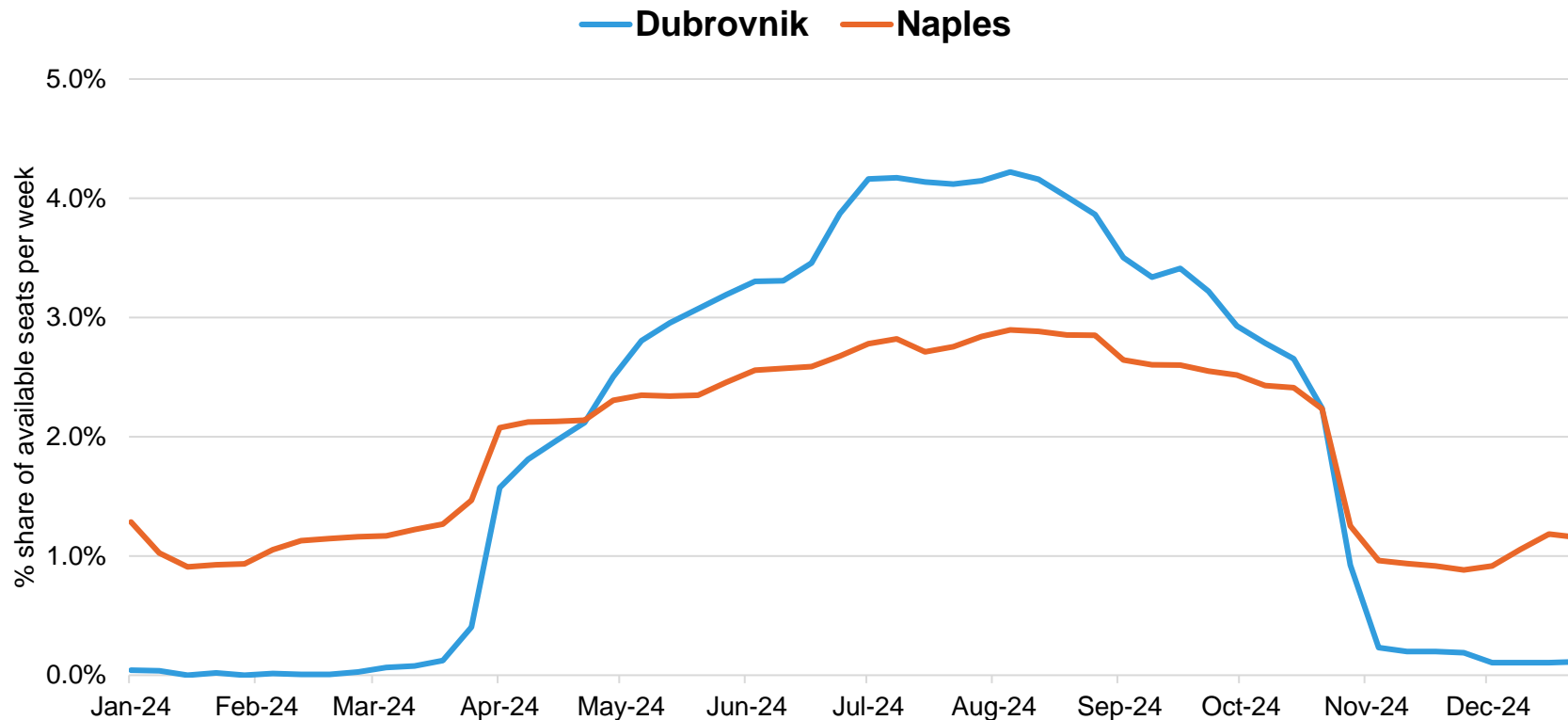
Seasonality Index based on Overnight stays for international trips between 25 Sept 2023 and 22 Sep 2024; vs same period in 2018/19

Destination	Seasonality Index 2024	Seasonality Index 2019	Difference vs 2019
Naples	200	310	-110
Tirana	222	296	-74
Catania	234	459	-225
Dubrovnik	965	866	+99
Rhodes	1030	1027	+3
Split	1062	1096	-34
Corfu	1135	1197	-61

Source: ForwardKeys Arrivals and Stays Smart

Dubrovnik: available seat capacity currently limits off-season growth.

Seat Capacity for international flights arriving in 2024, with schedules as of 21 Oct



Source: ForwardKeys Seat Capacity Data



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Traveller Dispersion - Tourist Management During the Peak Season

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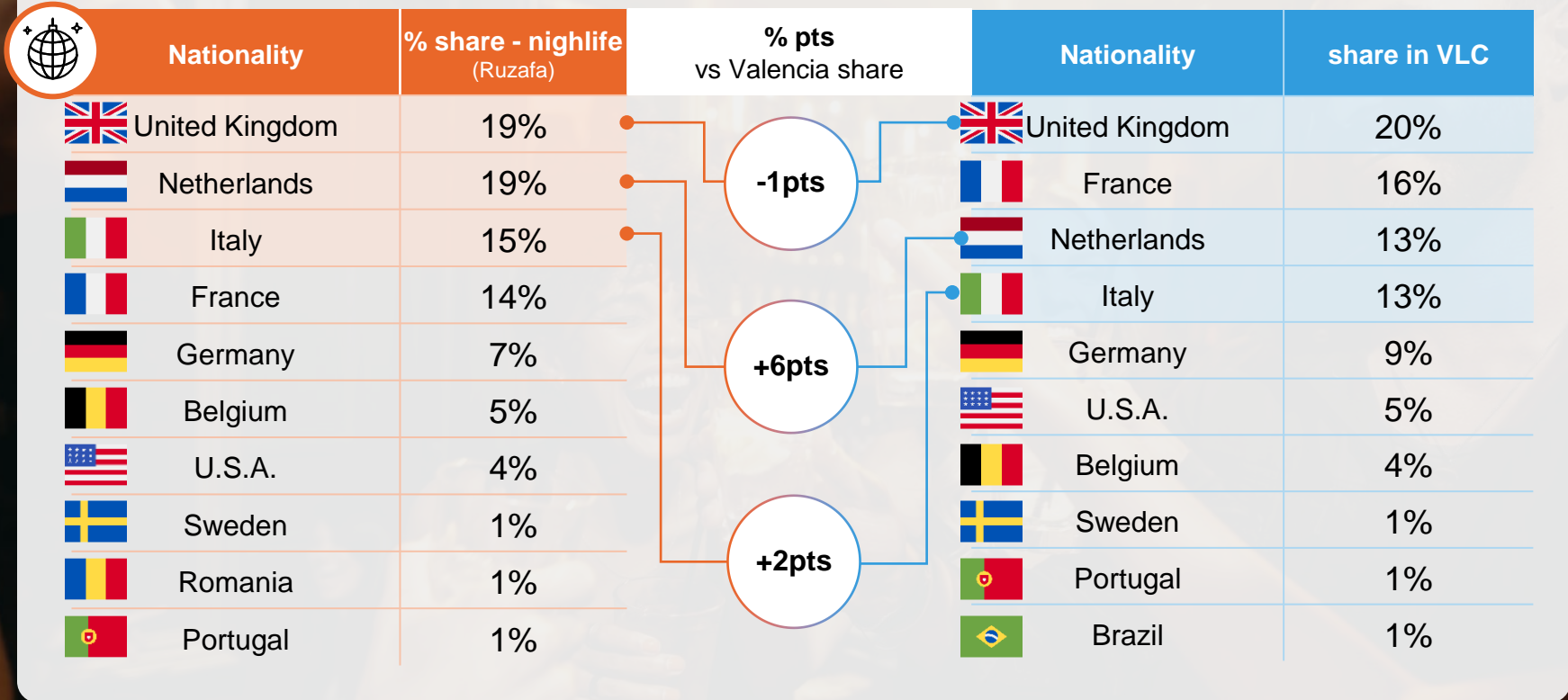
Identify the visitors most likely to generate overconcentration



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The nightlife area appeals more to some nationalities than others





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Identify the visitor profiles more likely to wander off the beaten track

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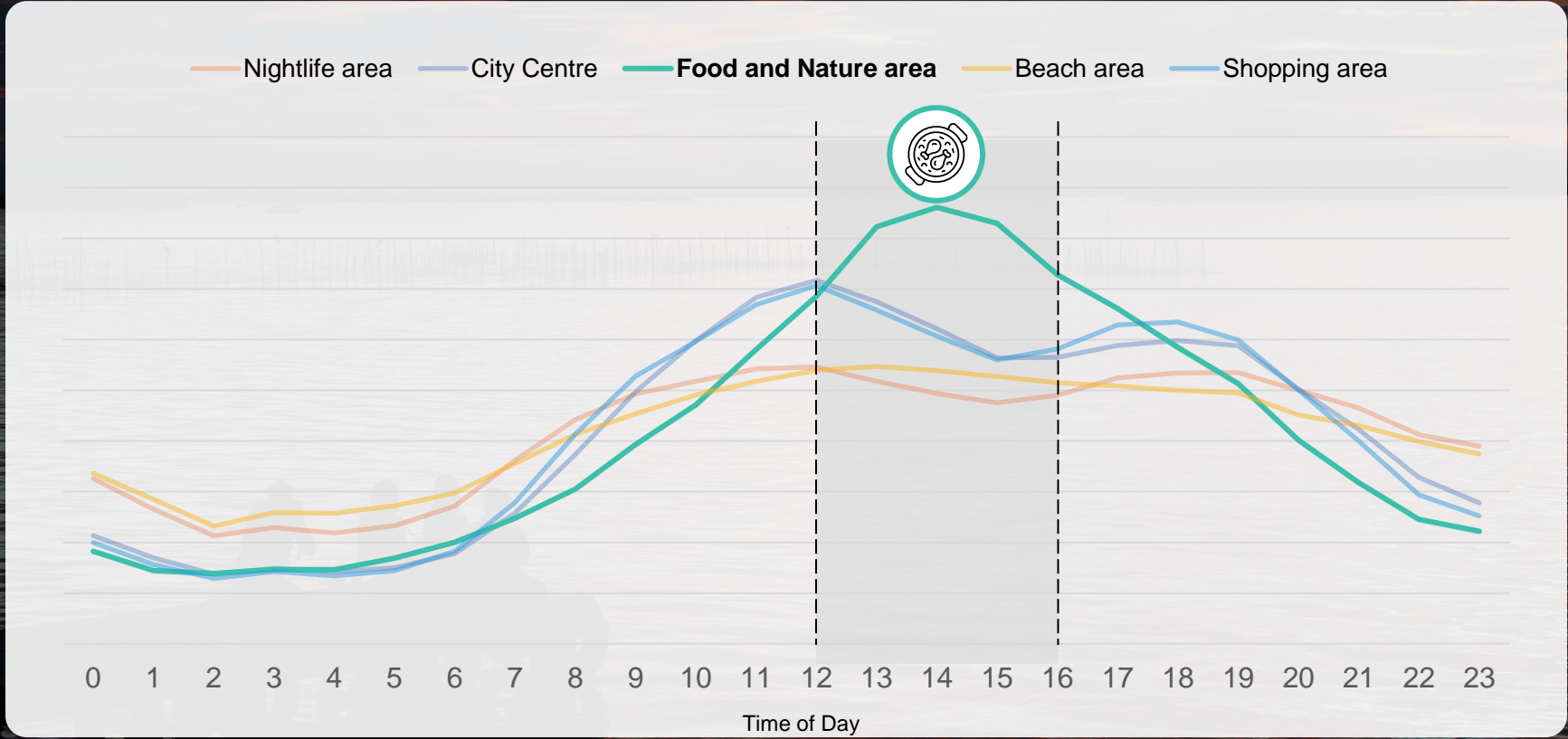


The French, the Dutch and the Belgians are prime targets for the food and nature area



Nationality	% share - food and nature area (L'Abuferá)	% pts vs Valencia share	Nationality	share in VLC
 France	24%	+8pts	 United Kingdom	20%
 Netherlands	18%		 France	16%
 United Kingdom	15%		 Netherlands	13%
 Italy	10%	+5pts	 Italy	13%
 Germany	8%		 Germany	9%
 Belgium	6%	+2pts	 U.S.A.	5%
 U.S.A.	3%		 Belgium	4%
 Sweden	2%		 Sweden	1%
 Portugal	1%		 Portugal	1%
 Brazil	1%		 Brazil	1%

The Food and Nature area faces extreme concentration during lunchtime



Take-Aways

1

EUROPEAN TRAVEL DEMAND CONTINUES TO GROW – DRIVEN NOW BY EASTERN EUROPE

2

CHINESE TRAVEL RECOVERY BOOSTS PROSPECTS FOR EUROPEAN TOURISM

3

SOLVING HIGH SEASONALITY HELPS TACKLE OVERTOURISM EFFECTIVELY

4

**SUSTAINABLE DESTINATION
GROWTH REQUIRES DATA-DRIVEN
INSIGHTS**

THANK YOU!

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