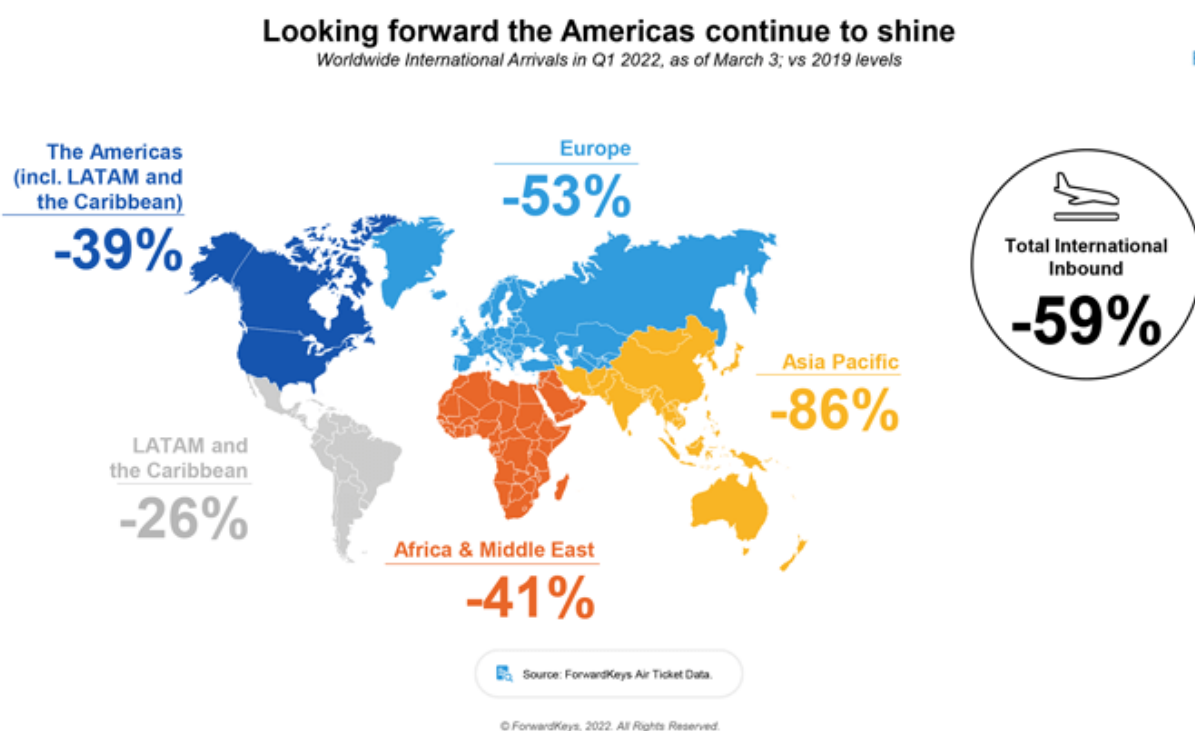


APAC ticket sales up; India top destination with Australia as source market

Airline ticket purchase analyst ForwardKeys has released data for the APAC region; this was the most adversely impacted in terms of travel and tourism, largely due to having one of the toughest travel restrictions in the world. But as talk lies with Americas' success, ForwardKeys is looking to APAC data.



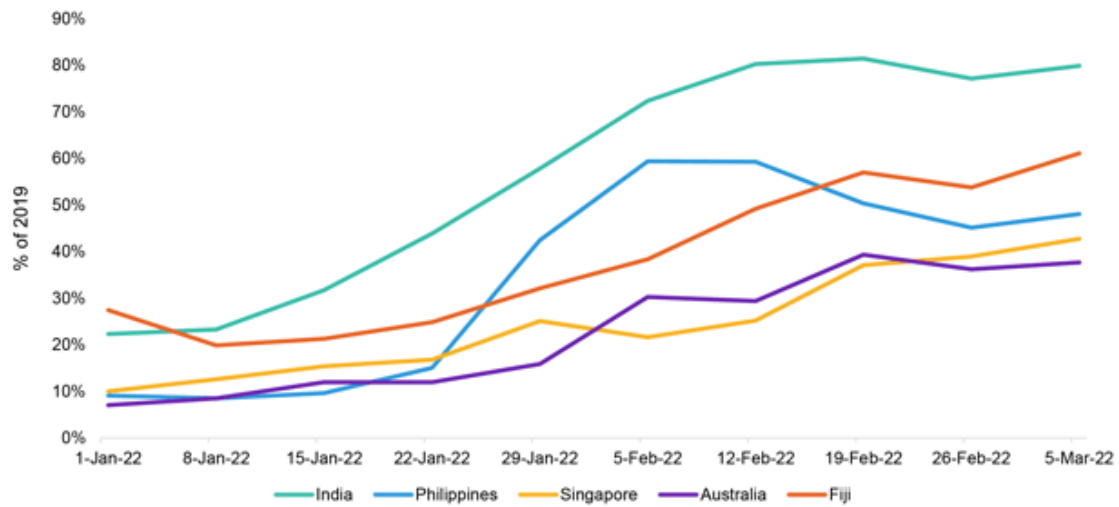
Nations in the region are now finally reducing or dropping travel restrictions, making it easier to travel to and from the region.

Issued tickets to Asia on the rise

Tickets for travel to key APAC destinations are on the rise, with India leading the charge, according to Forwardkeys data. Travel from Australia to India is up +16% vs 2019 during the same period; other key Western markets to India are also on the rise: the USA, up by 10% and Ireland up by 4% on 2019 levels. "India removed the requirement for quarantine and facilitated travel by adding more countries to its "Category A" country list (Australia included); allowing for entry with proof of vaccination," says Nan Dai, Market Analyst at ForwardKeys.

Tickets for travel to key APAC destinations are on the rise

International Ticketing History for Arrivals from 1 Jan until 11 March 2022; as % of 2019



Source: ForwardKeys Air Ticket Data.

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India has recovered 80% of 2019's level in the week of 5th March 2022. Next is the Pacific Island of Fiji, recovering 61% of pre-pandemic levels followed by the Philippines: 48% of recovery; Singapore: 43% recovery; and in last place, Australia: 38% recovery.

“The success behind India’s reactivation is the fact that India had announced in advance its reopening plan for this year, generating awareness and interest. While Fiji is a leisure island destination and I think that is its main advantage during this recovery phase as people may feel safer to travel to less crowded (than cities) places with a variety of outdoor activities,” says Dai.

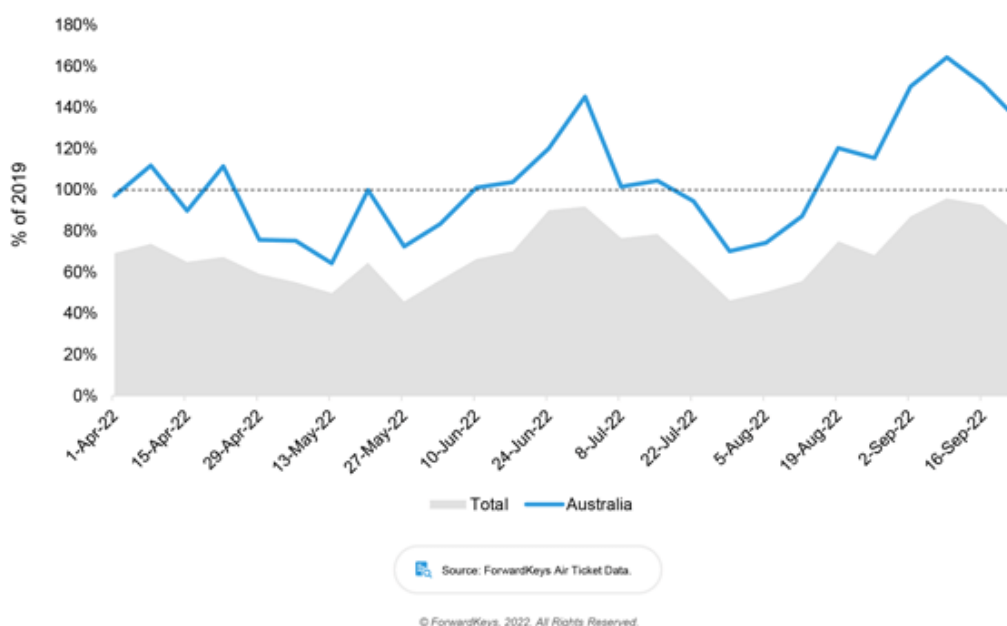
Australia helps revive APAC tourism

ForwardKeys analysts have noted the importance of the Australian outbound travellers, offering examples of destinations India and Fiji. The pickup in tickets from Australia really started to jump at the beginning of February.

The Pacific paradise known for its friendly locals and pristine waters, Fiji, is also appreciating an uplift in future bookings from Australians, peaking and performing above 2019 levels in April, June, and September.

Fiji: Aussies are leading the recovery for Fiji

On-the-book arrivals to Fiji from 1 April – 29 September 2022, as of 11 March; as % of 2019



Dai stresses that the typical traveler now is different from the past. “Our data shows that this Southern Hemisphere summer, it’s couples and groups of 6+ who are most likely to travel to Fiji, not families or solo travellers!”

Changes in traveller behaviour and the role of data

“Many APAC government bodies and destinations may feel like travel is unlikely to take place soon to their destination, thus continue their protective travel rules and/or closed borders. However, as other destinations and travel tactics have shown from Mexico, Greece to the UK, restarting travel safely and healthily is possible if led by data and clear travel rules that don’t get changed frequently,” says Dai.

“For example, in Singapore, the leisure market is showing more resilience than in 2019 and there have been growths in issued tickets from Thailand (12%) and Denmark (9%) to Singapore - these are new and exciting opportunities worth exploiting via new flight frequencies or marketing campaigns for the tourism boards,” she says, adding that data is an essential tool for finding our way out of the pandemic.