



RESILIENCE WEBINAR 3
WHAT'S THE DATA TELLING
US?
29th May 2020

Panellists

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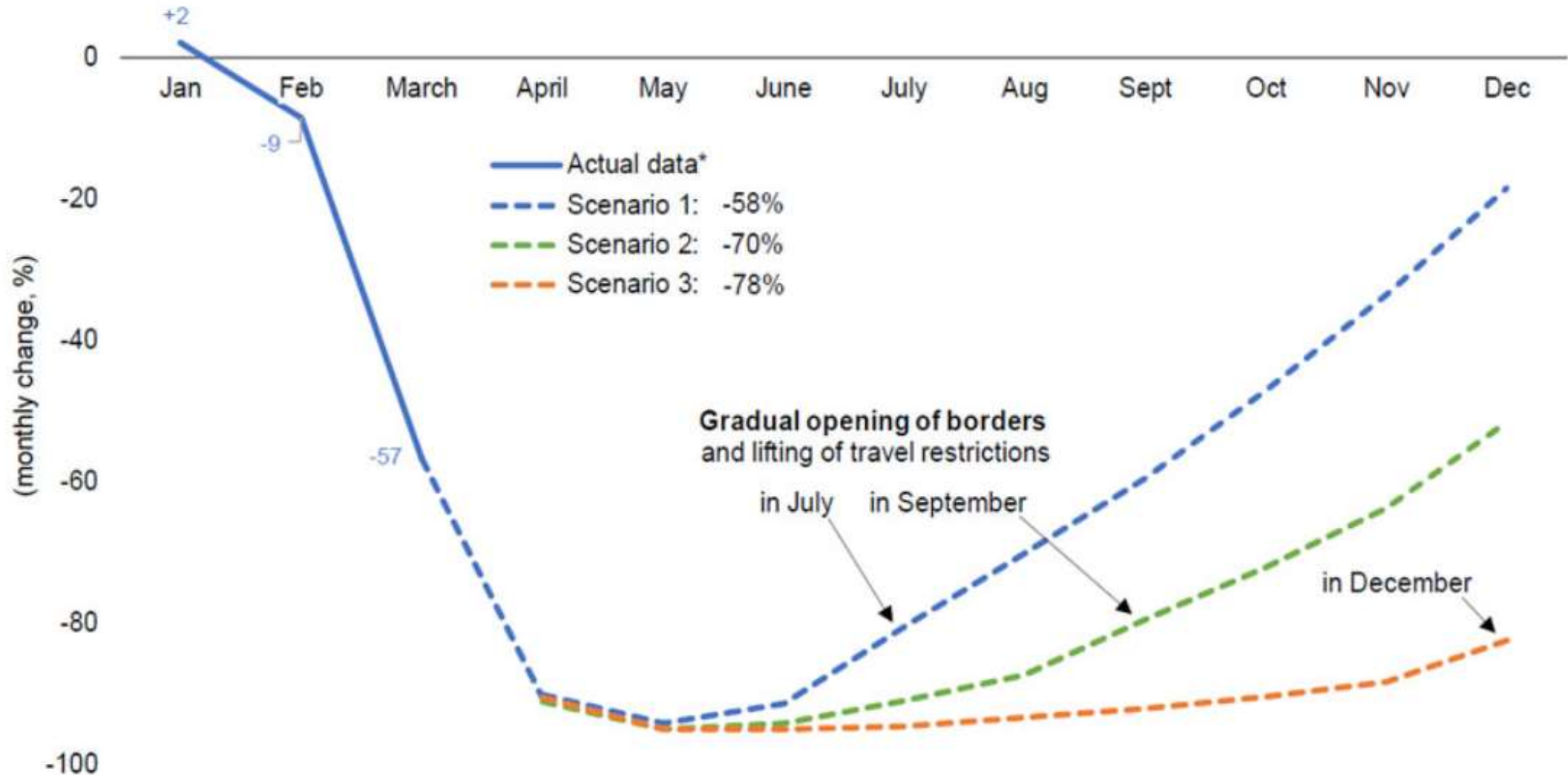
Niranka Perera,
*Chairman and
CEO of Antyra
Solutions*

Think with Google

The state of travel in APAC: Identifying trends to prepare for the road ahead

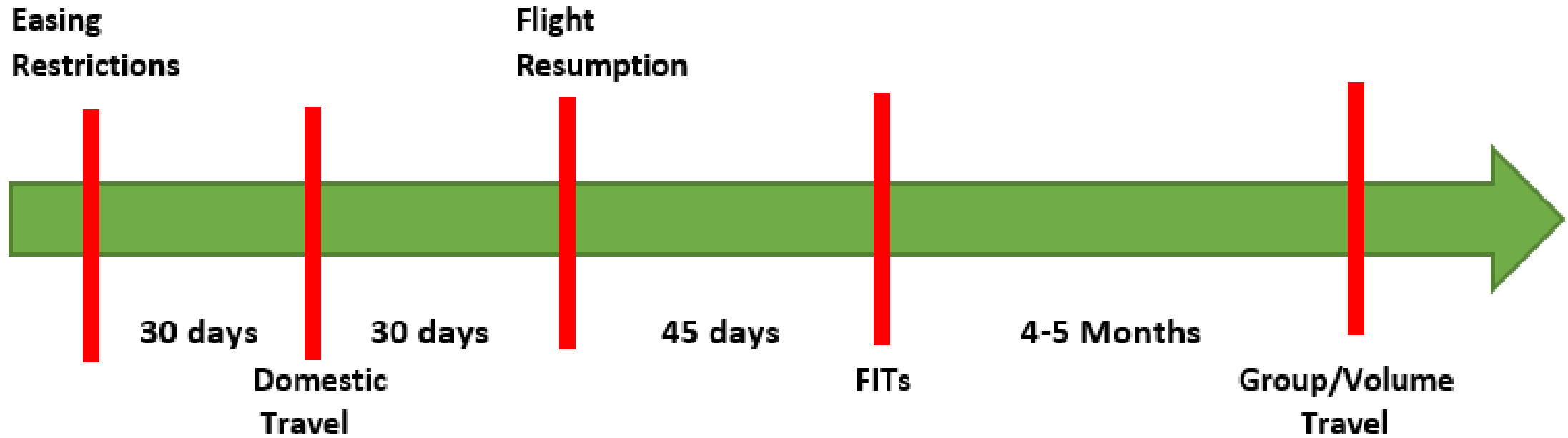
<https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/state-travel-apac-identifying-trends-prepare-road-ahead/>

International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



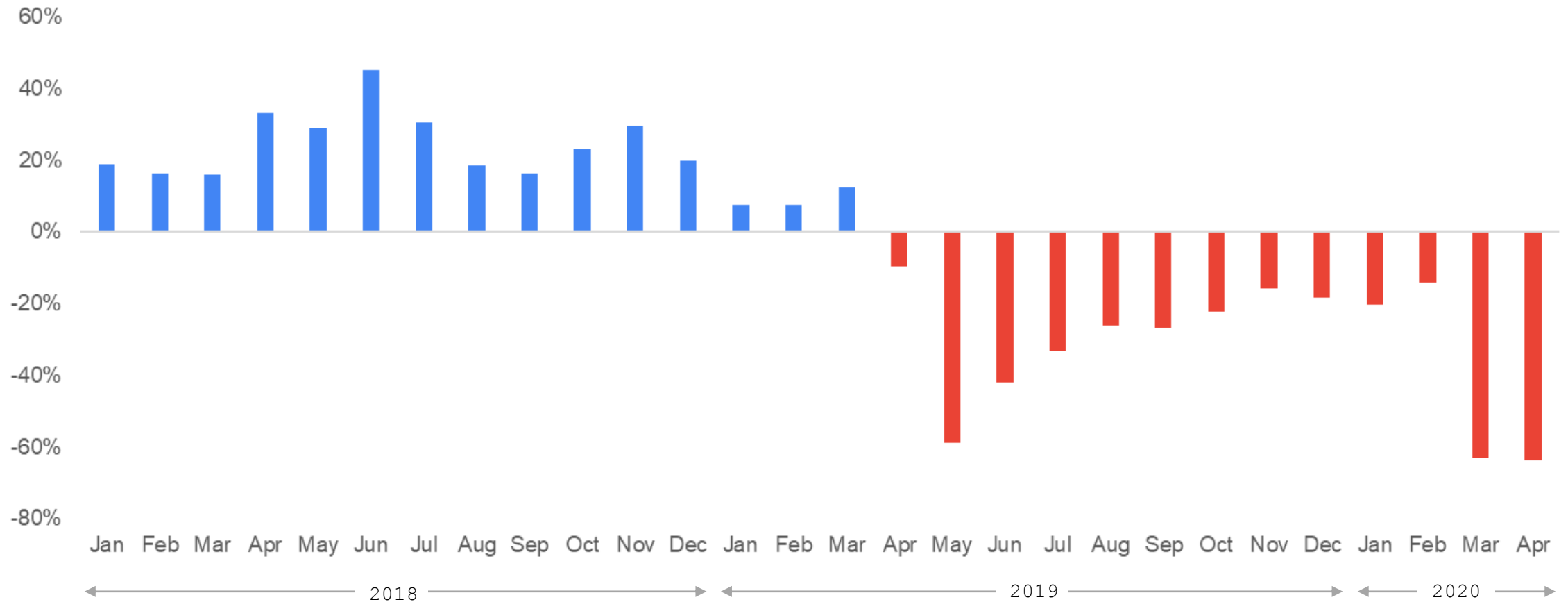
Source - <https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>

TIMINGS



TOURISM DEMAND FOR SRI LANKA

A Y-o-Y analysis of 3,900+ tourism related search terms.



TRAVEL INTENT - EXPERIENCE SOUGHT IN SRI LANKA

A Y-o-Y analysis of 2000+ search terms, post COVID-19 lockdown in Sri Lanka, to better understand variances in travel intent from key source markets.

Honeymoon Travel to Sri Lanka

Among the best performing segments in UK, India and Australia.

Avg. demand is **-32%**



Luxury Travel

UK	-30%
IND	-55%
AUS	-71%

Family Holidays

UK	-37%
IND	-50%
AUS	-70%

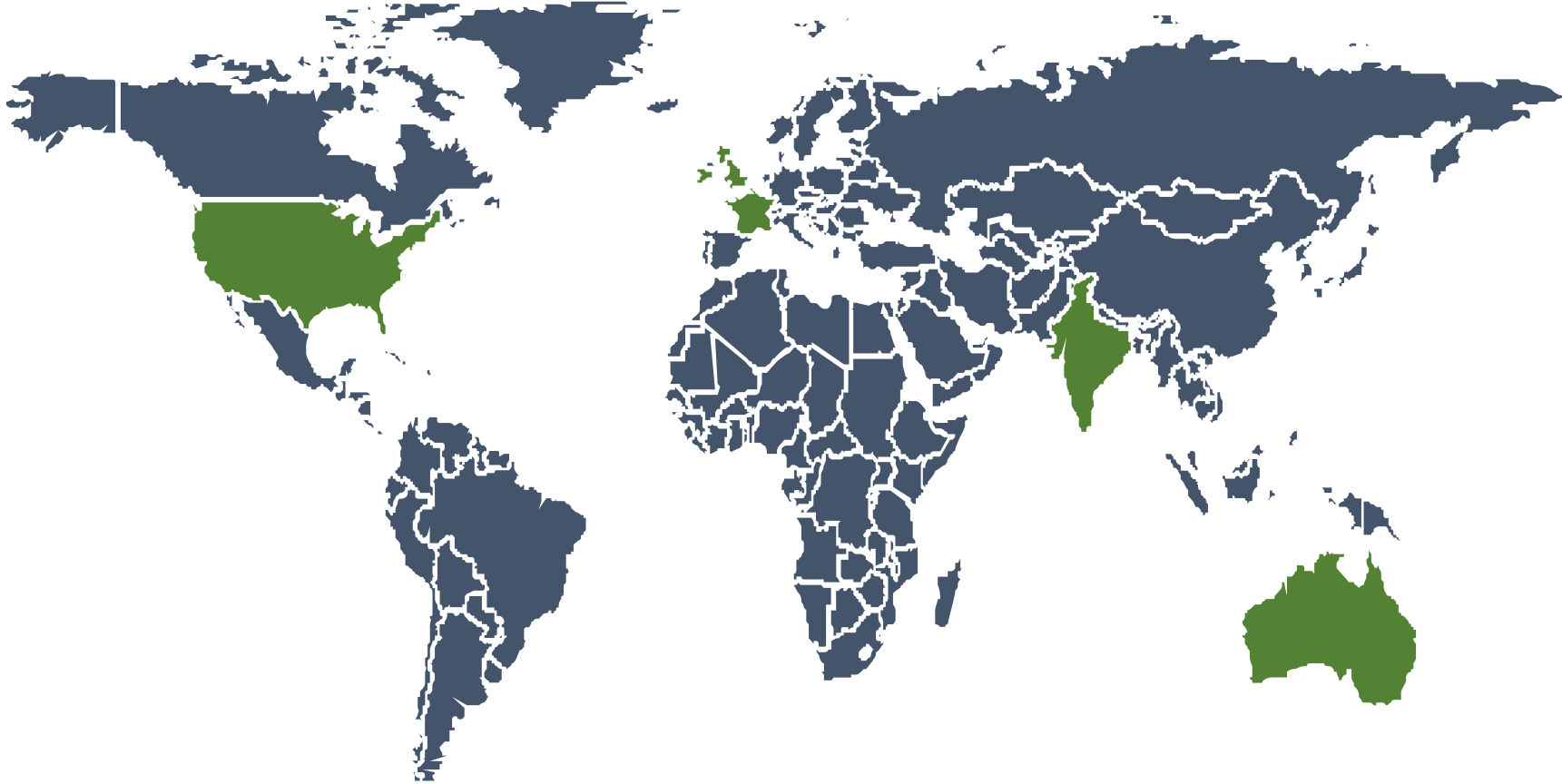
Safari Adventures

UK	-56%
IND	-50%
AUS	-74%

Beach Vacations

UK	-46%
IND	-66%
AUS	-55%

BOOKING DEMAND FROM 13TH MARCH TO 25TH MAY 2020



Top 5 Markets Looking to Book

(Total booking demand volume)

1. USA
2. UK
3. Australia
4. India
5. France

Top 5 Growth Markets

(Increase in booking demand market share Y-o-Y)

1. USA
2. France
3. Malaysia
4. Belgium
5. Poland

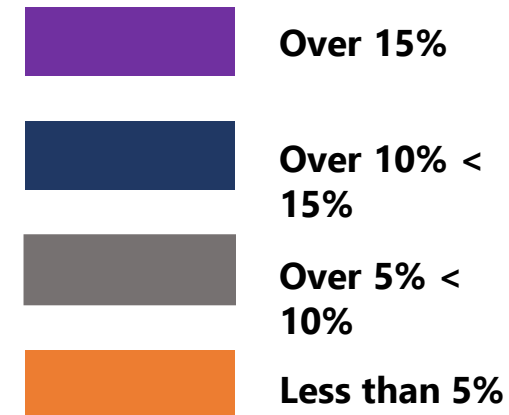
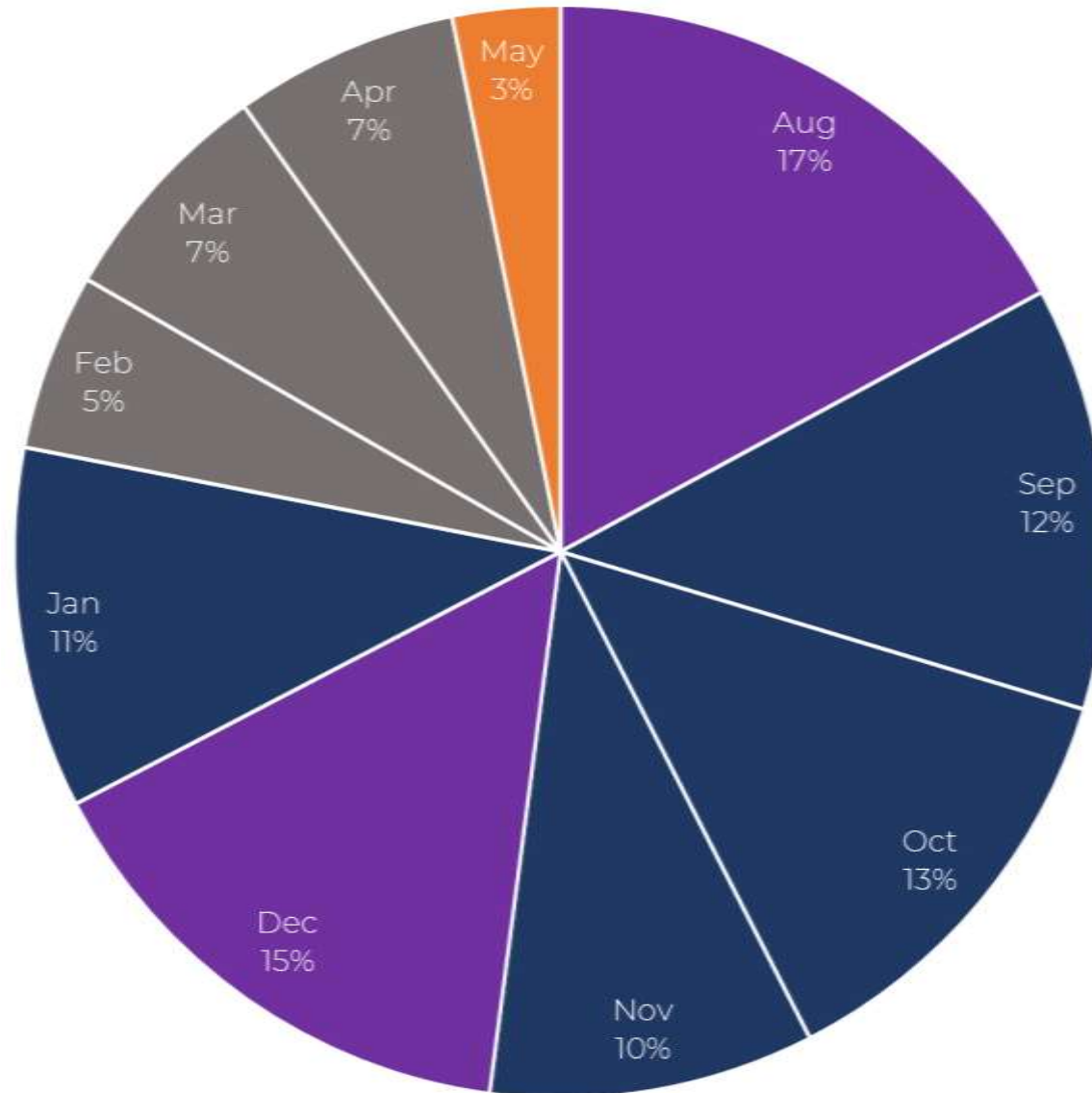
Source: Rate search data collated from hotel brand websites

FOREIGN FORWARD BOOKING INTENT FOR SRI LANKA

Analysis period: 1st to 25th May 2020

The forward booking intent is calculated based on rate searches conducted on Hotel Brand websites.

The sample size constituted 40+ hotels in the three to five star and boutique luxury space. *May to July statistics were removed as in-bound travel to Sri Lanka is sanctioned to commence from August 2020.*



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