

# Air & Hotel- Emerging Trends for Nepal

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# Agenda

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Global Outlook
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- 3 Emerging Trends:**  
Planning Ahead

# Current Hospitality Overview: Global Outlook



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# The most trusted source of air, hotel and traveler data

**+44k**

Hotels to leverage demand and rate insights

**+35m**

Properties to see short-term rental trends

**100%**

of air & hotel bookings coming from **all three GDS'** (Amadeus, Sabre, Travelport).

**+900**

Airlines to benefit from schedule data

**6months**

Of forward-looking air traffic data

**+30b**

Rates per month from more than **550** sources

**12months**

Of forward-looking rate and demand data, updated **daily**

**+200m**

Searched pax per day for insight into worldwide travel demand

**12months**

Of forward-looking air schedules data

**HOSPITALITY MARKET DATA**

**TRAVELER TRENDS**

**AIR MARKET DATA**

# Top 10 Source Markets: Return Bookings into Nepal for 2024, actuals and forward-looking

	2024
1	Delhi, India
2	Kuala Lumpur, Malaysia
3	Doha, Qatar
4	Dubai, UAE
5	Sharjah, UAE
6	Dammam, SA
7	Bangkok, Thailand
8	Dhaka, Bangladesh
9	Chengdu, China
10	Kuwait City, Kuwait

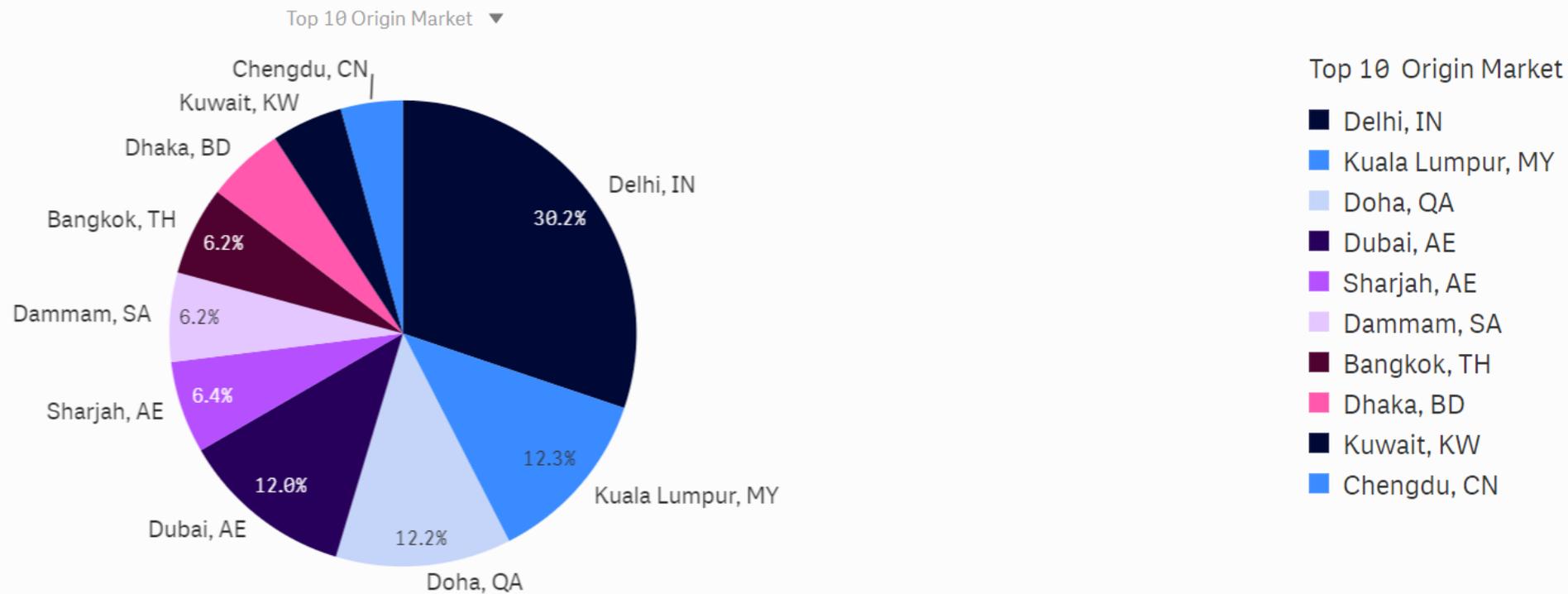
Are you targeting these markets already?

Guide your planning with flight data



# ALL 2024 Passenger Origin for Destination - Kathmandu, NP

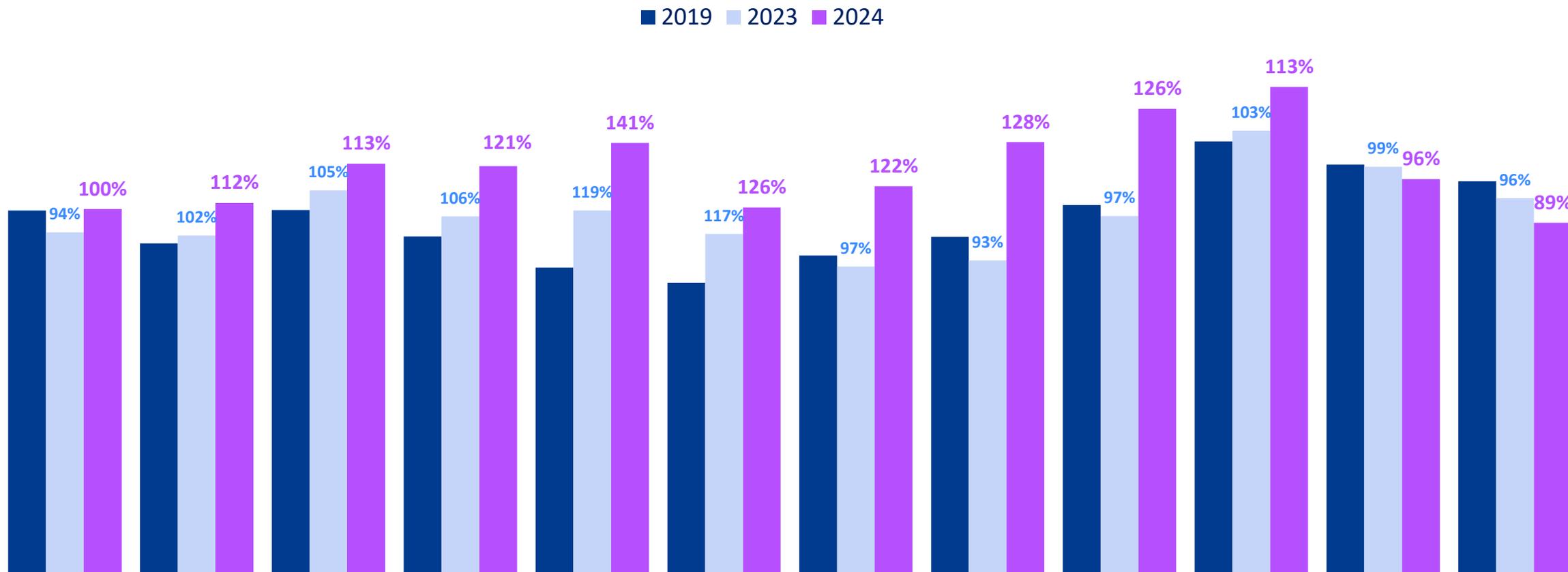
Where are the travelers coming from in the selected arrival location?



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# In which month are travelers choosing to visit Nepal?

Air Return Bookings into Nepal for 2024 and 2023, compared to 2019



Volumes and achievement for these future months will continue to grow in 2024

# Data Insights: What You Need to Know



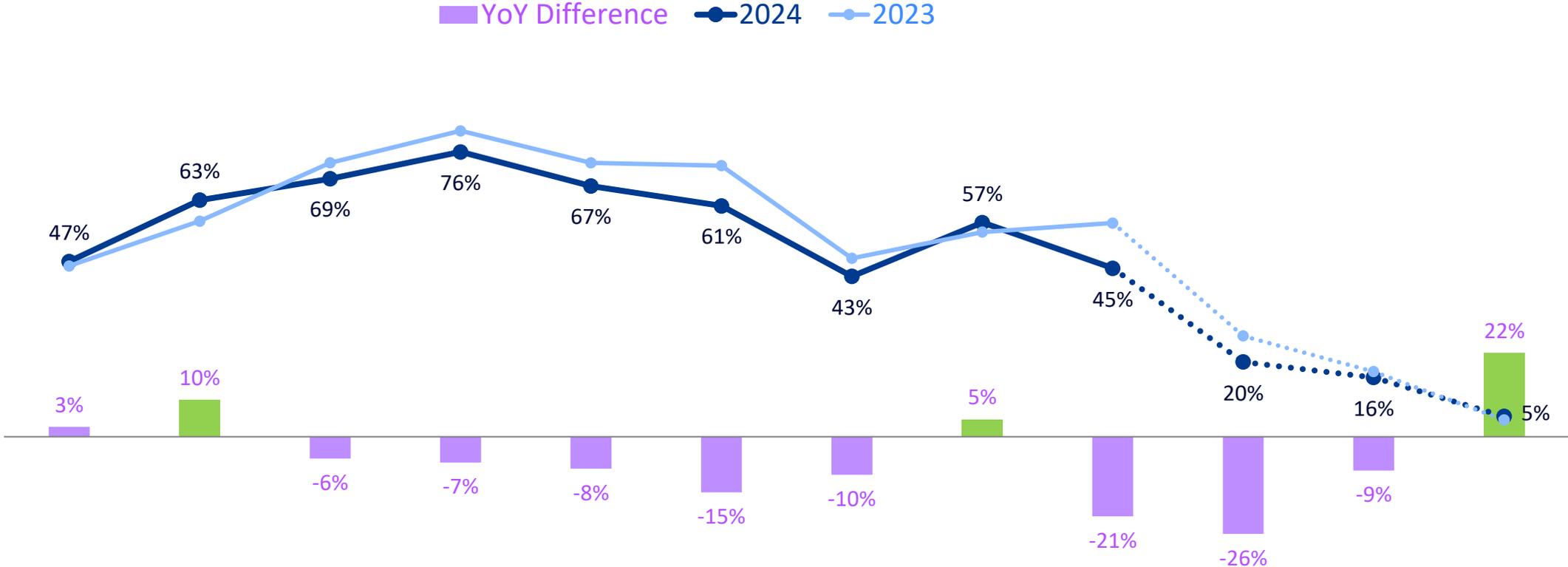
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# Air data: how does traveler intent data compare to actual bookings?

Target travelers who are searching for Nepal during the inspiration phase

Nepal		
	Searched	Booked
1	Delhi, IN	Delhi, IN
2	London, UK	Kuala Lumpur, MY
3	Dubai, UAE	Doha, QA
4	Kuala Lumpur, MY	Dubai, UAE
5	Sydney, AU	Sharjah, UAE
6	Tokyo, JP	Dammam, SA
7	US: Others	Bangkok, Th
8	Bangkok, Th	Dhaka, BD
9	IN: Others	Chengdu, CTU
10	Seoul, KO	Kuwait City

# Hotel Occupancy in Kathmandu Year on Year



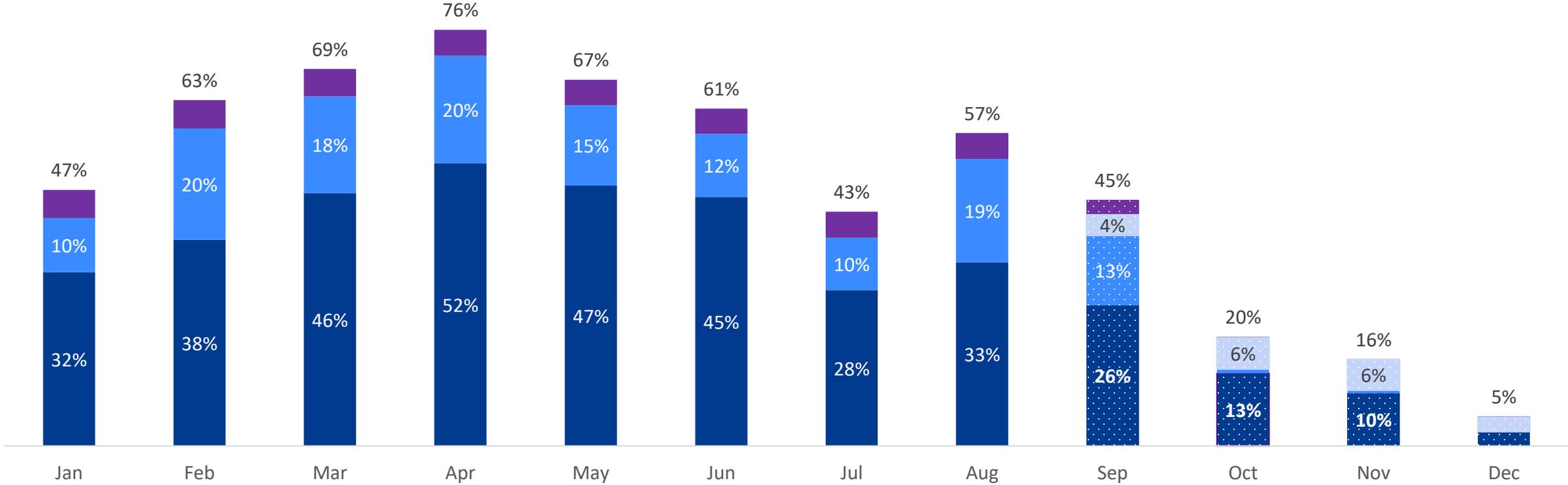
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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
YoY Difference	3%	10%	-6%	-7%	-8%	-15%	-10%	5%	-21%	-26%	-9%	22%
2024	47%	63%	69%	76%	67%	61%	43%	57%	45%	20%	16%	5%
2023	45%	57%	73%	81%	73%	72%	47%	54%	57%	27%	17%	4%

Source: Demand360+® data as of September 9, 2024

# Kathmandu segmentation in 2024

■ Transient ■ Group Sold ■ Unsold Block ■ Other



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Source: Demand360+® data as of September 9, 2024



# Accommodation Demand Explorer: Destination Trends

Analyze global demand patterns with the latest accommodation search trends on key destinations. Create customized analysis views using the various filters and date selector on the right. Accommodation demand is inclusive of the various types of hotels, vacation rentals, hostels, etc.

Period over Period (PoP) is dependent on the selected coverage window, Date Period selector. E.g. when the last X weeks, PoP is the percentage change of total demand volume vs. the X weeks prior. While, Year over Year (YoY) compares the demand of the selected period against the same period a Year Ago.

Date Period

Past 12 Weeks

## Query Demand Summary

### Daily Trend

Destination-based accommodation queries. Indexed to the highest value of the period.

Accom. Demand

3.00M

-19.5% PoP  
2.6% YoY

International

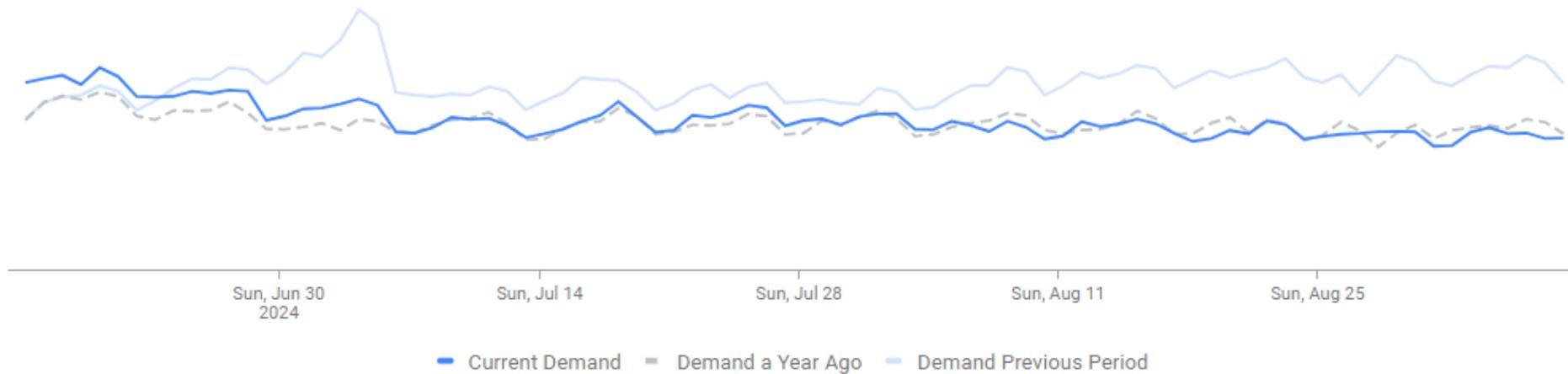
42%

-13.3% PoP  
2.3% YoY

Domestic

58%

-23.5% PoP  
2.9% YoY



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## Demand by Country-Country Directionality

Top 100 country-country directionalities (subject to applied filters).

User Country	Destination Country	Domestic / Int'l	Demand Vol.	YoY	PoP
[NP] Nepal	[NP] Nepal	Domestic	2.00M	3%	-23%
[IN] India	[NP] Nepal	International	600K	-5%	-26%
[US] United States	[NP] Nepal	International	200K	31%	15%
[GB] United Kingdom	[NP] Nepal	International	80.0K	-3%	-3%
[AU] Australia	[NP] Nepal	International	60.0K	2%	2%
[DE] Germany	[NP] Nepal	International	30.0K	-15%	-12%
[JP] Japan	[NP] Nepal	International	30.0K	23%	5%
[AE] United Arab Emirates	[NP] Nepal	International	30.0K	4%	-12%
[CA] Canada	[NP] Nepal	International	30.0K	-4%	-5%
[FR] France	[NP] Nepal	International	20.0K	-4%	-13%
[MY] Malaysia	[NP] Nepal	International	20.0K	22%	-6%
[BD] Bangladesh	[NP] Nepal	International	20.0K	-11%	-27%
[ES] Spain	[NP] Nepal	International	20.0K	-6%	9%
[IT] Italy	[NP] Nepal	International	20.0K	-19%	-3%
[SG] Singapore	[NP] Nepal	International	10.0K	11%	-17%

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# Flights Demand Explorer: Destination Trends

Analyze global demand patterns and latest demand trends on key destinations, with WoW, MoM and YoY changes.

Customizable insights with multiple data slicers and filters, including device type and geo subcontinents, countries, regions, and cities.

## Query Demand Summary

Demand distribution of generic air queries on Google.com over the last 84 days (12 weeks). Does not contain Google Flight Search (GFS) queries.

### 84-Day Trend

Indexed queries for the Last 84 Days.

Total Queries (R)

2.00M

7.6% YoY

International %

81.0%

9.7% queries YoY

Domestic %

19.0%

-0.8% queries YoY



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## Routes

### Queries by Country-Country Route

Top 100 Country-Country Routes (subject to applied filters).

Route			Last 84 Days		Last 28 Days			Last 7 Days		
Origin	Destination	Domestic / Int'l	Queries	YoY	Queries	MoM	YoY	Queries	WoW	YoY
India	Nepal	International	600K	8%	200K	-4%	-2%	50.0K	1%	-5%
Nepal	Nepal	Domestic	300K	-1%	90.0K	-16%	-18%	20.0K	4%	-16%
United Arab Emirates	Nepal	International	100K	23%	50.0K	1%	23%	10.0K	7%	20%
Australia	Nepal	International	100K	-5%	30.0K	0%	-6%	9.00K	3%	-6%
United States	Nepal	International	100K	22%	30.0K	-25%	2%	7.00K	2%	4%
Qatar	Nepal	International	70.0K	11%	20.0K	1%	2%	7.00K	18%	6%
United Kingdom	Nepal	International	60.0K	-2%	20.0K	-2%	-7%	5.00K	11%	-8%
Bangladesh	Nepal	International	40.0K	21%	20.0K	55%	14%	4.00K	8%	6%
Malaysia	Nepal	International	30.0K	26%	10.0K	-10%	23%	3.00K	16%	25%
Japan	Nepal	International	30.0K	14%	9.00K	-4%	7%	2.00K	-2%	4%
Saudi Arabia	Nepal	International	30.0K	12%	9.00K	21%	-1%	2.00K	6%	-2%
Kuwait	Nepal	International	20.0K	61%	7.00K	-7%	38%	2.00K	-3%	25%

### Queries by City-City Route

Top 2000 city-city routes (subject to applied filters).

Route			Last 84 Days		Last 28 Days			Last 7 Days		
Origin	Destination	Route ID	Queries	YoY	Queries	MoM	YoY	Queries	WoW	YoY
IN - New Delhi	NP - Kathmandu	DEL-KTM	200K	14%	70.0K	-1%	6%	20.0K	5%	6%
AE - Dubai	NP - Kathmandu	DXB-KTM	100K	24%	40.0K	0%	23%	10.0K	7%	20%
NP - Kathmandu	NP - Pokhara	KTM-PKR	80.0K	14%	20.0K	-18%	-8%	6.00K	4%	-9%
QA - Doha	NP - Kathmandu	DOH-KTM	70.0K	12%	20.0K	1%	3%	7.00K	18%	6%
IN - Mumbai	NP - Kathmandu	BOM-KTM	60.0K	4%	20.0K	0%	-3%	5.00K	-3%	-4%
AU - Sydney	NP - Kathmandu	SYD-KTM	50.0K	-10%	20.0K	0%	-10%	5.00K	4%	-9%
GB - London	NP - Kathmandu	LON-KTM	40.0K	-1%	10.0K	-1%	-6%	4.00K	15%	-9%
BD - Dhaka	NP - Kathmandu	DAC-KTM	40.0K	21%	20.0K	55%	14%	4.00K	7%	5%
IN - Bengaluru	NP - Kathmandu	BLR-KTM	40.0K	10%	10.0K	-4%	-3%	3.00K	2%	-11%
NP - Pokhara	NP - Kathmandu	PKR-KTM	40.0K	-11%	10.0K	-8%	-23%	2.00K	-5%	-24%
IN - Kolkata	NP - Kathmandu	CCU-KTM	30.0K	1%	10.0K	-11%	-13%	3.00K	0%	-5%
MY - Kuala Lumpur	NP - Kathmandu	KUL-KTM	30.0K	28%	9.00K	-4%	30%	2.00K	13%	27%
KW - Kuwait City	NP - Kathmandu	KWI-KTM	20.0K	61%	7.00K	-7%	38%	2.00K	-3%	25%

A person wearing a green textured sweater and sunglasses is on a boat, smiling broadly with their arms raised in the air. The background shows a blue body of water and a coastal town on a hillside.

# Emerging Trends: Planning Ahead

# Powering your strategies with data

Hoteliers rely on a thorough grasp of travel trends and traveler behaviors. This insight allows to better understand:

- **Guest Habits**
- **Anticipate Their Needs**
- **Enhance Their Overall Travel Experience**

Understanding these dynamics is crucial for staying aligned with the ever-changing travel landscape that significantly impacts the hotel industry.

Understanding the whole traveler's Journey:



# Travelling abroad to see a favourite artist is a key travel trend in 2024

Be up-to-date with big artist announcements and plan your campaign accordingly to capture demand.

Coldplay concert in Romania and Greece for 2024 →

Flight searches

Athens ↑62%      Romania ↑91%

Bookings July 2024

Bookings 2024

Athens ↑80%      Romania ↑436%

When Taylor Swift completes her 146 stadium shows, she generated < US\$1.4 billion in ticket sales →

Flight bookings

Australia ↑446%

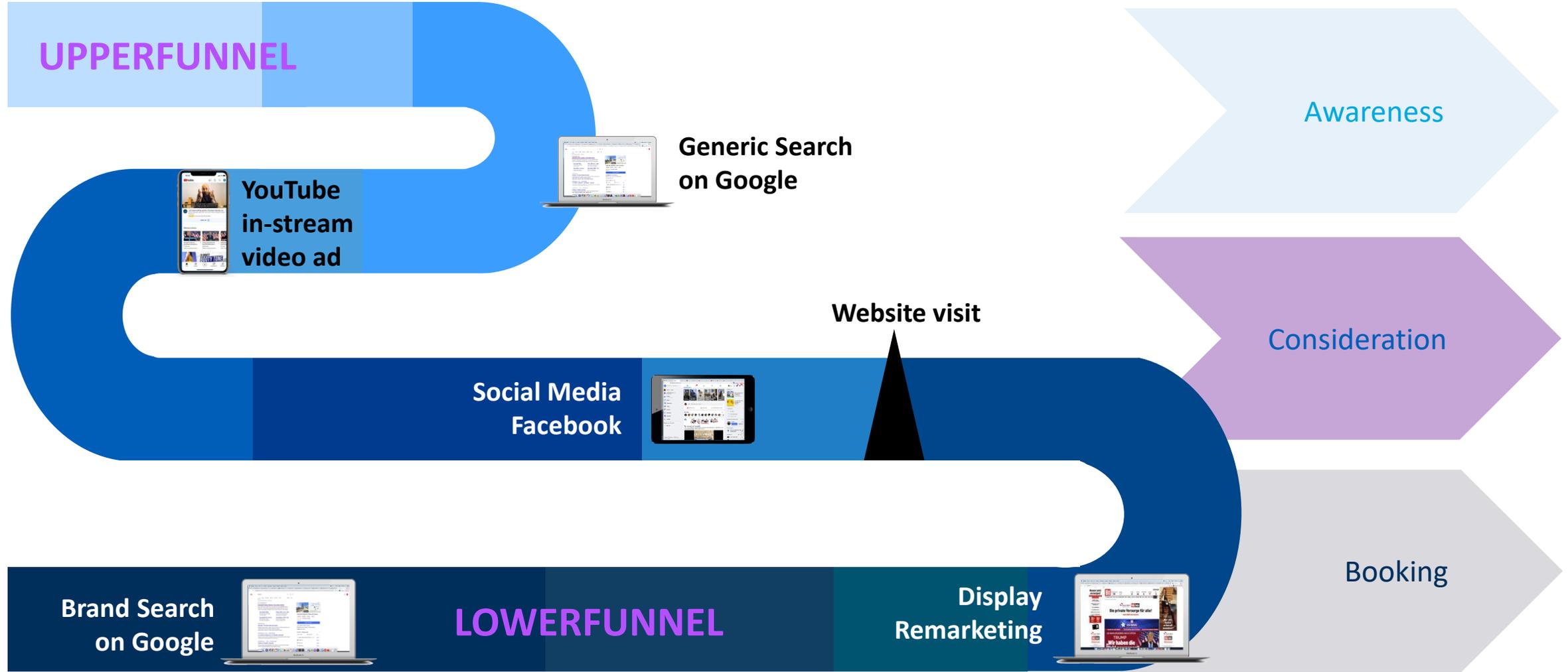
Flight searches

Singapore ↑25%      Japan ↑15%

What should we do?

# Ensure you are there at every stage of traveller journey

Or you will lose them somewhere



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# Operate like an industry leaders

What hotel should do to win travelers?



## Always-on Advertising to Influence

Show ads wherever guests are on Facebook/ Instagram & Bring them to your website to book directly



## High Engaging & Conversion websites

Rich content powered by strong technology helps to engage and navigate better.



## Fast/Intuitive Booking Engine

Convert shoppers into bookers with merchandising and sell more than just rooms.

**aMADEUS**  
It's how travel works.

Thank You !