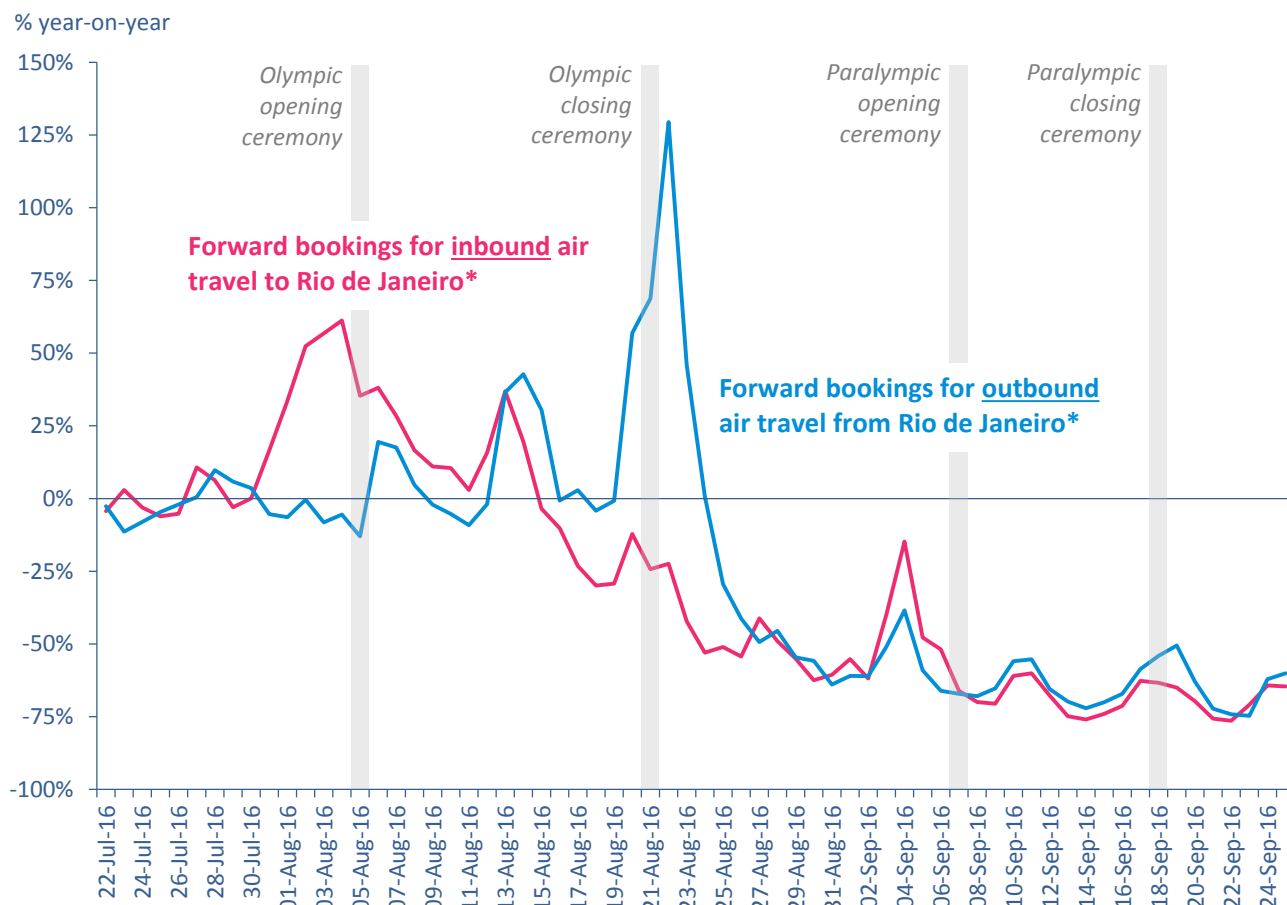




# IATA ECONOMICS' CHART OF THE WEEK

5 AUGUST 2016

## THE OLYMPIC GAMES AND AIR TRANSPORT – FASTER, HIGHER, STRONGER?



Source: IATA PaxIS

\* Into and out of Galeão International Airport and Santos Dumont Airport

- With the Opening Ceremony of the 2016 Olympic Games in Rio de Janeiro now just hours away, IATA data show a clear rise in inbound bookings over the past week or so. Indeed, forward bookings for passengers arriving into Rio by air on 4 August 2016 were more than 60% higher than in the same day in 2015. Forward bookings remain ahead of last year's levels throughout the first week, with a particular spike on 13 August, before falling away from 15 August.
- There is a modest increase in outbound traffic bookings from Rio just after the start of the Games – possibly relating to Rio residents taking advantage of the greater than usual number of available outbound seats. After this, there are two main peaks in outbound bookings; one halfway through the games, centred on 14 August, and another much more pronounced spike the day after the closing ceremony, when outbound bookings are nearly 130% higher year-on-year.
- Notwithstanding the weaker demand backdrop compared with a year ago, a similar, although less pronounced profile is evident around the timing of the Paralympic Games next month.
- All told, history suggests that the boost to air transport around a specific event such as the Olympic Games tends to be largely transitory. Nonetheless it provides a welcome impetus to the industry in Brazil against the backdrop of a particularly challenging operating environment currently.

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