

The busiest airports in the world

THE BUSIEST AIRPORTS IN THE WORLD



The data included in this document is accurate according to ForwardKeys' market research database as of 11th September 2023.

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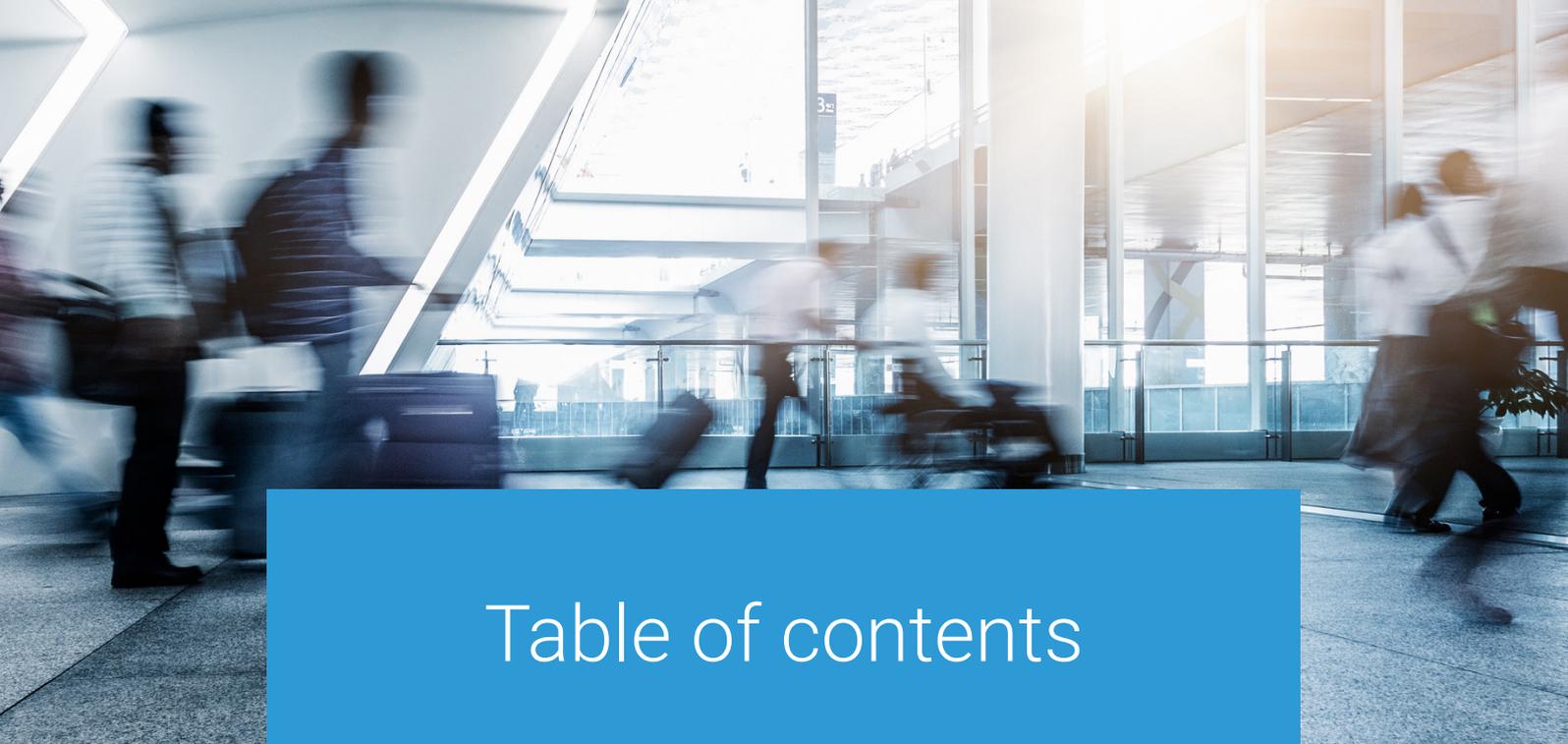


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Foreword

As the industry leader in comprehensive global air travel intelligence, ForwardKeys is pleased to present this analysis of global air traffic through 2023, focusing on key international airports. Although travel volumes worldwide have reactivated unevenly compared with pre-COVID-19 levels, the overall picture is optimistic and reveals a number of opportunities for airport retailers, duty-free operators, brands, and media agencies.

Changing preferences, shifting economic factors, and evolving consumer behaviours mean that access to accurate, timely, and granular data is mission critical. Identifying the airports, terminals, and passenger demographics to target for the greatest growth potential and ROI demands a forward-thinking approach to data.

Businesses that are able to democratize access to global air travel data across their organisation, rather than restricting its use to specialist business intelligence or data teams, will be better positioned to capitalise on these opportunities.

We hope this report clarifies some of the most impactful trends which will affect air-travel-dependent businesses through 2023 and beyond and demonstrates the power of travel intelligence in helping airport retailers, duty-free operators, brands, and media agencies address and navigate these developments.



Olivier Ponti
Vice President – Insights
ForwardKeys



TOP AIRPORTS BY OUTBOUND PASSENGER TRAFFIC

Middle East Leads Recovery of International Traffic

Analysis of historical data on international passenger departures by airport in January to July 2023 – combined with forecast data for August to December 2023 – reveals several notable trends when compared to the equivalent figures for 2019. Post-COVID-19, the extent to which outbound traffic has recovered at major global hubs varies considerably.

Dubai International (DXB) remains the leader in departing international passenger numbers, having fully recovered to 2019 levels. Its solid performance is attributable to excellent connectivity and its position as a global crossroads, benefitting from reactivated European, North American and Indian travel. Outbound seat capacity is set to improve further with the gradual recovery of Chinese long-haul travel.

London Heathrow (LHR) exhibits a similarly impressive recovery, with international passengers departing the airport surpassing 2019 levels by 2%. High demand for transatlantic travel between North America and Europe is an important contributing factor here, with specific growth in traffic on flights departing London Heathrow (LHR) for the United States.

Istanbul (IST) shows a substantial increase in outbound international traffic over 2019 at 37%, attributable in part to increased leisure travel interest in Turkey. Meanwhile Doha’s Hamad International (DOH) displays growth of 15%, an increase that reflects re-established connections within MENA which were negatively affected during the 2019 diplomatic crisis. Single-digit growth at New York’s John F. Kennedy International (JFK, 1%) and Dublin (DUB, 3%) reflects the recovery of US travel demand into Europe post-COVID-19 and the continued importance of Ireland as an entry/departure point for American travellers.

In Asia, regional traffic has yet to return to 2019 levels – although continued growth in outbound travel demand from China is expected to accelerate recovery. However, within this context, Incheon International in Seoul (ICN) and Singapore Changi (SIN) each show encouraging performance, with outbound international traffic at 77% and 85% of pre-COVID volumes respectively.

Top airports by international outbound traffic, 2023 vs 2019

Ranking 2023	Ranking position vs 2019	Airport	Outbound traffic, 2023 vs 2019	Share 2023
1	=0	Dubai Airport (DXB)	-1%	2%
2	=0	London Heathrow Airport (LHR)	2%	2%
3	+3	Charles de Gaulle Airport (CDG)	-10%	2%
4	0	Amsterdam Airport Schiphol (AMS)	-12%	2%
5	+2	Changi International Airport (SIN)	-15%	2%
6	+7	Istanbul Airport (IST)	37%	2%
7	-2	Incheon International Airport (ICN)	-23%	2%
8	=0	Frankfurt Airport (FRA)	-15%	2%
9	+6	Hamad International Airport (DOH)	15%	1%
10	+1	Adolfo Suarez Madrid-Barajas Airport (MAD)	-7%	1%
11	-8	Hong Kong International Airport (HKG)	-46%	1%
12	-3	Suvarnabhumi Airport (BKK)	-29%	1%
13	+1	London Gatwick Airport (LGW)	-10%	1%
14	-4	Taiwan Taoyuan International Airport (TPE)	-28%	1%
15	+5	John F. Kennedy International Airport (JFK)	1%	1%
16	=0	Barcelona-El Prat Airport (BCN)	-9%	1%
17	+4	Dublin Airport (DUB)	3%	1%
18	-6	Kuala Lumpur International Airport (KUL)	-27%	1%
19	+3	Leonardo da Vinci-Fiumicino Airport (FCO)	-3%	1%
20	-3	Franz Josef Strauss Airport (MUC)	-15%	1%

Legend

- Europe
- Americas
- Asia Pacific
- Africa & Middle East

Source: ForwardKeys Traveller Statistics

CHANGES IN RANKINGS (2023 VS 2019)

Growing Traffic in MENA and Europe Drives Reactivation

The top 50 ranking of airports by outbound international passenger traffic differs substantially from that of 2019, with significant movement among European and MENA airports in particular.

In Europe, substantial ranking gains for Istanbul’s Sabiha Gokcen (SAW) and Antalya (AYT) reflect increased “sun and beach” travel demand to Turkey as holidaymakers seek better value for money. Berlin Brandenburg (BER) enters the top 50 airports by international departures for the first time, having replaced the city’s Schönefeld and Tegel airports which closed in late 2020.

Paris Orly (ORY) climbs 13 places in the rankings compared with 2019, partly due to additional capacity added by the inauguration of the new Terminal 3 in April 2019. Málaga–Costa del Sol (AGP) also enters the top 50, with international outbound seat capacity boosted by the opening of EasyJet’s new seasonal base at the airport in 2021.

In MENA, Cairo International (CAI), and Jeddah (JED) show significant ranking gains of 26 and 16 places respectively, emphasising the growing importance of the region for business travel and long-haul transit, along with continued promotion of tourism by Gulf Cooperation Council (GCC) states looking to diversify their economies.

Airports by international outbound traffic: top climbers in 2023 ranking vs 2019

Difference in ranking position 2023 vs 2019	Ranking 2023	Airport names	Share 2023
N/A	42	Berlin Brandenburg Airport (BER)	1%
+31	43	Sabiha Gokcen International Airport (SAW)	1%
+26	34	Cairo International Airport (CAI)	1%
+25	39	Cancun Internationaal Airport (CUN)	1%
+20	33	Antalya Airport (AYT)	1%
+16	21	King Abdulaziz International Airport (JED)	1%
+13	29	Paris Orly Airport (ORY)	1%
+13	49	Tocumen International Airport (PTY)	1%
+11	48	Malaga Airport (AGP)	1%
+9	27	Ben Gurion International Airport (TLV)	1%

Legend



Source: ForwardKeys Traveller Statistics

SOLUTIONS FOR TRAVEL RETAIL

ForwardKeys supports companies in the travel industry with their strategic decision-making by providing them with near-real-time insight on travel trends.



Traveller Statistics

Discover key commercial insights

Our leading BI solution enables travel retailers to analyse business-critical passenger traffic trends in global aviation. Access key profiling metrics for 99% of the world’s airports online.



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A fully-featured real-time BI application with a focus on datasets –allowing you to navigate our data and extract any piece of information contained within.



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Stay ahead of industry trends and boost ROI – with no-code access to the most comprehensive, granular and up-to-date global travel data in the industry.

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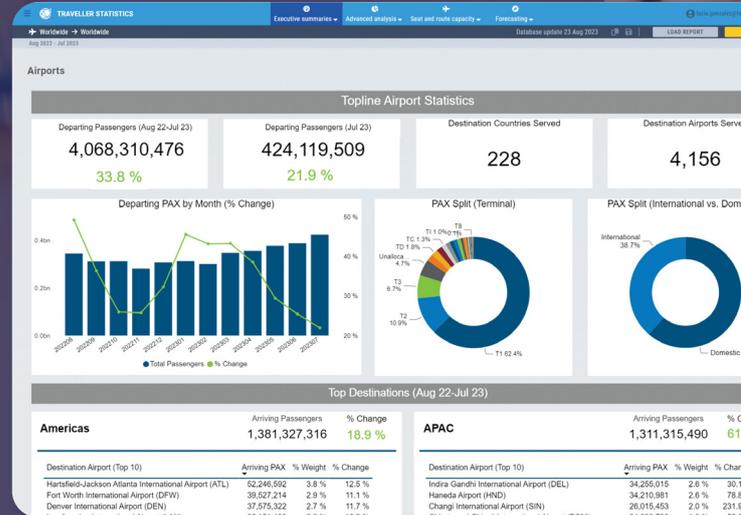


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Discover key commercial insights

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Executive summaries

Key passenger and nationality metrics in simple one-page summaries.

- > Airports
- > Nationalities



Forecasting

Passenger forecasts for all major global airports.

- > Daily forecasting: 3 months ahead
- > Monthly forecasting: 12 months ahead
- > Annual forecasting: 10 years ahead



Advanced analysis

Data on global airports showing historical and scheduled passenger statistics, with insight into departing passengers by day and hour.

- > Passenger analysis
- > Daily and hourly analysis
- > Comparison report



Seat and route capacity

Scheduled seat capacity data for global airports down to terminal level.

- > Departures
- > Destinations
- > Airlines

ANATOMY OF AN AIRPORT

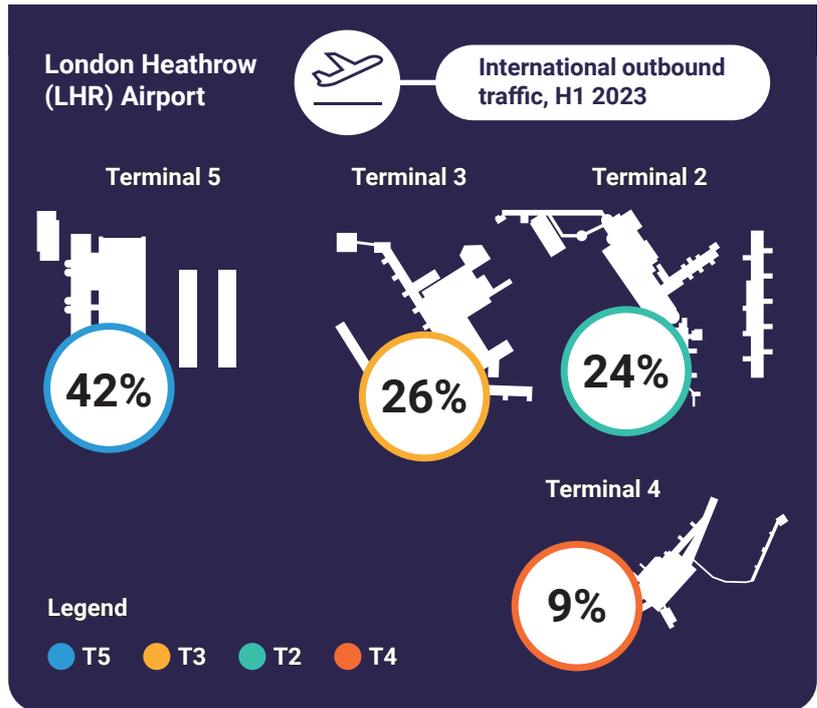
Anatomy of an Airport: Targeting Passengers at the Terminal Level

For travel retailers, brands, and media agencies, being able to access accurate data on total departing passengers or outbound seat capacity from a given airport offers actionable insights that can inform high-level marketing and operational strategy.

However, to effectively segment and target prospective customers there is a clear need to understand passenger profiles and behaviour in greater detail – looking beyond airport-level analysis to reveal differences in the origin, makeup and purpose of passenger traffic on a terminal-by-terminal basis.

ForwardKeys’ Traveller Statistics solution provides the granular insights necessary to achieve this, updated every seven days. The infographics provided show an example of the data in action, in this case a terminal-level analysis of London Heathrow (LHR) showing key indicators relating to the split of traffic by terminal, the proportion

Which are the busiest terminals?



Which travellers are at the terminals?



of departing passengers engaged in business travel, the percentage of transit versus originating traffic, passenger nationality, and per-terminal footfall by time of day.

For airport retail, brands and media agencies, the ability to easily access data with this level of granularity and recency is invaluable. Applications include better targeting of both web and OOH marketing campaigns, accurate forecasting of footfall and demand to optimise staffing, inventory and product positioning, and predictive modelling of the impact of key consumer events such as Lunar New Year and Golden Week.

When to target travellers?



NATIONALITIES OVERVIEW

The Nationalities Leading on International Travel Recovery



By **Juan A. Gómez**, Head of Market Intelligence at ForwardKeys

ForwardKeys' Nationality data, which segments international departures according to the country in which the trip originated, offers interesting insights into the pace of international travel recovery.

The US is performing well, with a resilient appetite for outbound international travel which continues to display growth – up 3% since 2019. This reflects the relatively stable economic situation in the country and strong purchasing power of the US dollar. Post-COVID, important destinations for US travellers include the Caribbean, Europe and Asian destinations including India and Japan.

Canada has been slower than its neighbour to reactivate international travel, with outbound departure volume still sitting at 16% below 2019 levels. In South America the picture is similar for Brazil – while domestic travel demand is strong, international departures remain 17% lower than they were pre-COVID-19 despite the complete lifting of restrictions.



The US is performing well, with a resilient appetite for outbound international travel which continues to display growth – up 3% since 2019.



Uncertainty in European markets, attributable to their continued exposure to the economic effects of the conflict in Ukraine, is impacting travellers to varying extents. While international departures of EU nationals have almost recovered to pre-COVID-19 levels, reactivation differs significantly between countries of origin.

Spanish and Italian travel has recovered to 2019 levels, with 4-year growth of 2% and -1% respectively. The recovery of French outbound international travel is nearing completion at -5%, close to the EU-wide average of -7%, while elsewhere in Europe, the pace is slower, as outbound departures of Dutch and German travellers are yet to reach pre-COVID numbers, in each case down by 15%.

In the UK, industrial action at airports through H1 2023 as well as a precarious economic situation means that international departures of British passengers remain 11% below their 2019 levels. However, in context, this performance is encouraging, suggesting that despite tightening purse strings, British travellers continue to

International outbound traffic by nationality, 2023 vs 2019

Nationality	Share 2023	Var vs 2019
Europe	47%	-9%
EU27	31%	-7%
United Kingdom	7%	-11%
Asia Pacific	22%	-33%
India	2%	-14%
South Korea	2%	-35%
Japan	2%	-39%
Americas	19%	-1%
US	10%	3%
Canada	2%	-16%
Brazil	1%	-17%
Africa and Middle East	12%	5%
GCC	6%	14%

Source: ForwardKeys Traveller Statistics

prioritise travel spending. Consumer price sensitivity is however driving a shift in preference away from Southern European favourites towards less expensive destinations such as Turkey and Morocco.

The pace of recovery in the top Asian markets is even more unbalanced. India's recovery to 2019 passenger volumes is close to complete, partly due to the country's large international diaspora driving VFR travel demand among Indian travellers. Meanwhile, South Korean and Japanese international travel sits at around two thirds of pre-COVID-19 levels, reflective of the slower pace of recovery characteristic of Asia Pacific markets.

Key factors for reactivation in Asia include industry preparedness and consumer confidence, with Asia Pacific nationalities particularly affected by changing consumer habits developed over a long period of highly restricted travel, with a switch in focus towards domestic travel and non-travel leisure activities. With the full reopening of international travel still a relatively recent event in many countries in the region, it remains to be seen how permanent these behavioural changes may prove to be.

CHINA OUTBOUND

The New Chinese Traveller: Changes in Consumer Preference



By **Nancy Dai**, Insights Expert at ForwardKeys

The much-anticipated lifting of China's travel restrictions which took place early in 2023 happened relatively fast – however, the expected recovery is proving slower, due to a combination of operational and social factors.

Short notice of the reopening meant that travel operators, airlines and airports had little time to prepare, causing supply and capacity issues. With the announcement made shortly before the Chinese New Year holiday period, this represented a significant missed opportunity from a commercial perspective.



Chinese travellers show an increased desire for flexibility in post-COVID travel, preferring smaller group sizes and more personalised itineraries.

At the passenger level, bottlenecks in passport and visa applications initially prevented many travellers from travelling abroad, although the situation has improved through H1 2023. Destinations on the approved group tour list, as well as those prepared to waive or simplify visa and COVID testing requirements for inbound Chinese travellers, had a competitive advantage as a result. High ticket pricing post-recovery due to supply issues meant

that the first segments to recover were business and VFR travel, with leisure travel lagging behind.

In the leisure segment, short-haul destinations traditionally popular with Chinese travellers such as Macao, Hong Kong, and Singapore recovered more quickly than those further afield. To rebalance this, there is a need to rebuild consumer confidence after a long period of disruption to travel norms, which saw significant development in the domestic tourism sector to meet pent-up demand.

However, attitudes and behaviours may have changed. Chinese travellers show an increased desire for flexibility in post-COVID travel, preferring smaller group sizes and more personalised itineraries that incorporate upscale dining, shopping, and accommodation options. This is reflected in the reduced market share for travel group sizes of 10 or more travellers – down 16 percentage points in H1 2023. Younger demographics in particular are turning to online travel agencies and social platforms such as Douyin and Xiaohongshu for travel advice in place of traditional agencies.

With destinations such as Japan, South Korea, the United States, and Australia added to the approved group travel list in August 2023, and the upcoming Golden Week holiday in October, the outlook is optimistic for Chinese outbound international travel – even if it remains to be seen exactly what shape it will take.

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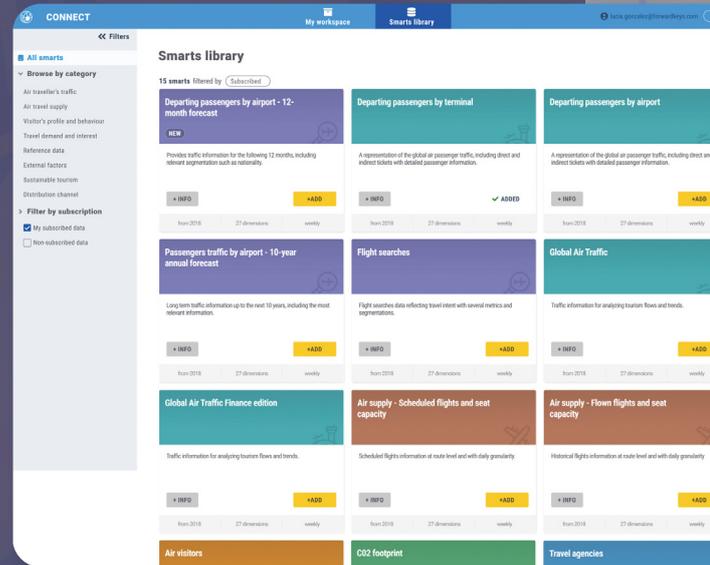


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Insight into consolidated global total traffic flows by airport and terminal, short and long term forecast as well as real tickets issued with comprehensive passenger segmentations.

- > Global Air Traffic
- > Departing Passengers by Terminal
- > Air Travellers



Travel Intent

Insight into travel intent based on the destinations would-be travellers are searching for, as well as details on unserved routes as reflected by popular searches from areas that lack connectivity with the desired destination.

- > Flight Searches
- > Air Travellers



Air Supply

Information on current and scheduled flight and seat capacity, to understand total seats offer on the market.

- > Flown Flights and Seat Capacity
- > Scheduled flights and seat capacity



Forecasting

Understanding the impact of future travellers with long- and short-term forecasting information.

- > Departing Passengers by Airport – 12-month forecast
- > Passengers Annual Traffic by Airport – 10-year forecast

FORECAST

Changing Expectations: Key Travel Trends En Route to 2030



By Luis Millan, Head of Research at ForwardKeys

While, in the short term, recovery is lagging in Europe and Asia Pacific, the broader outlook for air travel is positive. ForwardKeys' data shows that full international traffic recovery is expected by 2024, and global international passenger traffic will show a compound annual growth rate (CAGR) of 6.3% from 2023 to 2030. Over that period, the fastest growth is expected in APAC, with a forecast CAGR of 9.7%.



The outlook for air travel is positive. Full international traffic recovery is expected by 2024, with the fastest growth expected in APAC.

However, this optimistic outlook should be tempered with a note of caution. There are a number of emerging trends which may impact travel patterns and demand over the coming decade.

Economic slowdown is anticipated in advanced economies like the US and the UK, which are significant travel markets. China also faces economic deceleration but could sustain travel through the "revenge travel" trend – satisfying pent-up demand. In contrast, India shows promise with expected economic acceleration, reflected in recent purchase agreements for 470 new Airbus and Boeing aircraft at Air India and 500 new Airbus planes at IndiGo.

Rising fuel prices and new carbon taxes are likely to push up airfares, particularly in Europe and other advanced economies – potentially discouraging air travel in the short term as consumers become more cost-sensitive due to ongoing economic pressures. However, Asia, beyond just China, shows a stronger long-term outlook for disposable income growth, and the continued rise of low-cost carriers will accelerate demand from the region.

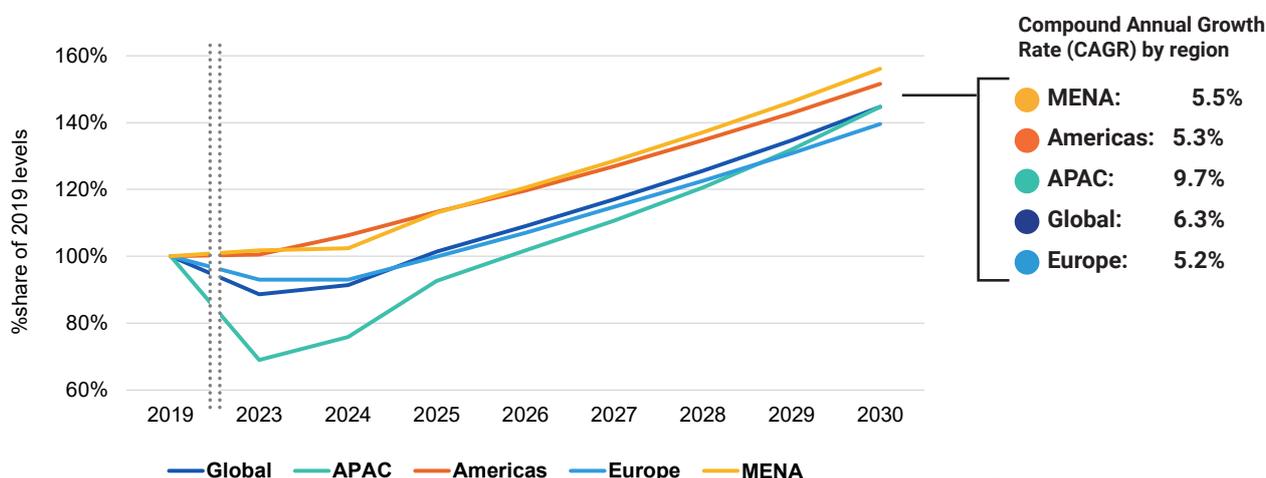
Sustainability continues to be a high priority, driving long-term changes in travel behaviour. Younger consumers are more environmentally conscious, leading to the increased popularity of "proximity travel" and alternative transport options such as train travel, especially in Europe. In Asia, uncertainty remains about how emissions regulations will evolve country by country.

The ongoing Ukraine conflict continues to affect global air travel, with no end in sight. Airports in Southeast Europe and the Middle East are seeing increased traffic due to diversions from closed Russian airspace, but in turn, this impacts European connectivity on certain routes.

Looking to 2030, the global picture of air travel can be expected to differ significantly from today's, with shifting centres of economic power, changing attitudes to air travel and evolving consumer behaviour.

In this context, reliable travel intelligence is an increasingly critical asset in terms of operational agility. In a rapidly changing world, understanding new market dynamics at a macro level while using granular data to optimise local operations in response has never been more valuable.

Forecasted international outbound traffic by region, 2023 to 2030



Source: ForwardKeys Traveller Statistics

Methodology

The analysis in this report is based on ForwardKeys' Total Air Market data as of September 11, 2023. As the most comprehensive dataset of its kind in the industry, ForwardKeys Total Air Market provides an estimate of total passenger traffic to a location. The dataset covers statistics from low-cost airlines as well as legacy carriers, with unrivalled detail on traveller profiles, journey types and more. This data combines Direct and Indirect Ticketing Data provided by IATA (including exclusive access to Direct Ticketing from the carrier members of the IATA DDS program) with other key travel intelligence, such as Seat Capacity data. This data is validated against other industry data sources, such as airline load factors, as well as airport and airline-published passenger data.

Reporting period

Full year, 2023. The report is based on historical data for January to July), combined with a forecast for August to December), benchmarked against 2019 results.

Forecasts

For monthly forecasts, ForwardKeys' Total Air Market algorithm uses information including the latest ticketing data, scheduled capacity, and pre-pandemic passenger traffic data for each route in combination with weighted load factors and nationality shares to compute future daily traffic over the next 90 days and monthly traffic over the next 12 months. For long-term forecasting over the next 10 years, the data model is enriched with expert opinions as well as macroeconomic and industry indicators.

Glossary

- **Nationality:** Point of origin of the flight itinerary.
- **Departures:** Number of airline passengers departing from the destination within a specific time frame
- **Domestic / International:** Labelled based on whether flight origin and destination airport are in the same country (domestic) or not (international).

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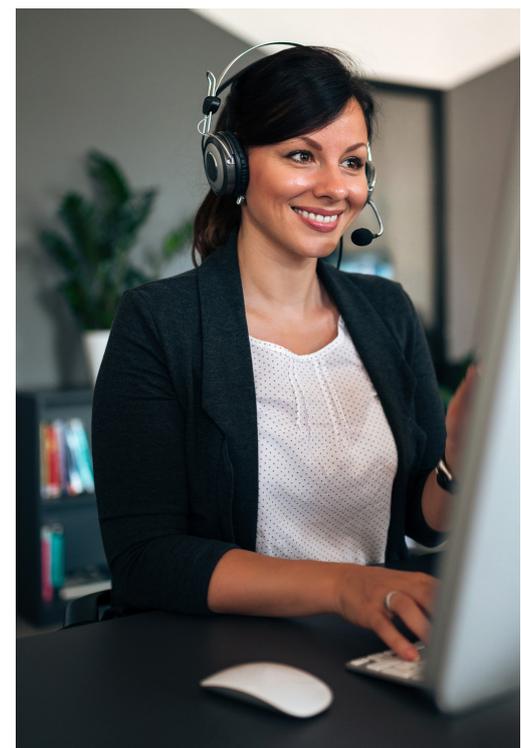
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About ForwardKeys

ForwardKeys is a travel intelligence specialist – founded on the simple idea that businesses dependent on international travel, such as travel retailers, brands, and media agencies can make better strategic decisions if they know who is travelling where, when, and for how long – down to the terminal level.

The ForwardKeys data ecosystem provides exclusive insights into air travel through a variety of data partners and industry entities covering direct airline tickets and TA bookings, flight searches, seat capacity, events, air traffic statistics and more.

This data is processed and enriched using a combination of expert review and manipulation, algorithmic processing and AI tools to produce discrete data products which offer unparalleled insight into the profile, behaviour and impact of past, present and future travellers.

It's not only ForwardKeys clients who benefit from this level of insight, as several of the company's top minds frequently share their expertise with global audiences at industry events – describing how data is transforming the market and advising industry players on extracting the most value from this data.



Leading provider

Offering unparalleled insights into the Global Air Market to over 200 clients worldwide, since 2010.



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A comprehensive picture of market trends, traveller behaviour and future performance – updated weekly.



Unrivalled coverage

Air visitors, fleet capacity, searches, bookings, ticketing, passenger profiling, performance metrics, sustainability and more.



Actionable insights

To optimise commercial strategy, enhance operational agility and engage with audiences.



Data appendix

Ranking 2023	Ranking position vs 2019	Airport	Outbound traffic, 2023 vs 2019	Share 2023
1	=0	Dubai Airport (DXB)	-1%	2%
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20	-3	Franz Josef Strauss Airport (MUC)	-15%	1%

Legend

■	Europe
■	Americas
■	Asia Pacific
■	Africa & Middle East

Source: ForwardKeys Traveller Statistics

Ranking 2023	Ranking position vs 2019	Airport	Outbound traffic, 2023 vs 2019	Share 2023
21	16	King Abdulaziz International Airport (JED)	26%	1%
22	5	Lisbon Portela Airport (LIS)	8%	1%
23	0	Vienna International Airport (VIE)	-6%	1%
24	1	Zurich Airport (ZRH)	-5%	1%
25	-1	Pearson International Airport (YYZ)	-11%	1%
26	3	Stansted Airport (STN)	-1%	1%
27	9	Ben Gurion International Airport (TLV)	8%	1%
28	3	Manchester Airport (MAN)	-5%	1%
29	13	Paris Orly Airport (ORY)	17%	1%
30	-4	Copenhagen Airport (CPH)	-12%	1%
31	7	Miami International Airport (MIA)	2%	1%
32	-14	Narita International Airport (NRT)	-33%	1%
33	20	Antalya Airport (AYT)	35%	1%
34	26	Cairo International Airport (CAI)	38%	1%
35	-2	Los Angeles International Airport (LAX)	-15%	1%
36	-4	Brussels Airport (BRU)	-17%	1%
37	4	Abu Dhabi International Airport (AUH)	-1%	1%
38	1	Milano Malpensa Airport (MXP)	-9%	1%
39	25	Cancun International Airport (CUN)	32%	1%
40	0	Palma de Mallorca Airport (PMI)	-7%	1%
41	-7	Ninoy Aquino International Airport (MNL)	-18%	1%
42	N/A	Berlin Brandenburg Airport (BER)	N/A	1%
43	31	Sabiha Gokcen International Airport (SAW)	43%	1%
44	7	Eleftherios Venizelos International Airport (ATH)	10%	1%
45	2	Indira Gandhi International Airport (DEL)	0%	1%
46	2	Haneda Airport (HND)	-1%	1%
47	-4	Stockholm Arlanda Airport (ARN)	-11%	1%
48	11	Malaga Airport (AGP)	8%	1%
49	13	Tocumen International Airport (PTY)	6%	1%
50	5	Geneve Airport (GVA)	-4%	0%

Legend

■	Europe
■	Americas
■	Asia Pacific
■	Africa & Middle East

Source: ForwardKeys Traveller Statistics



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