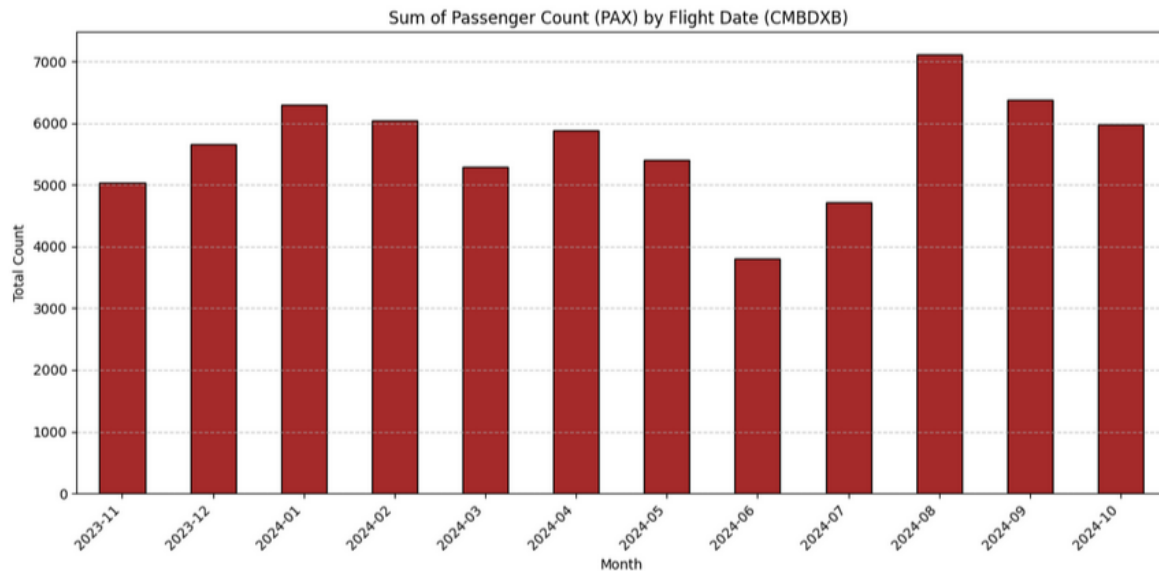


## Sales Performance Analysis (CMB-DXB & DXB-CMB)

This analysis is based on air ticket sales from 01-Nov-2023 to 31-Oct-2024.

### **CMBDXB**

#### **Demand Analysis of the flight**



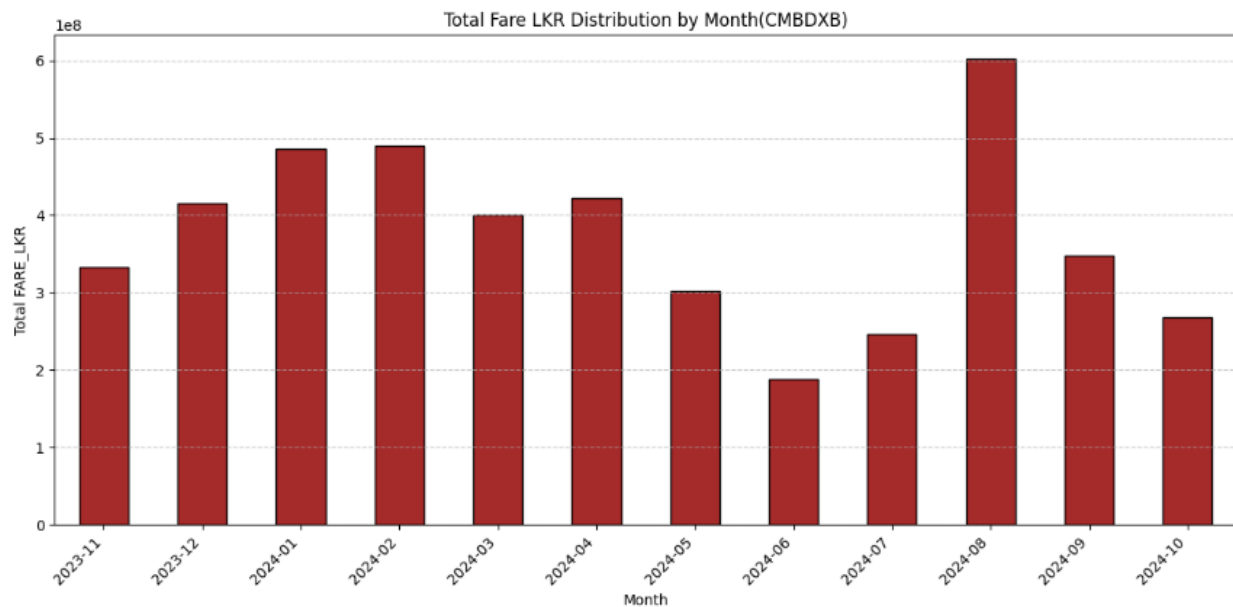
**High demand months:** January 2024, August 2024 and September 2024

- January 2024:
  - Holiday season continuation – Many travelers return to Dubai after the holiday season in Dubai.
  - New Year celebrations – Dubai is a popular destination for New Year events.
  - Winter Tourism – January is part of Dubai’s cooler winter months; it is peak time for tourism.
- August 2024:
  - End of Summer Holidays- Expatriates, particularly families and workers, return to Dubai from summer vacations spent in Sri Lanka
  - Expatriate movements – Workers and families often return to Dubai after extended holidays in Colombo.
- September 2024
  - Summer return post holidays – Work resumes after the summer break.

**Low demand months:** June 2024 and July 2024

- June 2024
  - Start of summer heat in Dubai – June is the onset of extreme heat in Dubai
  - Expatriate exodus – many families leave Dubai for summer vacancies in June
- July 2024
  - Summer off-peak period – Demand for travel to Dubai remains low during the hot summer months.

## Fare Analysis of the flight



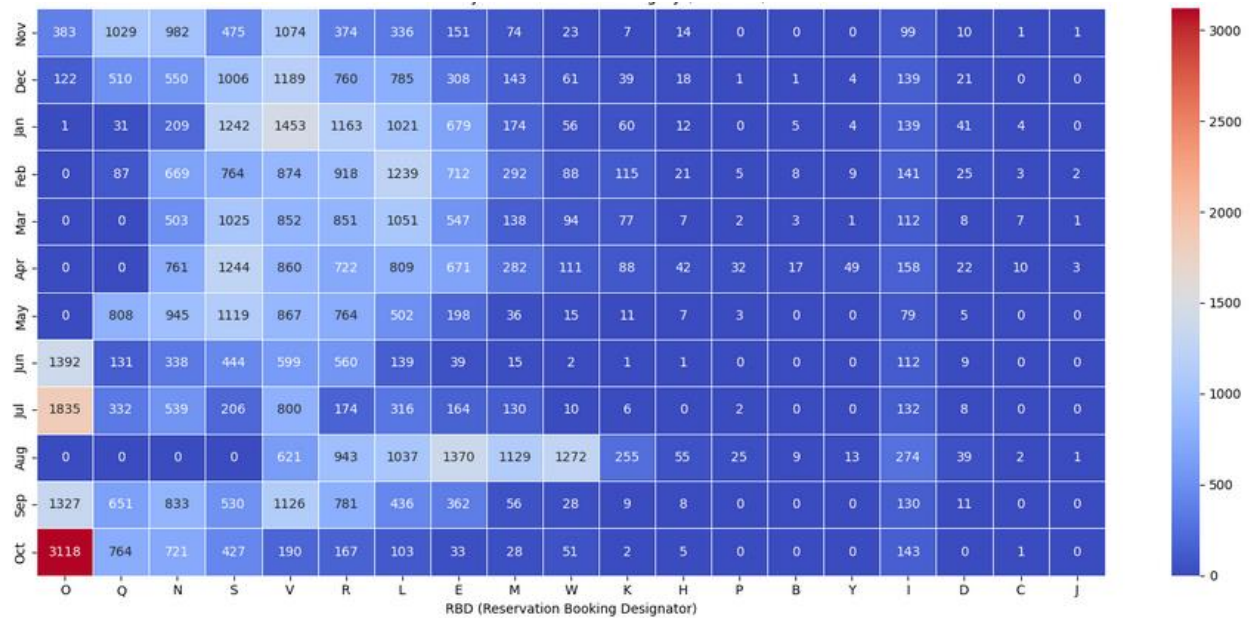
In above Colombo to Dubai, August is the one of the highest demand months. Also, here the fare in that month is high.

As in the ticket demand month of June has the lowest ticket sales demand. And also, here that month has the lowest fare amount.

Summary,

- **August:** High demand due to summer vacations, expatriate travel, and post-Hajj movements, leading to higher fares.
- **June:** Lower demand as it's outside peak travel seasons and may coincide with Ramadan, resulting in fewer travelers and lower fares.

Airlines use dynamic pricing to capitalize on these trends, charging more during peak periods and offering discounts during off-peak months.



- In **August**, the highest fare and passenger count are observed. The PAX count fluctuates significantly across the **V**, **R**, **L**, **E**, **M**, and **W** RBD categories.
- In **October**, although the total fare is relatively low, the month sees a higher average PAX count. This low total fare is mainly due to a significant portion of passengers purchasing tickets under the ‘**O**’ RBD category, which tends to have lower fares compared to other RBDs.
- In **June**, both the total fare and PAX count are low. This is primarily because most passengers in June also purchase tickets under the ‘**O**’ RBD category.

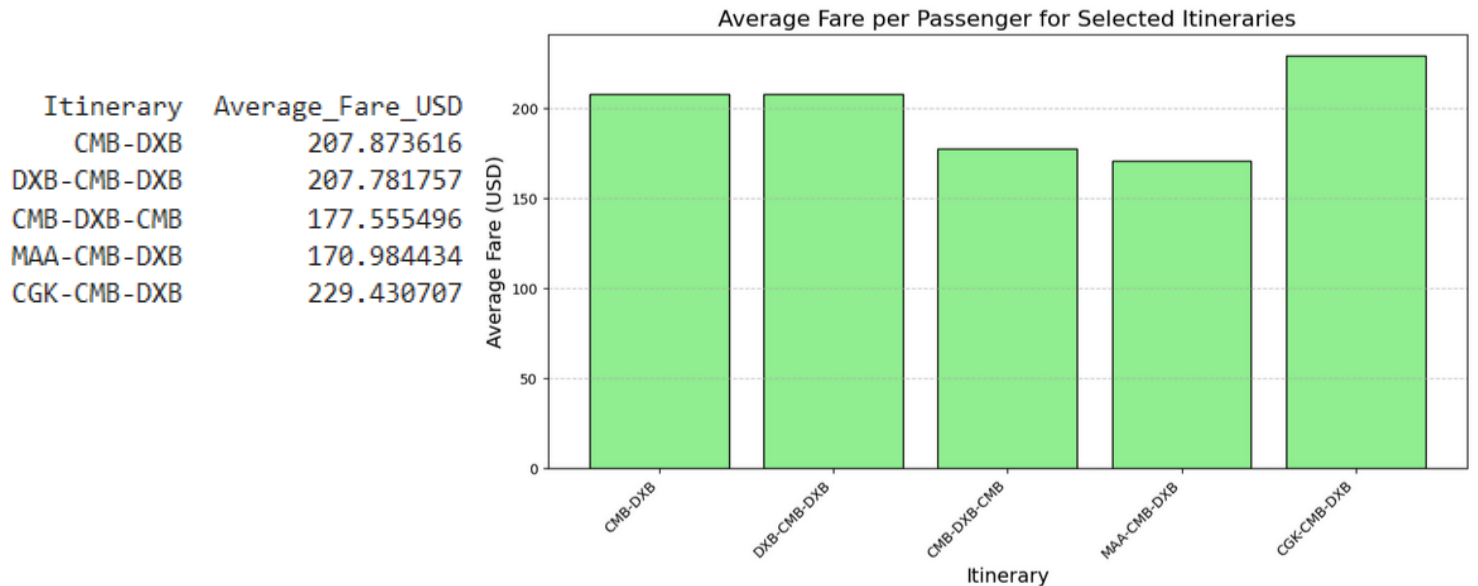
### High demanded routes fare analysis

ITINERARY	PAX	FAREUSD_WITH_YQYR	AVG_FARE_PER_PAX
CMB-DXB	17733	3686222.83	207.873616
DXB-CMB-DXB	13201	2742926.98	207.781757
CMB-DXB-CMB	5879	1043848.76	177.555496
MAA-CMB-DXB	3252	556041.38	170.984434
CGK-CMB-DXB	3238	742896.63	229.430707
KTM-CMB-DXB	2257	379778.06	168.266752
IXM-CMB-DXB	1973	362636.77	183.799681
TRZ-CMB-DXB	1812	305149.95	168.405050
COK-CMB-DXB	1644	271931.49	165.408449
CMB-DXB-YYZ	1114	443153.85	397.804174
KUL-CMB-DXB	996	171499.79	172.188544
ZRH-DXB-CMB-DXB-ZRH	994	382890.02	385.201227
TRV-CMB-DXB	876	146074.72	166.751963
DXB-CMB-CGK-CMB-DXB	838	135563.42	161.770191
KUL-CMB-DXB-CMB-KUL	646	120151.11	185.992430
DXB-CMB-KUL-CMB-DXB	628	116621.83	185.703551
CMB-DXB-YYZ-LHR-CMB	496	134876.98	271.929395
DXB-CMB-BKK-CMB-DXB	448	104943.95	234.249888
NRT-CMB-DXB-CMB-NRT	331	41657.93	125.854773
BKK-CMB-DXB	324	82147.10	253.540432

This focuses on the **most demanded routes** and their corresponding **average fare in USD**

The routes with the highest **demand** were identified using the pax count in each route.

- The direct Colombo to Dubai flight has the highest demand due to its convenience and direct route, which typically attracts more passengers. This route is popular for both business and leisure travelers, offering a straightforward, non-stop connection between the two cities.
- The second most demanded route is the Colombo to Dubai flight with a return journey (DXB-CMB-DXB), as it offers flexibility for travelers who prefer round-trip options.
- After that the most demanded routes are the CMB-DXB-CMB, MAA-CMB-DXB, CGK-CMB-DXB.
- The CMB-DXB-CMB route is popular due to its round-trip convenience, catering to passengers traveling between Colombo and Dubai with a return leg.
- The MAA-CMB-DXB route sees significant demand, likely due to the high volume of travelers between Chennai (MAA) and Colombo, followed by a connection to Dubai, serving both business and cultural exchanges.
- Similarly, the CGK-CMB-DXB route attracts passengers traveling from Jakarta (CGK) to Colombo and onward to Dubai, driven by the growing demand for travel between Indonesia, Sri Lanka, and the United Arab Emirates.



### **CMB-DXB- Average Fare: \$207.87**

The direct route from Colombo to Dubai is highly popular for both business and leisure travelers, offering a quick and convenient connection between Sri Lanka and the UAE.

### **DXB-CMB-DXB - Average Fare: \$207.78**

This route caters to travelers seeking flexibility, providing a return option for passengers traveling between Dubai and Colombo, maintaining a similar fare to the one-way CMB-DXB route.

### **CMB-DXB-CMB - Average Fare: \$177.56**

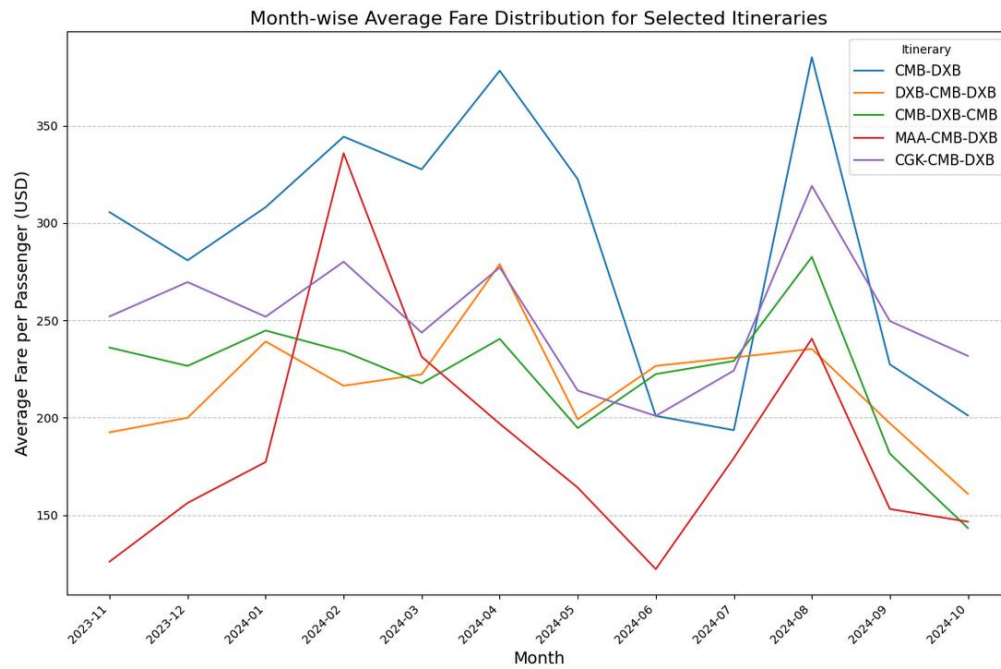
The round-trip between Colombo and Dubai is popular for its flexibility and convenience, offering slightly lower fares compared to the direct flight but serving a similar market.

### **MAA-CMB-DXB - Average Fare: \$170.98**

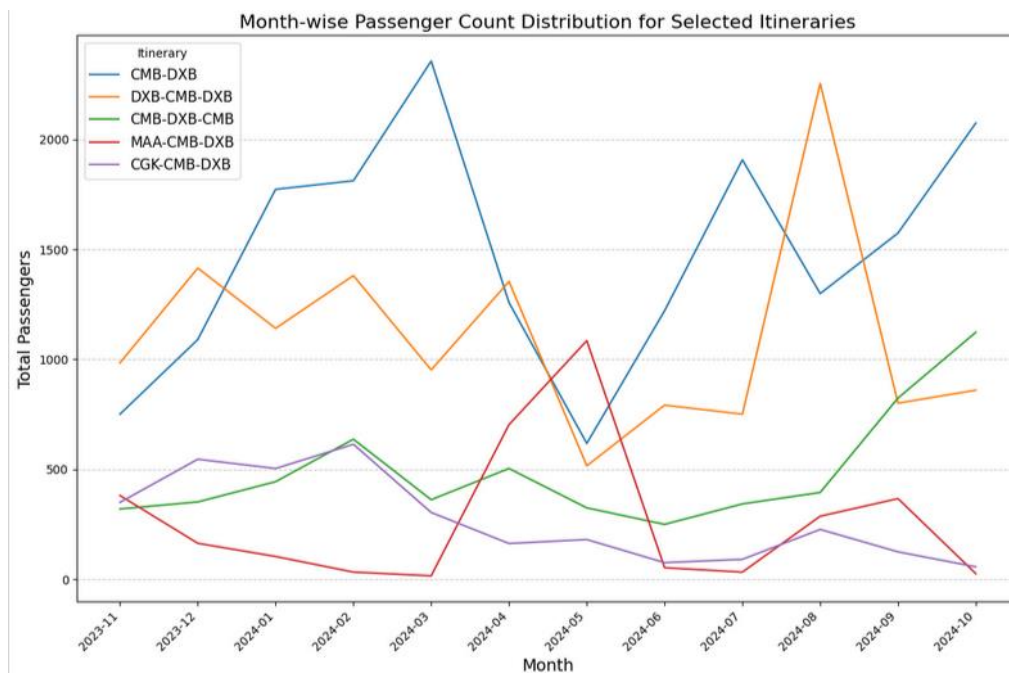
This route connects Chennai to Dubai via Colombo, catering to travelers from India seeking both business and leisure opportunities in Dubai, with a relatively lower fare.

### **CGK-CMB-DXB - Average Fare: \$229.43**

The route from Jakarta to Dubai through Colombo has the highest fare, reflecting its longer distance and demand from Indonesian travelers who need to connect to Dubai via Colombo.



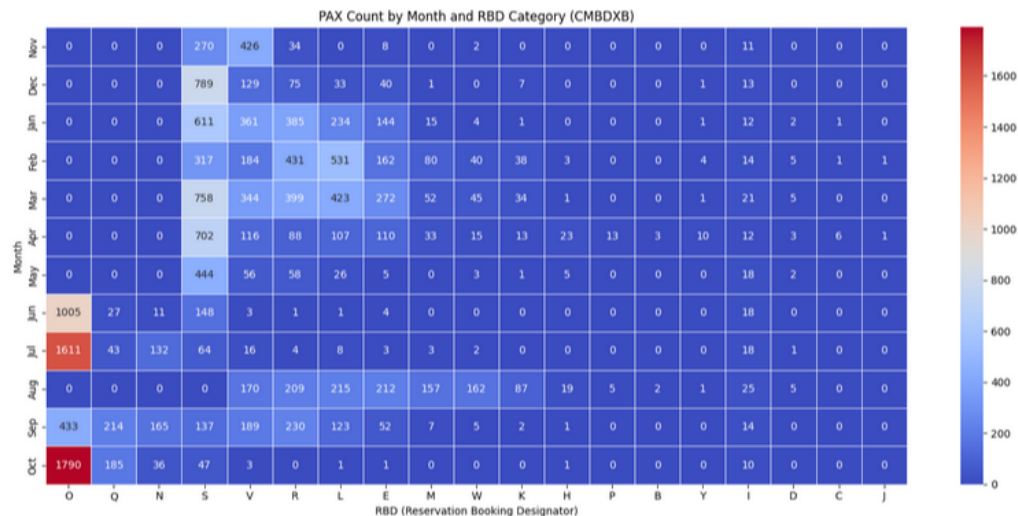
The CMB-DXB route has the highest average fare per passenger across most months, and it also has the highest passenger rate. The highest average fare for this route is observed in April and August. In June, the DXB-CMB-DXB route sees the highest average fare per passenger.



- In the high-demand **CMB-DXB** itinerary, **February** has the highest passenger count throughout the period. This could be due to factors such as the peak travel season for Sri Lankans visiting Dubai during the festive period, especially around the Sri Lankan New Year and other cultural events.

- For the **DXB-CMB-DXB** route, **August** experiences the highest demand. This is likely due to the summer vacation period, where many travelers, including expatriates and tourists, return to Colombo from Dubai. The demand during this period surpasses that of the CMB-DXB one-way flight.
- In the **MAA-CMB-DXB** route, **May** shows the highest demand. This could be due to the end of the academic year in India, with many students and families traveling to Dubai for vacation or business. Additionally, May could coincide with the onset of the summer season, increasing travel demand for both business and leisure purposes.
- Also, the **CMB-DXB-CMB** route sees the highest demand in **October** due to factors like Sri Lankan festivals, the beginning of the peak tourism season, and school holidays, which drive increased travel for family visits and vacations.

### CMB-DXB route flights sales.

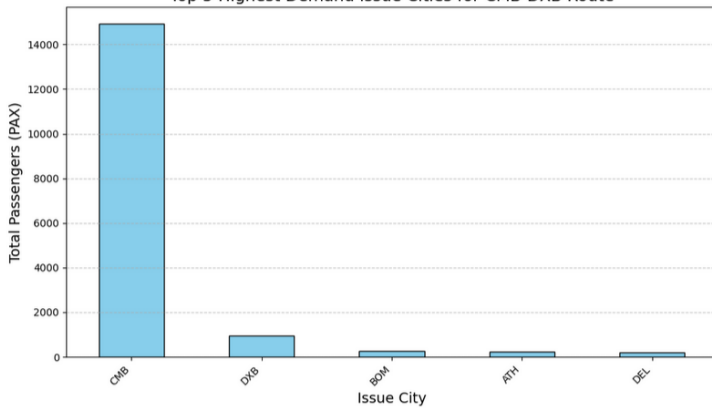


- In February, the average fare per passenger is somewhat high, though it remains moderate. This is because the majority of passengers fall under the 'O' (lowest) RBD category, which typically has lower fares.
- In April and August, while the average fare per passenger is high, passenger counts are lower. This is due to the higher RBD categories, which generally involve more premium fares and fewer bookings.
- In contrast, July sees a high passenger count but a relatively low average fare per person. This is because most passengers in that month belong to the 'O' RBD category, which offers lower fares.

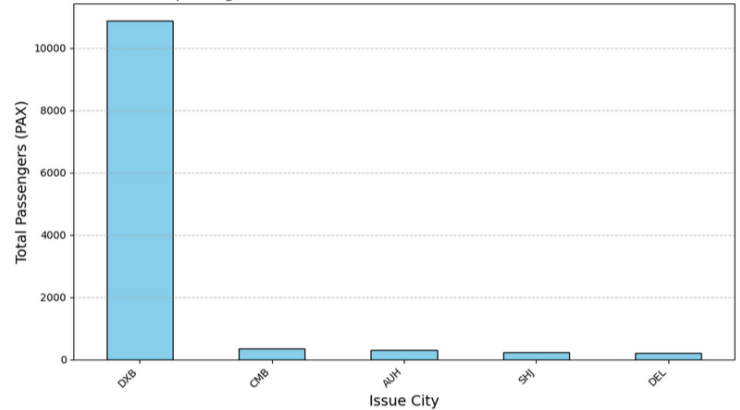


## Analysis of the issue city

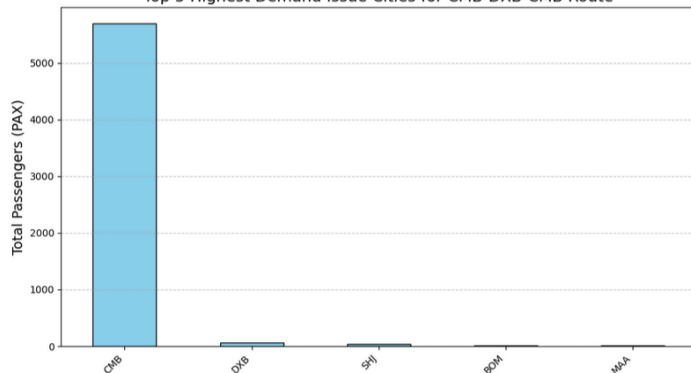
Top 5 Highest Demand Issue Cities for CMB-DXB Route



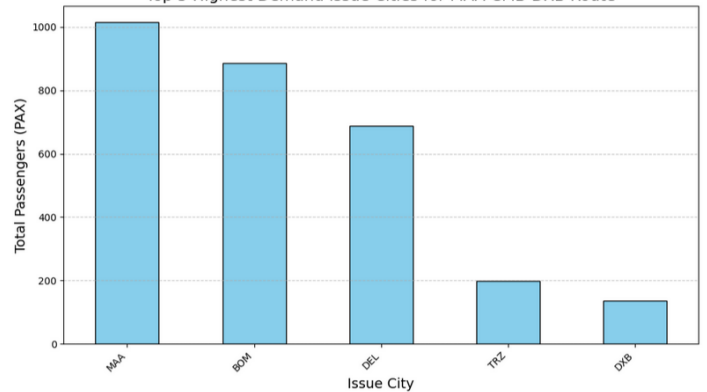
Top 5 Highest Demand Issue Cities for DXB-CMB-DXB Route



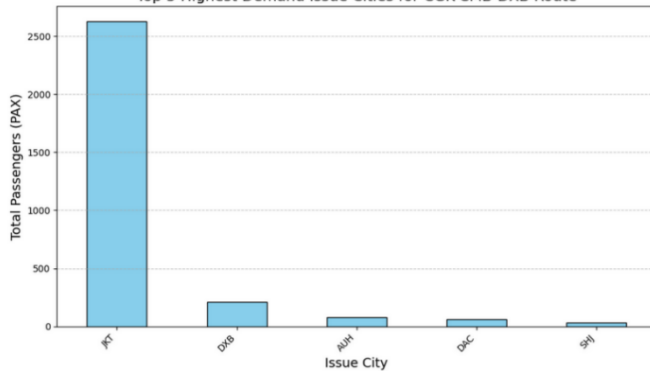
Top 5 Highest Demand Issue Cities for CMB-DXB-CMB Route



Top 5 Highest Demand Issue Cities for MAA-CMB-DXB Route



Top 5 Highest Demand Issue Cities for CGK-CMB-DXB Route



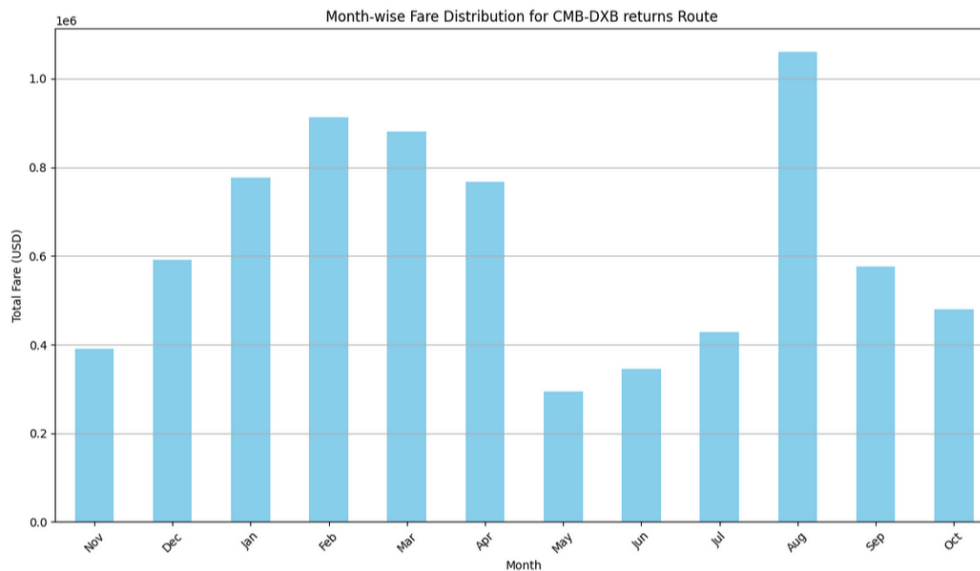
- For the CMB-DXB route, most passengers buy tickets in Colombo due to high outbound traffic from Sri Lanka.
- For the DXB-CMB-DXB route, the highest ticket sales occur in Dubai, as it's a common starting point for travelers returning to Colombo.
- The highest demand issue centers for the CMB-DXB-CMB and MAA-CMB-DXB routes are Colombo and Chennai, key hubs for travelers from Sri Lanka and Tamil Nadu, India.
- For the MAA-CMB-DXB route, significant ticket sales also come from Mumbai, Delhi, Tiruchirappalli, and Dubai.
- For the CGK-CMB-DXB route, the highest-demand issue city is Jakarta, the main source of passengers.



ITINERARY	PAX	FAREUSD_WITH_YQYR	AVG_FARE_PER_PAX
CMB-DXB-JFK	1	1701.24	1701.240000
TRZ-CMB-DXB-NQZ	2	2200.00	1100.000000
SIN-KUL-CMB-DXB	1	1081.63	1081.630000
COK-CMB-DXB-YVR	5	4483.08	896.616000
CMB-DXB-YVR	199	157345.58	790.681307
CMB-DXB-EWR-STL	1	761.04	761.040000
CMB-DXB-YVR-YYJ	4	3007.70	751.925000
CMB-DXB-YVR-DXB-CMB	18	13429.58	746.087778
CMB-DXB-RUH-CMB	1	702.99	702.990000
IXM-CMB-DXB-DME	1	680.50	680.500000
CGK-CMB-DXB-DOH-CMB-CGK	2	1346.71	673.355000
CMB-DXB-YVR-YLW	12	7962.80	663.566667
CMB-DXB-YVR-YYC	11	7199.63	654.511818
CMB-DXB-EWR-MEM	3	1909.85	636.616667
MEL-CMB-DXB-LHR-CMB-MEL	2	1255.75	627.875000
CMB-DXB-TAS	1	617.84	617.840000
CMB-DXB-YVR-YEG	101	59949.97	593.564059
CMB-DXB-DME	6	3489.17	581.528333
CMB-DXB-YVR-YQR	4	2317.58	579.395000
CMB-DXB-ADD-DSS	2	1155.26	577.630000

The **CMB-DXB-JFK** flight route has the highest average fare per passenger due to its long distance, particularly the long-haul segment from Dubai to New York. It connects major international hubs, increasing demand and operational costs. Additionally, the preference for premium classes and multiple stopovers further contribute to higher ticket prices.

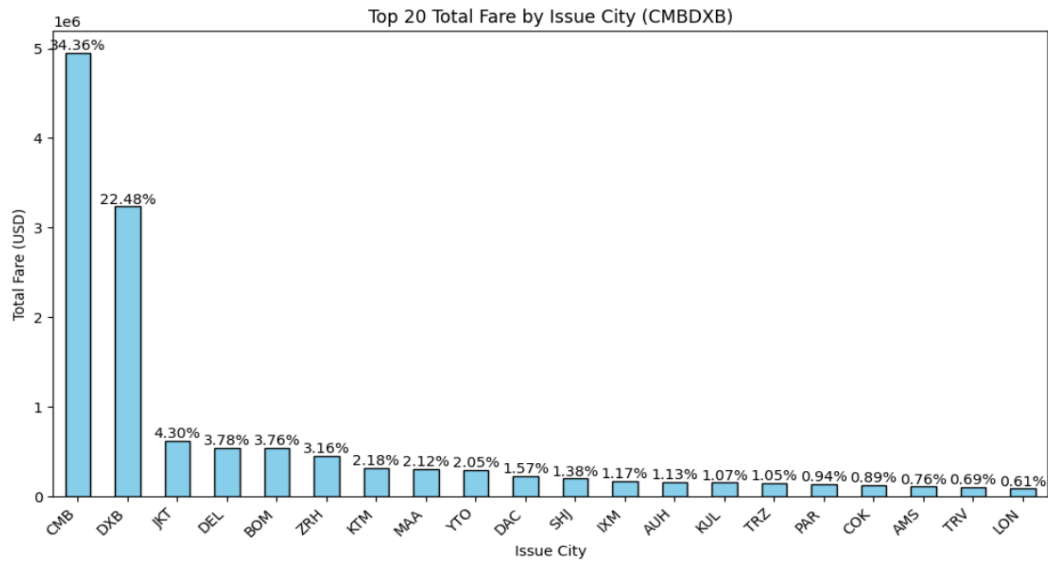
### CMB-DXB flight with return month-wise fare analysis:



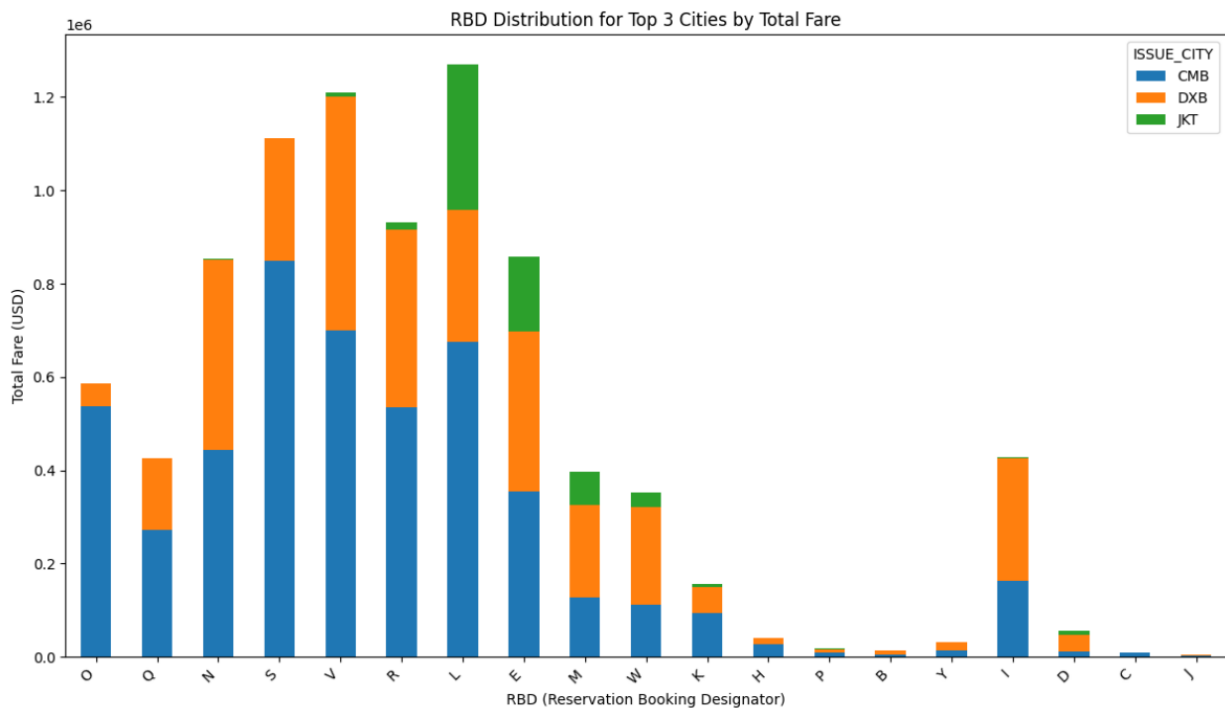
The CMB to DXB return flights have the highest total fare in **August** due to peak travel demand, summer vacations, and increased tourism. Business travel and higher operational costs during this month also contribute to elevated fares.

**May** has the lowest return fare for the high-demand flight route due to lower travel demand, as it falls between the busy spring and summer months. Reduced business travel and pre-summer discounts from airlines also contribute to the lower fares.

## Total fare distribution with issue city

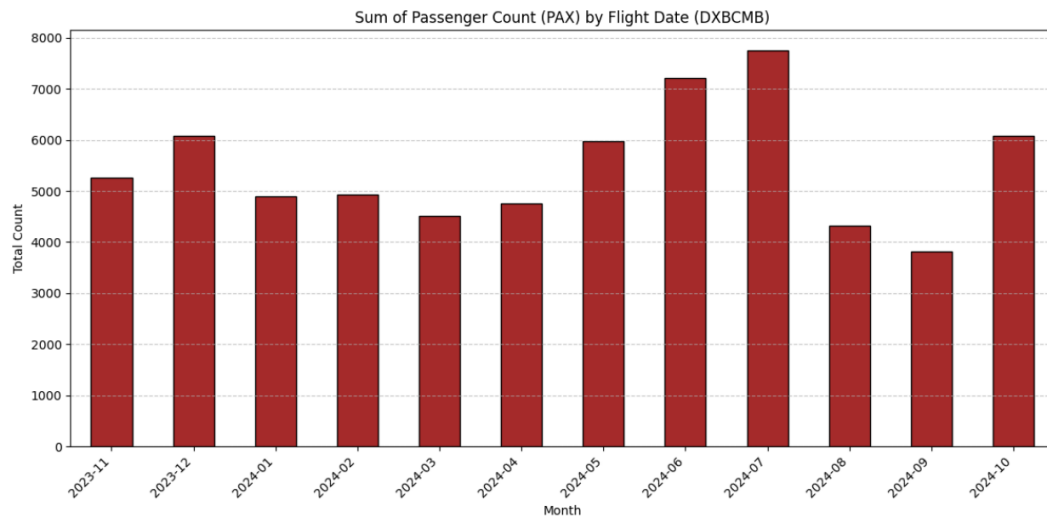


The most popular point of sale is **Colombo**, followed by **Dubai** in second place and **Indonesia** in third. Colombo, Dubai, and Indonesia collectively account for **over 60%** of the total sales, making them the dominant points of sale.



- Colombo (CMB) has the highest total fares across most RBD categories, especially in the 'S', 'V', 'R' and 'L' categories.
- Dubai (DXB) shows moderate fare values, with peaks in 'N', 'V', and 'R' categories.
- Jakarta (JKT) has relatively low fare values across all RBD categories, with a slight peak in the 'L' category.

**Demand Analysis of the flight**



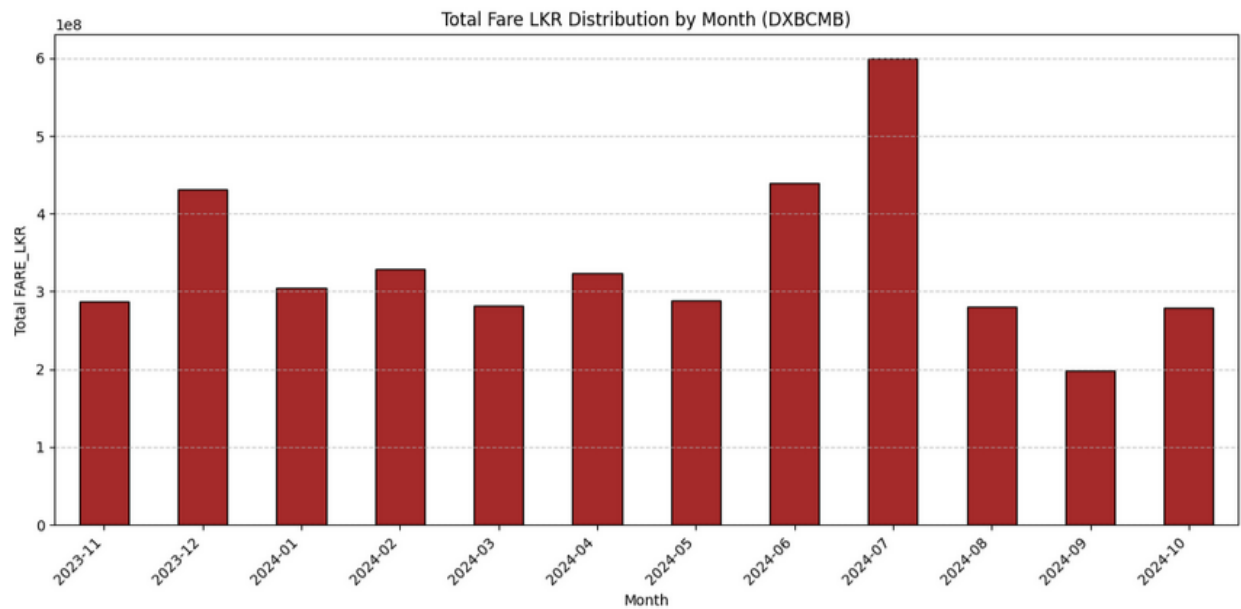
**High demand months: June 2024 and July 2024**

- June 2024
  - Start of summer vacation – Many expatriates living in Dubai travel to Colombo with their families for summer holidays.
- July 2024
  - Peak summer travel of the summer holiday period

**Low demand months: September 2024**

- September 2024
  - End of holiday season – By September schools in Dubai have reopened.
  - September is not a peak season for tourism in Sri Lanka
  - Families and individuals may delay non-essential travel after spending heavily during the summer vacation period.

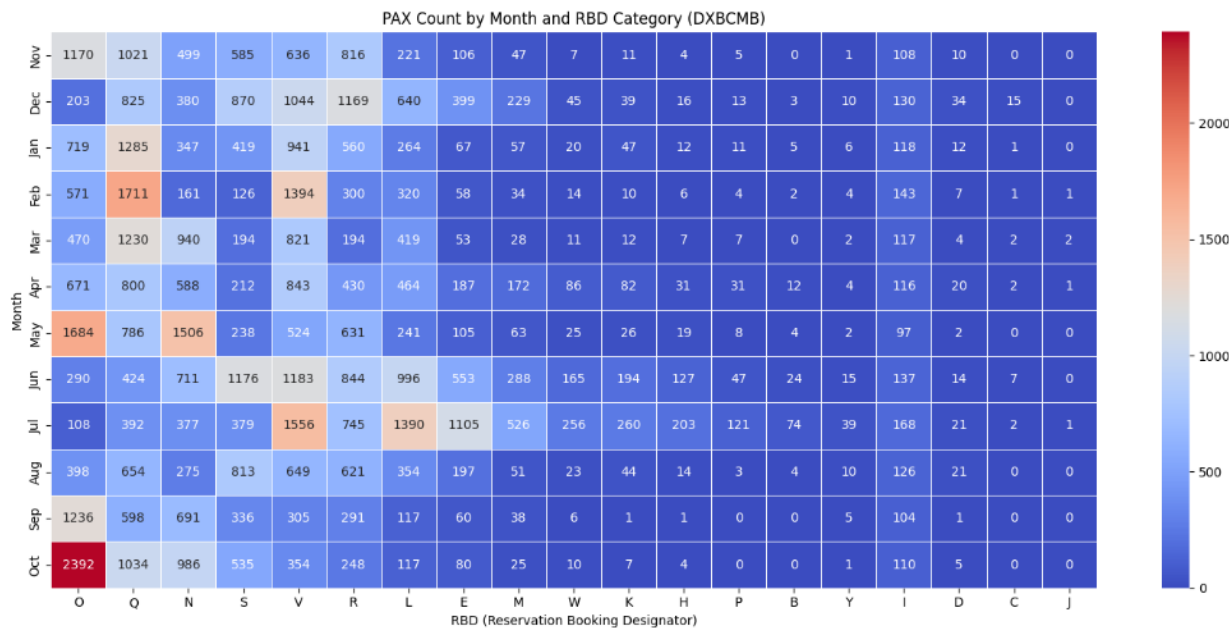
Fare Analysis of the flight



December 2023, June 2024, July 2024 months have the high total fare values. And the September 2024 has the lowest fare values.

In the demand analysis, this June July months gives the high demand tickets sales, and September has lowest demand of the ticket sales.

- December 2023 and June-July 2024:** High fares and demand due to holidays (Christmas, New Year), summer vacations, and cultural events like Eid, leading to increased travel among expatriates and tourists.
- September 2024:** Low fares and demand because it's an off-peak period with no major holidays or events, and fewer travelers, prompting airlines to reduce prices.



- In **July**, the highest PAX count and the highest total fare are recorded. The majority of passengers in this month are in the **V, R, L, E** RBD categories.
- In **December** and **June**, both the PAX count and total fare values are moderately high. In December, most passengers are in the **R** RBD category, while in June, the majority of passengers are in the **S, V, and L** RBD categories.
- In **May** and **October**, there are relatively high PAX counts, but the fare values are low. In May, most passengers belong to the **O** and **N** RBD categories, while in October, the majority of passengers are in the **O** RBD category.
- In **September**, both the PAX count and total fare are the lowest, with most passengers being in the **O** RBD category.

### High demanded routes fare analysis

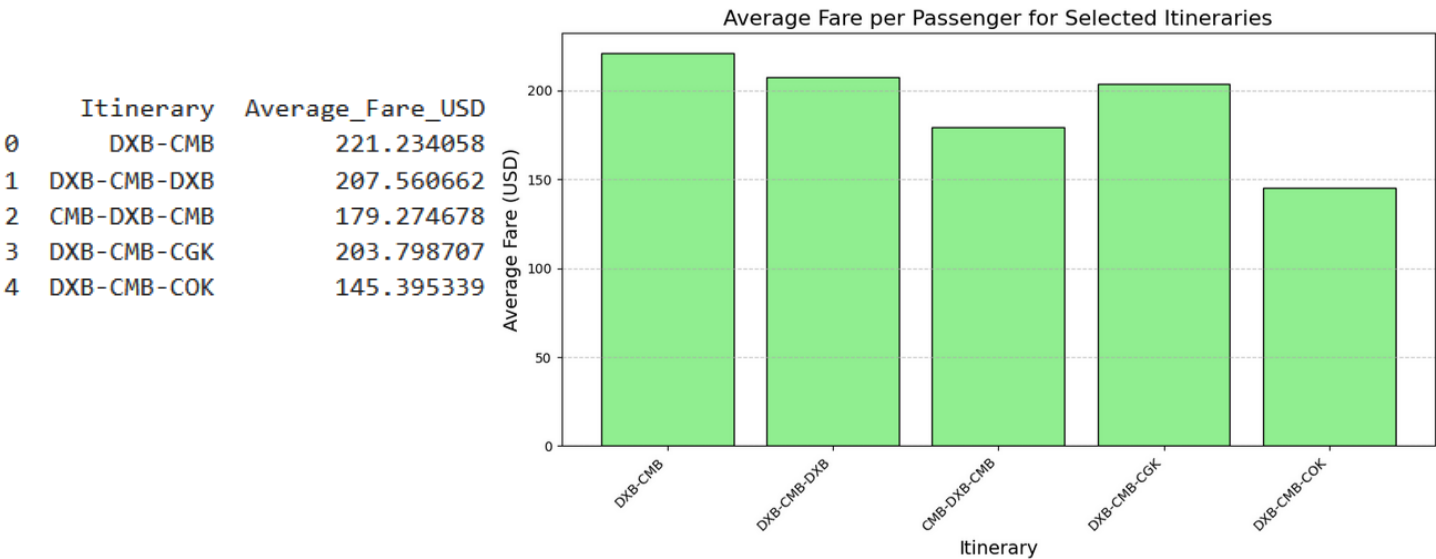
ITINERARY	PAX	FAREUSD_WITH_YQYR	AVG_FARE_PER_PAX
DXB-CMB	14081	3115196.77	221.234058
DXB-CMB-DXB	13088	2716553.94	207.560662
CMB-DXB-CMB	5767	1033877.07	179.274678
DXB-CMB-CGK	5560	1133120.81	203.798707
DXB-CMB-COK	3922	570240.52	145.395339
DXB-CMB-MAA	3764	545059.52	144.808587
DXB-CMB-TRZ	2580	420582.46	163.016457
DXB-CMB-DAC	2029	273624.56	134.856856
DXB-CMB-TRV	1335	223903.59	167.718045
DXB-CMB-IXM	1041	149176.41	143.301066
ZRH-DXB-CMB-DXB-ZRH	988	381019.54	385.647308
DXB-CMB-HYD	775	81989.03	105.792297
DXB-CMB-CGK-CMB-DXB	697	116796.13	167.569770
KUL-CMB-DXB-CMB-KUL	649	119487.44	184.110077
DXB-CMB-KUL	632	171537.01	271.419320
DXB-CMB-KUL-CMB-DXB	631	117804.59	186.695071
DXB-CMB-BKK-CMB-DXB	461	106316.89	230.622321
DXB-CMB-BKK	456	99542.05	218.293969
DXB-CMB-KTM	403	54389.37	134.961216
DXB-CMB-BLR	370	54983.00	148.602703

This analysis focuses on the **most demanded routes** and their corresponding **average fare USD**.

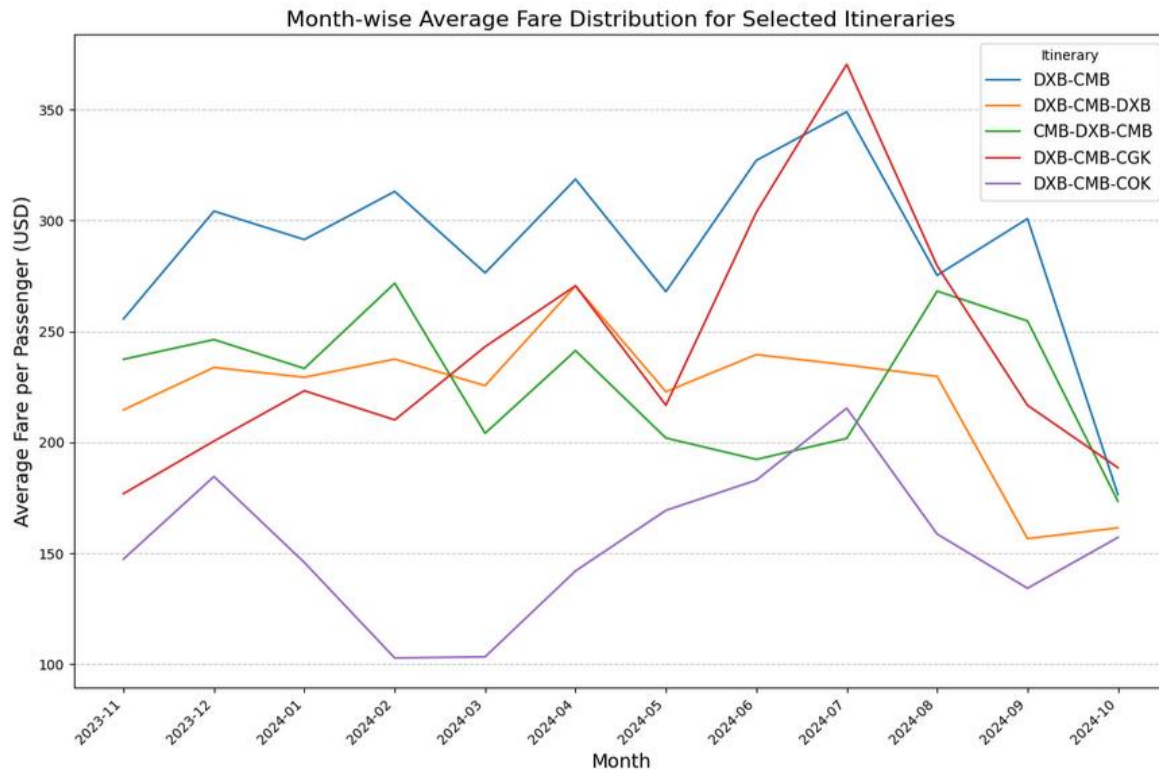
The routes with the highest **demand** were identified using the pax count in each route.

- The direct Dubai to Colombo flight has the highest demand due to a significant number of expatriates traveling between Dubai and Sri Lanka. Tourism and business travel are major drivers, with Dubai being a popular destination for Sri Lankan travelers.
- The second most demanded route is the Dubai to Colombo with a return journey (DXB-CMB-DXB). Round trips are cost-effective for travelers, especially for return journeys, contributing to consistent demand.

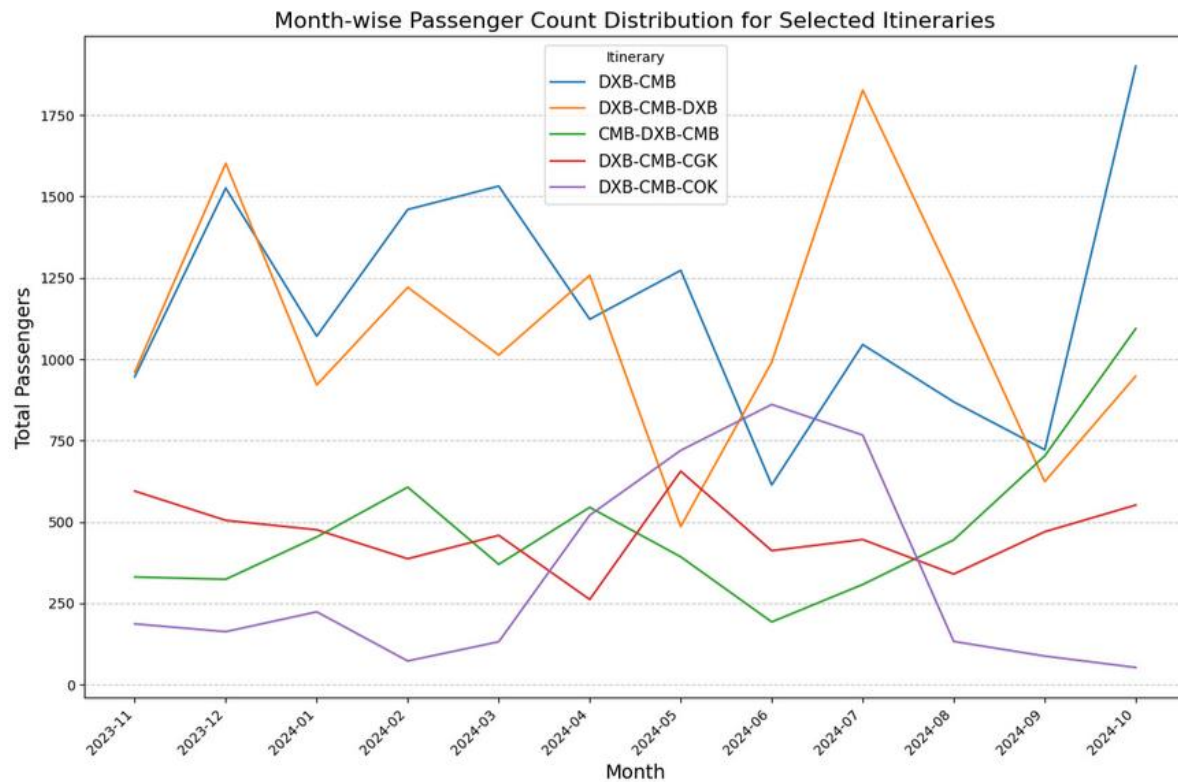
- After that the most demanded routes are the CMB-DXB-CMB, DXB-CMB-CGK and DXB-CMB-COK.
- CMB-DXB-CMB is popular among tourists and expatriates returning to Colombo, creating steady demand.
- DXB-CMB-CGK (Dubai-Colombo-Jakarta), Acts as a transit route for connecting passengers between the Middle East and Southeast Asia, boosting passenger numbers. Jakarta’s growing tourism and business links with the Middle East increase demand.
- DXB-CMB-COK (Dubai-Colombo-Cochin), High demand due to connections to South India, catering to the large Indian diaspora in Dubai. Many passengers use Colombo as a transit hub to reach Cochin, enhancing demand.



- **DXB-CMB:** This route has the highest average fare (\$221.23) due to its direct nature and high demand, particularly among business and leisure travelers.
- **DXB-CMB-DXB:** The round-trip route has a slightly lower average fare (\$207.56), appealing to travelers who seek return ticket flexibility.
- **CMB-DXB-CMB:** With an average fare of \$179.27, this route offers a cost-effective option for passengers traveling between Colombo and Dubai.
- **DXB-CMB-CGK:** This itinerary to Jakarta via Colombo averages \$203.80, reflecting its longer distance and transit connection.
- **DXB-CMB-COK:** This route to Cochin through Colombo has the lowest average fare (\$145.39), likely due to shorter distance and competitive pricing.

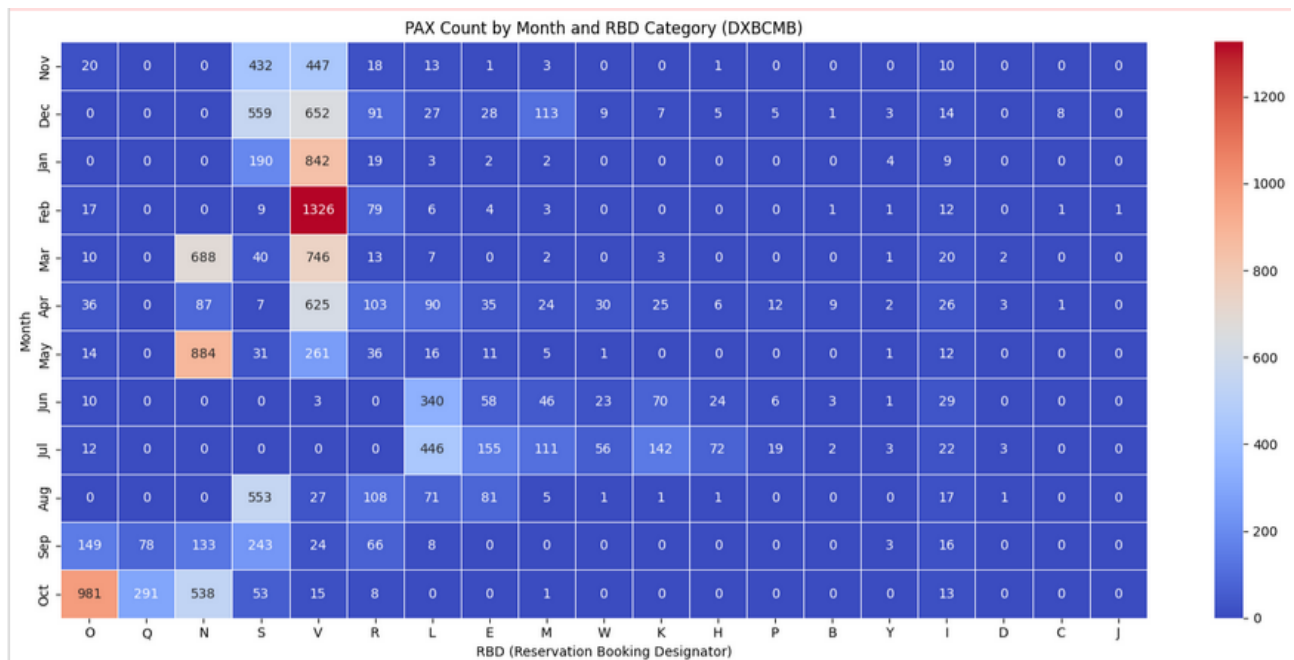


DXB-CMB consistently has the highest average fare per passenger across most months in the month-wise average fare distribution of the highly demanded flight routes. In **July**, the **DXB-CMB-CGK** route records the highest average fare per passenger. The **DXB-CMB-COK** route generally has the lowest average fare per passenger in most months. In **April**, the **DXB-CMB-DXB** and **DXB-CMB-CGK** routes have approximately the same average fare per passenger.



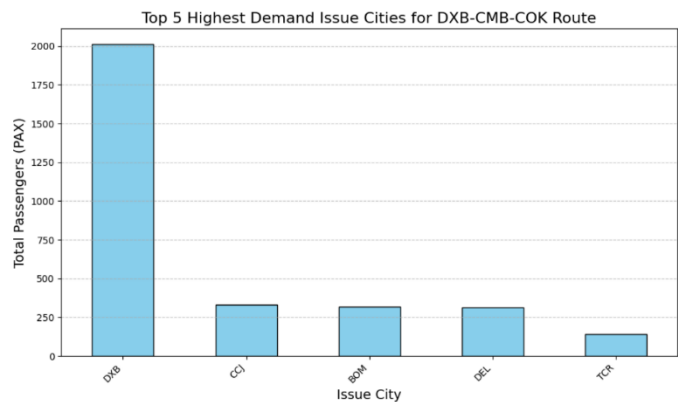
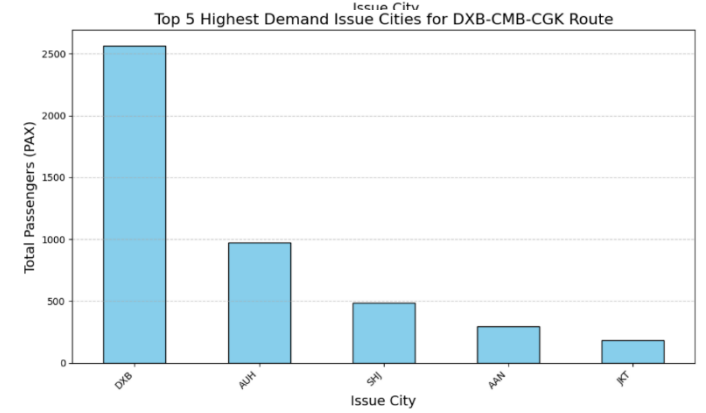
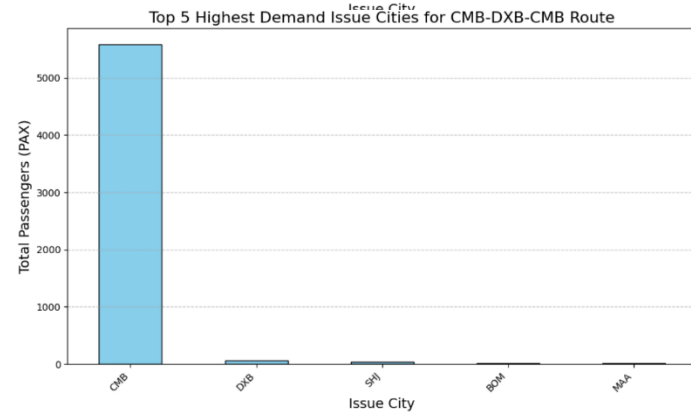
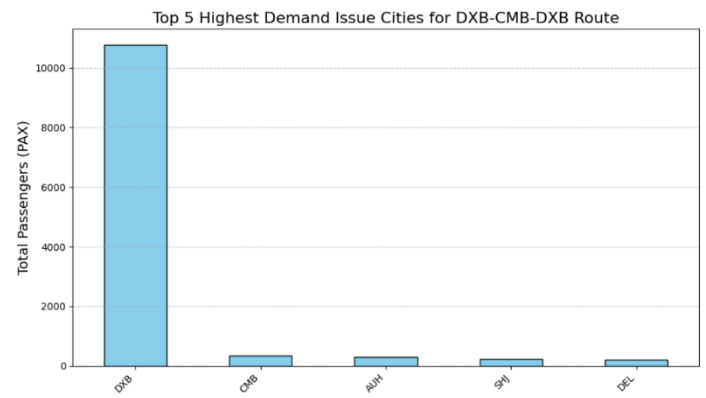
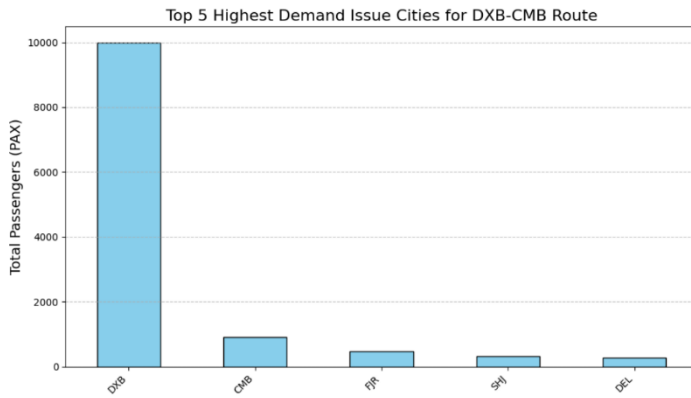


- The **DXB-CMB** and **DXB-CMB-DXB** routes maintain similar passenger counts throughout the period due to their popularity among business and leisure travelers seeking direct and round-trip options between Dubai and Colombo. **July** sees a comparatively higher passenger count on the **DXB-CMB-DXB** route, likely driven by summer vacation travel and the increased demand for round-trip journeys.
- The **DXB-CMB-CGK** route experienced a reasonable passenger count in **May**, likely influenced by seasonal travel trends, such as holidays and business activities between Dubai, Colombo, and Jakarta during that period.
- The **DXB-CMB-COK** route consistently records low passenger counts throughout the period, possibly due to fewer direct business or leisure connections between Dubai, Colombo, and Cochin compared to other routes.



- In **July**, the average fare per passenger is relatively high, while the passenger count is at a moderate level. This is because most passengers during this month purchase tickets in the **'L' category** of RBD.
- In **June**, the passenger count is low, but the average fare per passenger is high, primarily due to the majority of passengers booking tickets in fare categories above **'L'**.
- In **October**, the passenger count is high, but the average fare per passenger is low. This is because most passengers during this month fall into the **'O' RBD category**, which typically offers lower fares

## Analysis of issue city

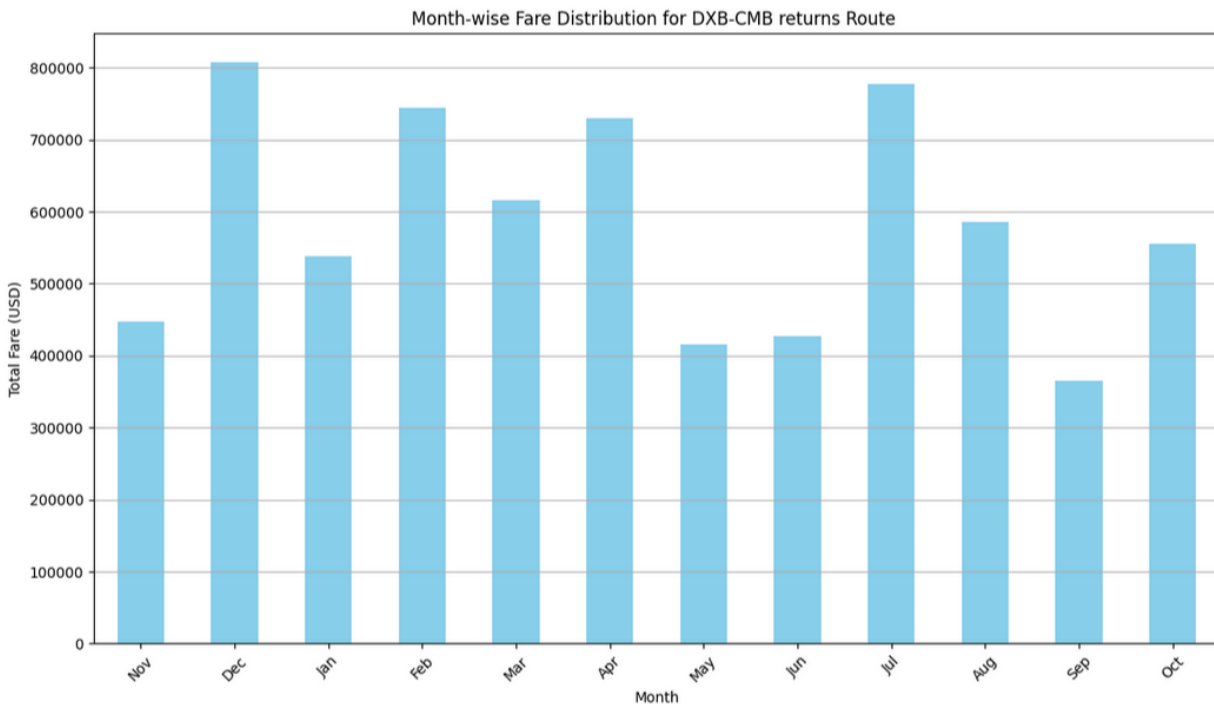


- For the **DXB-CMB route**, most tickets are purchased in **Dubai** due to the high demand among Dubai-based travelers for direct flights to Colombo.
- The **DXB-CMB-DXB return route** also sees the majority of sales in **Dubai**, as round-trip travel is popular for business and leisure travelers.
- In the **CMB-DXB-CMB route**, most tickets are bought in **Colombo**, reflecting demand from Colombo-based travelers heading to Dubai and returning.
- The **DXB-CMB-CGK route** has the most sales in **Dubai**, but secondary sales in **AUH, SHJ, AAN, and JKT(Indonesia)** indicate travelers connecting through multiple hubs.
- For the **DXB-CMB-COK route**, most tickets are sold in **Dubai**, with minor sales in Calicut, Mumbai, Delhi, and Thiruvananthapuram, showing connections for regional travelers, though these sales are much lower than Dubai's.

ITINERARY	PAX	FAREUSD_WITH_YQYR	AVG_FARE_PER_PAX
NQZ-DXB-CMB-TRZ	2	1757.62	878.810000
FRA-DXB-CMB-SYD	2	1671.79	835.895000
TLV-DXB-CMB-PVG	1	820.98	820.980000
CMB-DXB-YVR-DXB-CMB	18	13429.59	746.088333
AMM-DXB-CMB	5	3387.46	677.492000
VNO-DXB-CMB	2	1168.56	584.280000
SYD-CMB-CDG-DXB-CMB-SYD	2	1147.46	573.730000
AMM-DXB-CMB-IXM-CMB-DXB-AMM	1	554.87	554.870000
DXB-CMB-KUL-PNH-KUL-CMB-DXB	1	537.70	537.700000
MCT-DXB-CMB	4	1925.43	481.357500
DXB-CMB-GAN	5	2357.53	471.506000
VNO-DXB-CMB-TRZ	1	471.40	471.400000
CMB-DOH-GRU-ADD-DXB-CMB	2	907.13	453.565000
ADL-MEL-CMB-DXB-CMB-MEL-ADL	9	4057.06	450.784444
DXB-CMB-KUL-KJT	1	442.72	442.720000
ZRH-DXB-CMB	63	27568.82	437.600317
CMB-DXB-ADD-GRU-ADD-DXB-CMB	8	3495.75	436.968750
VNO-RIX-DXB-CMB-DXB-VNO	1	433.38	433.380000
AMS-DXB-CMB-FRA-AMS	5	2159.56	431.912000
CMB-NRT-YUL-YEG-YYZ-DXB-CMB	1	427.48	427.480000

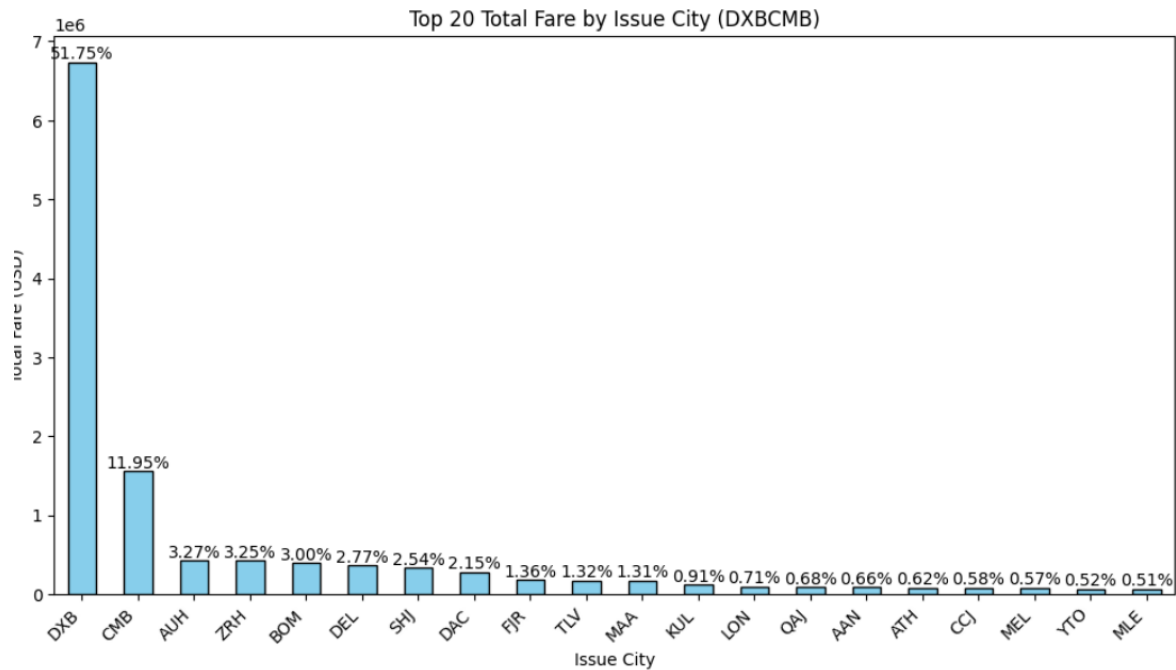
The **NQZ(Kazakhstan)-DXB-CMB-TRZ(Tiruchirappalli)** flight route has the highest average fare per passenger due to its long-haul nature, spanning multiple regions with stopovers in Dubai and Colombo. These stopovers incur additional airport and operational costs, contributing to higher fares. The route likely has limited direct flight alternatives, increasing reliance on this itinerary. Additionally, the demand for premium-class travel and services on such long journeys further raises the average fare. Seasonal and cultural travel patterns between Central Asia and South Asia also influence pricing, with periods of high demand driving up costs.

### **DXB-CMB return flights month-wise fare analysis:**

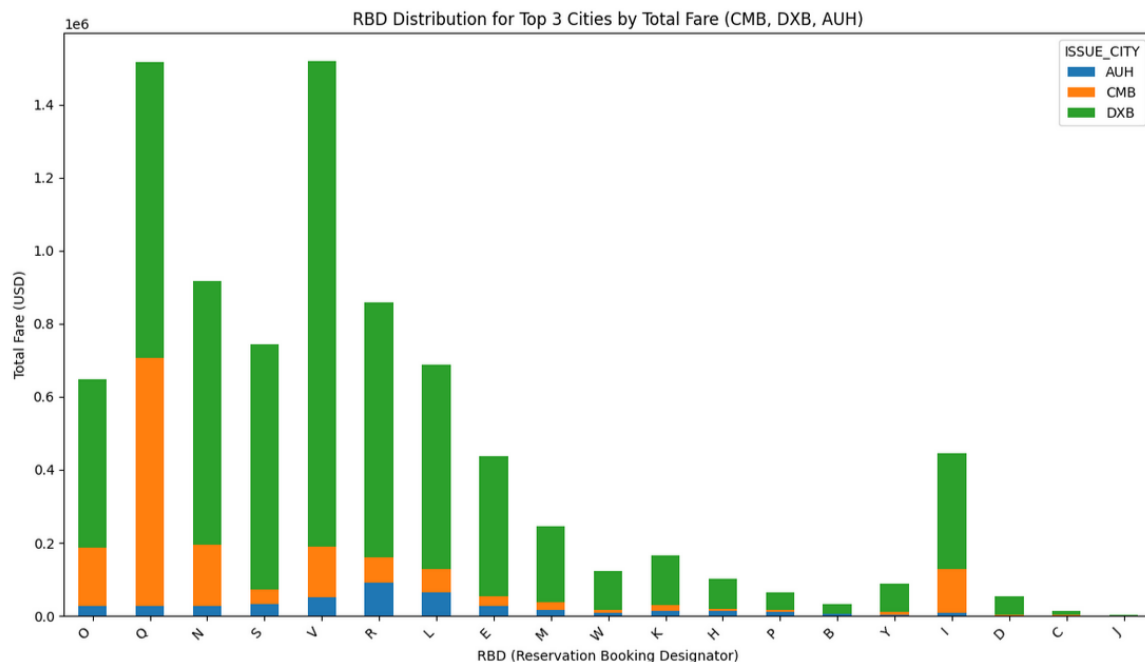


**December** and **July** have the highest return total fares due to increased demand from holiday travel and summer vacations, with higher tourism and both business and leisure travel contributing to elevated fares

## Total fare distribution with issue city



The most popular point of sale is **Dubai**, followed by **Colombo** in second place and **United Arab** in third. Dubai, Colombo, and United Arab collectively account for **over 66%** of the total sales, making them the dominant points of sale.



- Dubai (DXB) contributes the largest portion of the total fare, dominating in categories 'Q' and 'V'.
- Colombo (CMB) shows a significant contribution, especially in 'Q' RBD category.
- United Arab (UH) has a smaller contribution.