

## Alaska Airlines Passenger Revenue (ALK) Quarterly Forecast

(ALK) Quarterly Forecast

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### 4th Quarter 2017 Reported Values

**Reported Values**

**1,703,000,000**

**y/o/y %change**

**+8%**

### Current Forecasts (Reported Values)

**Q1 2018**

**1559**

**Q2 2018**

**2143**

**Q3 2018**

**1885**

**Q4 2018**

**1782**

### Observations:

- **Forecasts are based on current candidate models. Each model will continue to be optimized to further increase accuracy. All forecasting is subject to high degrees of error due to market volatility and other unpredictable events.**

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The table below shows historical quarterly reported values forecasts for 2014 Q2 to 2018 Q4. Each quarter has a reported values forecast for the the current quarter, quarter +1, quarter +2, and quarter +3. Actual reported values are displayed in the middle of the table, and forecast errors are displayed on the right side of the table.

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Quarter Forecasts (Values - Millions)					Actual Values (Millions)	Quarter Error (%)			
Forecast Quarter	Current Quarter	Quarter +1	Quarter +2	Quarter +3		Current Quarter	Quarter +1	Quarter +2	Quarter +3
2014-Q2	1433				1423	0			
2014-Q3	1582	1573			1599	1	1		
2014-Q4	1496	1488	1489		1501	0	0	0	
2015-Q1	1317	1314	1319	1321	1379	4	4	4	4
2015-Q2	1458	1458	1460	1464	1593	8	8	8	8
2015-Q3	1589	1669	1655	1653	1665	4	0	0	0
2015-Q4	1509	1539	1498	1519	1528	1	0	1	0
2016-Q1	1420	1452	1424	1480	1465	3	0	2	-1
2016-Q2	1605	1665	1655	1597	1650	2	0	0	3
2016-Q3	1702	1804	1716	1705	1727	1	-4	0	1
2016-Q4	1527	1658	1616	1593	1581	3	-4	-2	0
2017-Q1	1499	1562	1509	1555	1484	-1	-5	-1	-4
2017-Q2	1703	1764	1731	1722	1807	5	2	4	4
2017-Q3	1815	1820	1792	1827	1824	0	0	1	0
2017-Q4	1675	1613	1609	1657	1703	1	5	5	2
2018-Q1	1559	1593	1524	1549					
2018-Q2		2143	2168	2255					
2018-Q3			1885	1905					
2018-Q4				1782					

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The graph below is a visual representation of quarterly reported values forecasts as compared to the actual reported values. Each quarter has a reported values forecast for the current quarter, quarter +1, quarter +2, and quarter +3. The light blue bars are representative of the forecast error for the current quarter forecasts only.

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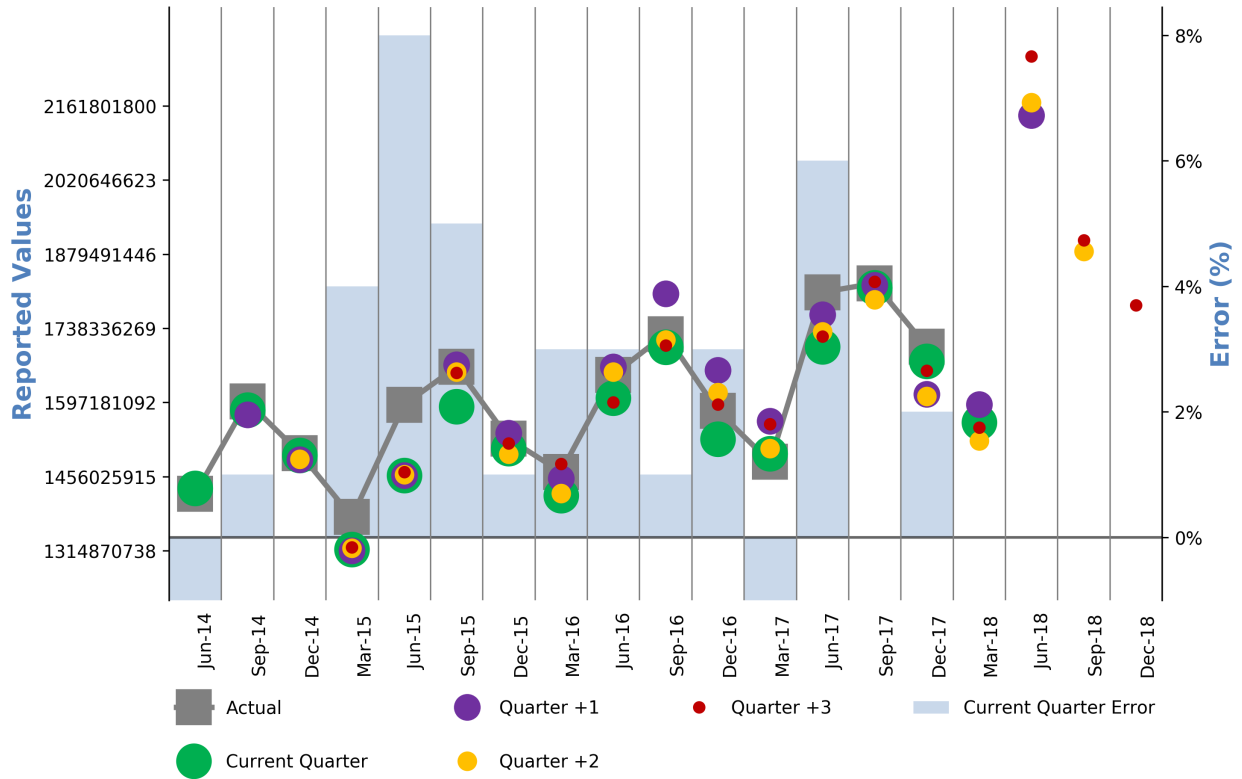
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## Quarterly Reported Values



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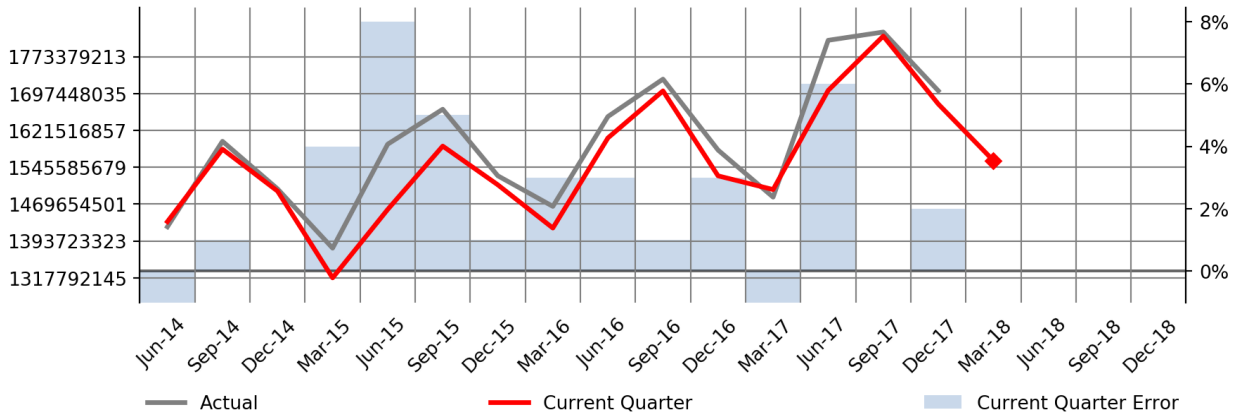
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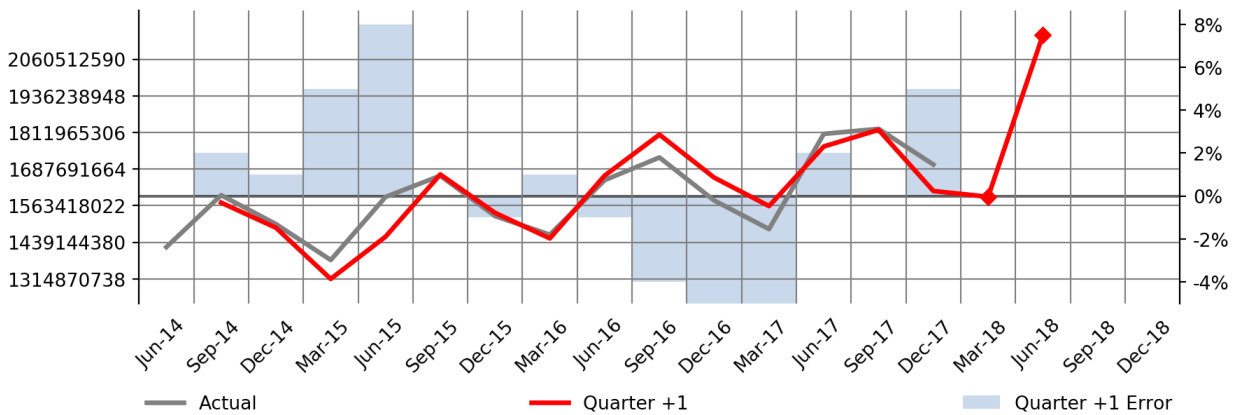
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## Current Quarter: Forecast vs. Actual



## Quarter +1: Forecast vs. Actual



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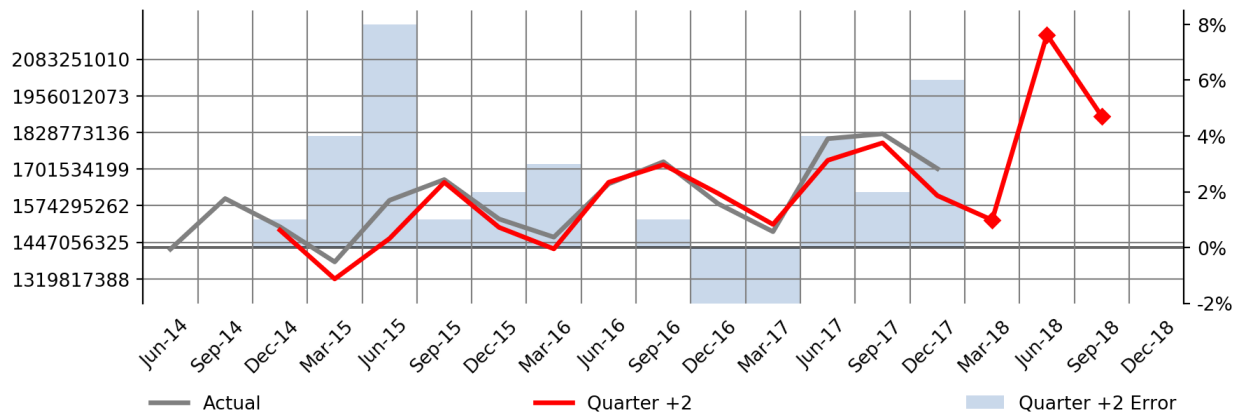
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## Quarter +2: Forecast vs. Actual



## Quarter +3: Forecast vs. Actual

