

Revenue Forecast (Millions of US \$) Alaska Air Quarterly

Alaska Air Quarterly

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3rd Quarter 2018 Reported Values

Reported Values

2,212

y/o/y %change

+5%

Current Forecasts (Reported Values)

Q4 2018

2070

Q1 2019

1951

Q2 2019

2231

Q3 2019

2391

Observations:

-

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 actual quarterly reported values versus internally-generated forecasts for 2014 Q3 to 2019 Q3.

Each quarter has a reported values forecast for 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.

Quarter Forecasts (Values)					Actual Values	Quarter Error (%)			
Forecast Quarter	Current Quarter	Quarter +1	Quarter +2	Quarter +3		Current Quarter	Quarter +1	Quarter +2	Quarter +3
2014-Q3	1482				1465	-1			
2014-Q4	1300	1315			1306	0	0		
2015-Q1	1286	1285	1302		1269	-1	-1	-2	
2015-Q2	1405	1419	1419	1434	1437	2	1	1	0
2015-Q3	1531	1519	1535	1534	1515	-1	0	-1	-1
2015-Q4	1374	1359	1354	1369	1377	0	1	1	0
2016-Q1	1317	1323	1338	1337	1347	2	1	0	0
2016-Q2	1487	1490	1477	1487	1494	0	0	1	0
2016-Q3	1592	1596	1577	1590	1566	-1	-1	0	-1
2016-Q4	1422	1432	1431	1436	1524	6	5	6	5
2017-Q1	1470	1398	1415	1416	1740	15	19	18	18
2017-Q2	1820	1594	1537	1557	2102	13	24	26	25
2017-Q3	2341	1935	1709	1641	2110	-10	8	18	22
2017-Q4	2320	2160	1763	1562	1981	-17	-9	10	21
2018-Q1	2289	1927	2247	1779	1832	-24	-5	-22	2
2018-Q2	2027	2138	2116	2506	2156	5	0	1	-16
2018-Q3	2194	2234	2249	2219	2212	0	-1	-1	0
2018-Q4	2070	2063	1980	2059					
2019-Q1		1951	1993	1910					
2019-Q2			2230	2291					
2019-Q3				2390					

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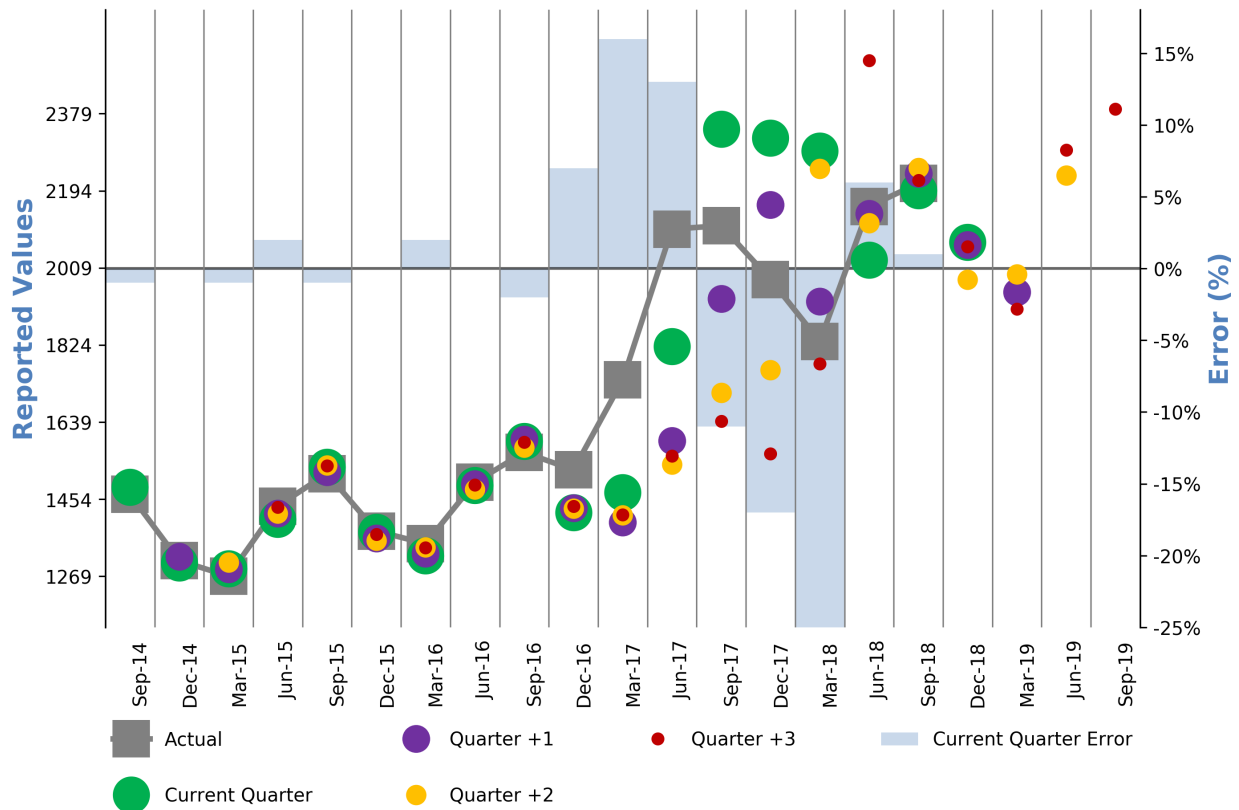
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The graph below is a visual representation of actual quarterly reported values versus internally-generated forecasts. Each quarter has a reported values forecast for the current quarter, quarter +1, quarter +2, and quarter +3. The light blue bars are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

Quarterly Reported Values



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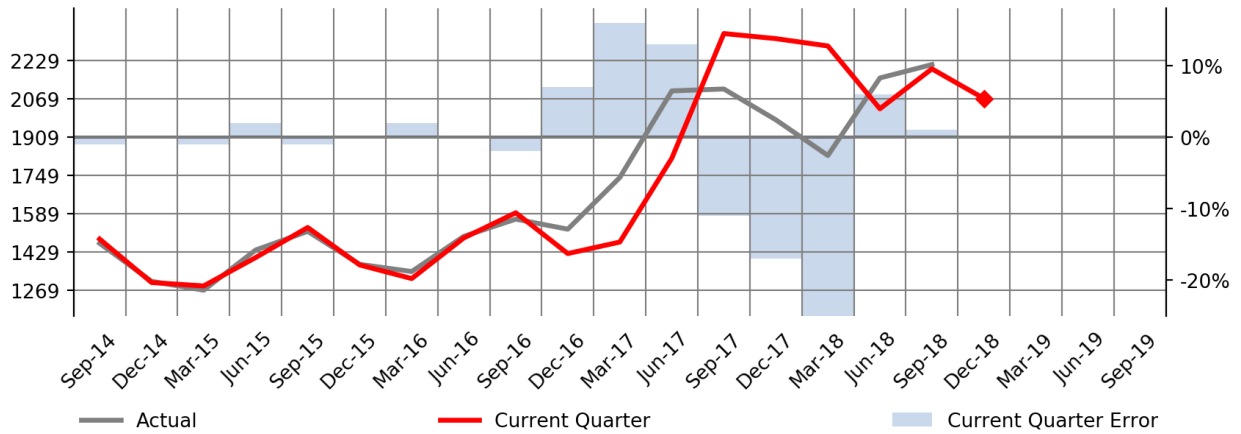
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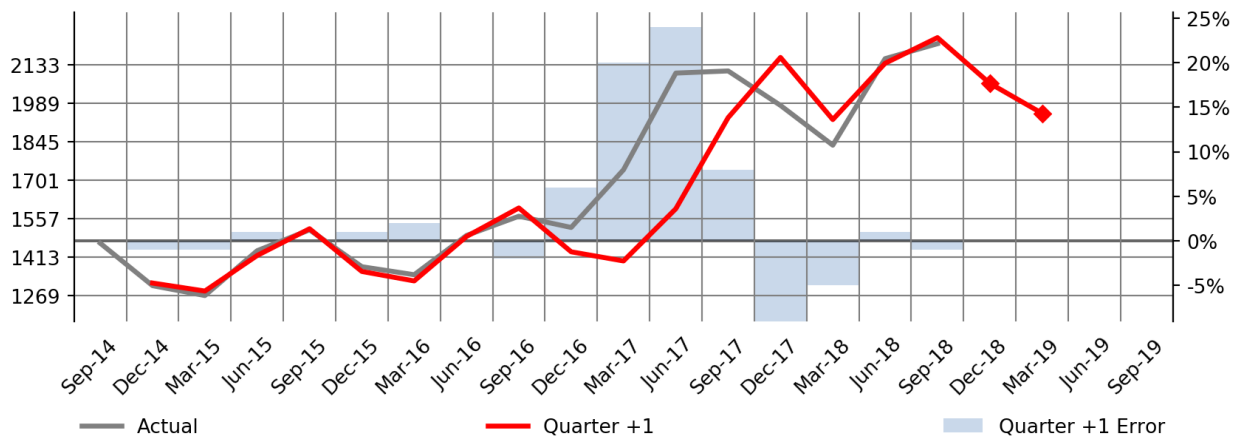
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Current Quarter: Forecast vs. Actual



Quarter +1: Forecast vs. Actual



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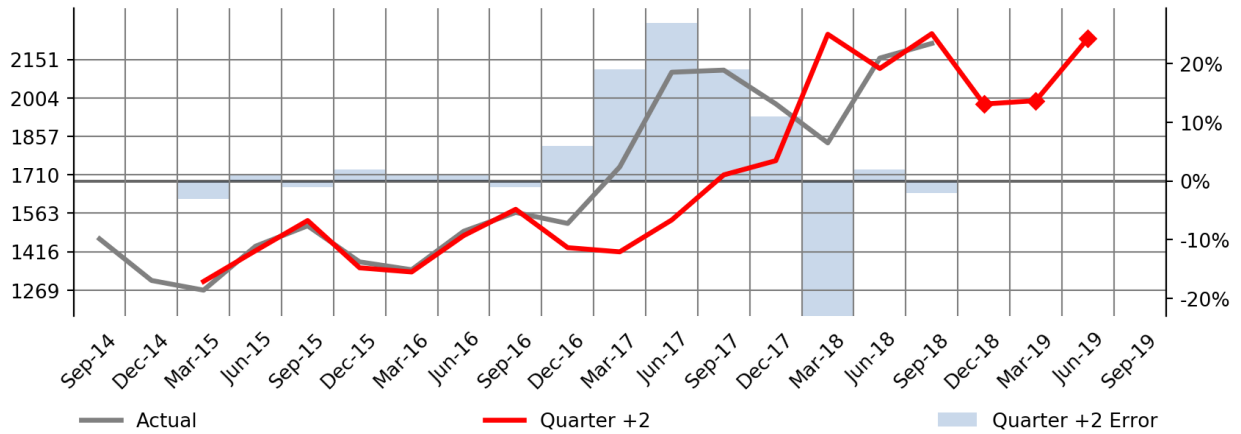
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Quarter +2: Forecast vs. Actual



Quarter +3: Forecast vs. Actual

