

## SeaIntel Sunday Spotlight

November 17, 2013 – Issue 137

### Weekly Indicators –

11 Nov-17 Nov 2013

### Executive Summary Changes in product volatility

We analyse the service integrity, defined as the provision of a weekly service, on the two main east-west trades, and find that service cancellations and blank sailings provide for considerable variability in the product offering of carriers, especially on Asia - Europe.

#### The Effect of Blank Sailings on Asia-Europe

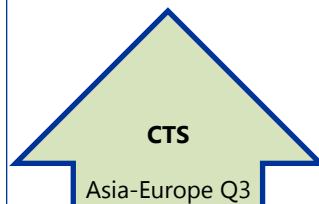
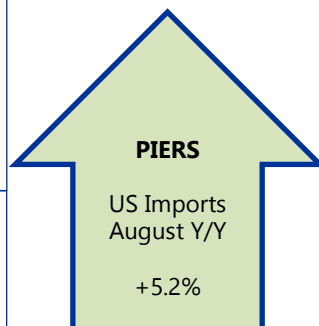
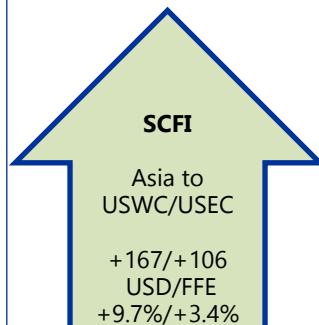
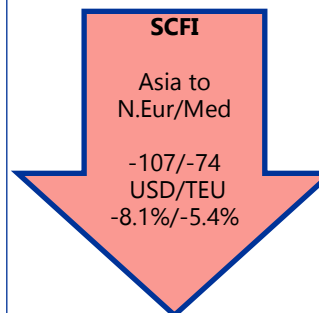
Looking deeper at blank sailings on Asia - Europe, we find that carriers have blanked an incredible 115 sailings in 2013, equivalent to a capacity reduction of 6% or 21,000 TEU per week. Increasingly, blanked sailings are used outside Chinese New Year and Golden Week.

#### Finding carriers through online search

For any industry it is imperative that your business can be found by potential customers. We have analysed how easy (or difficult) it is to find the top-20 carriers through Google, and find that the carriers have made slight improvements since last year.

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