

Incident Won't Severely Impact MAS' Travel Demand: RHB Research
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KUALA LUMPUR, March 17 (Bernama) -- RHB Research said the disappearance of Malaysia Airlines (MAS) Flight MH370 is not expected to have a severe impact on the national carrier's air travel demand in the medium to longer term.

"The incident will be another blow to its prospects for a turnaround, but so far, flight bookings and load factor of MAS have seen no change in trends and no signs of slowing down," the research house said in a note Monday.

There is now a halt in its promotional activities, as the airline's website has turned into a "dark site" -- a "dormant" website that removes all promotional materials to provide information and updates on the ongoing incident.

"Dark sites are only activated during a crisis situation and, in this case, we are unable to predict how long this will persist," said RHB Research, which has a "sell" call on the airline.

RHB Research has also downgraded the local aviation sector to "neutral" from "overweight" with no yield recovery in sight from industry players this year.

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