

# Traffic analyser

Understand passenger air traffic flows in any & every market



Understand where traffic originates, connects and ends



Benchmark and compare fares for different routes



Forecast traffic for new routes and the economic impacts



Analyse point of sale by country and region

# About the reports

## **O&D Report**

Bookings and average fares on a given origin-destination route with up to 2 connections.

# **Connections Report**

Bookings and average fares by cabin for flights on a given O-D route through a specified connecting airport.

#### **Power Table**

Fully-customised reports of passenger booking and schedules data.

# **Top X Report**

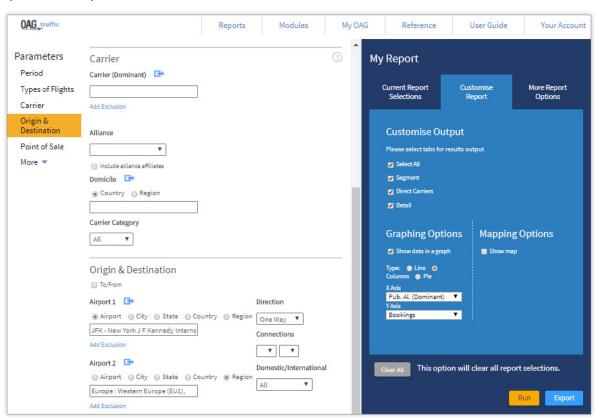
Top carriers, top departure/arrival airports, top routes, top hub airport and top point of sale based on various criteria (bookings, cabin types, total revenue, average fares).

### **Mix Report**

Bookings and average fares for flights on a given non-stop origin-destination route, broken down by traffic type: local, behind, bridge and beyond.

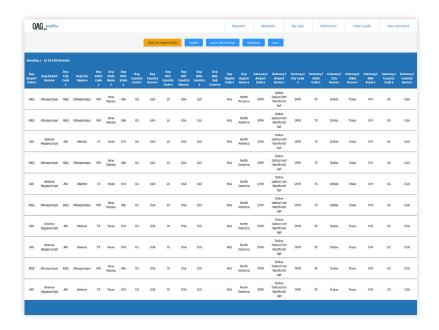
# **Key Features**

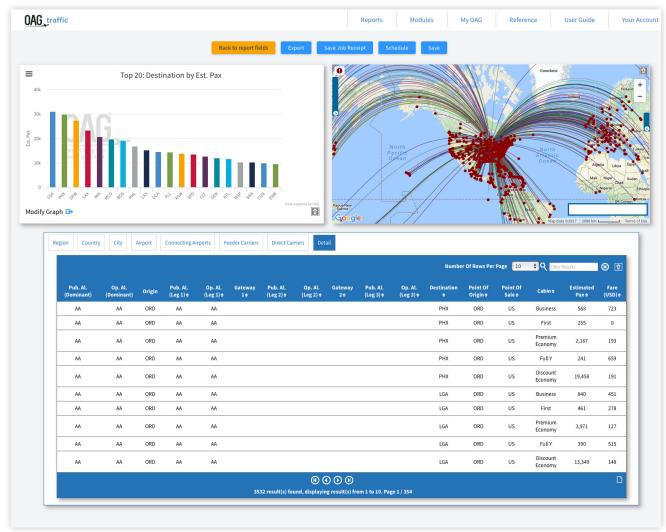
User-friendly interface, check criteria as you work, schedule to run automatically, configure columns and ready-made visuals. All reports to .csv,.pdf,.xls and .xlsx formats.



# What data is included?

- MIDT (Marketing Information Data Tapes) 'passenger traffic' based on GDS bookings
- · Unadjusted bookings
- Adjusted bookings to represent true total market figure
- Average fare data from Travelport issued tickets
- Historic traffic information from 2010 & one year forward





Clients include:

















