

Plot, analyse and understand passenger traffic



Understand where traffic originates, connects and ends



Monitor competitors' passenger traffic



Benchmark and compare fares for different routes



Forecast traffic for new routes and the economic impacts



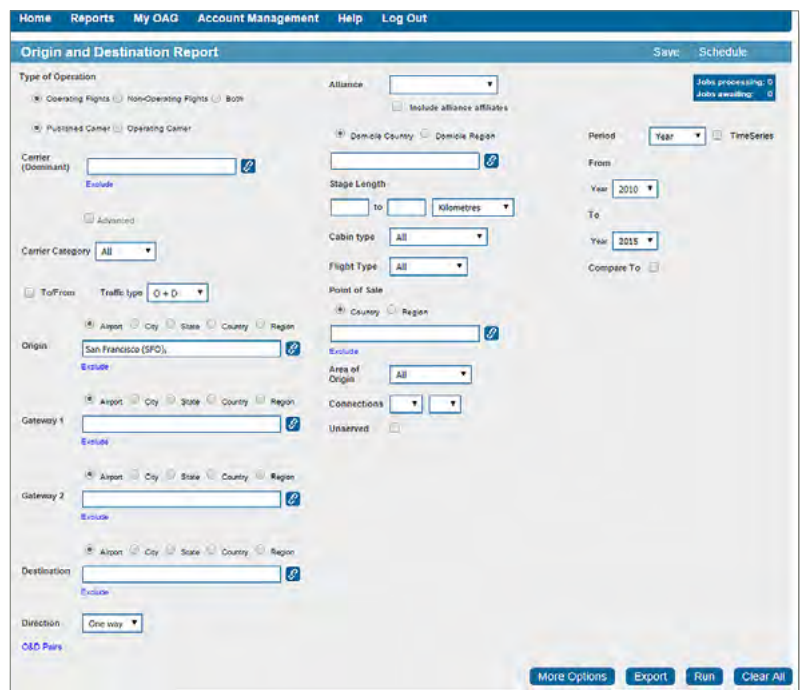
Analyse point of sale by country and region

What is included in the data?

- 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

Powerful insights it can deliver

- **O&D Report** – bookings and average fares on a given origin-destination route with up to 2 connections.
- **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.
- **Connections Report** – bookings and average fares by cabin for flights on a given O-D route through a specified connecting airport.
- **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).
- **Power Table** – fully-customised reports of passenger booking and schedules data.



Report features:

- Group airlines, airports, aircraft types, cities, countries and regions.
- All reports exported to .csv, .pdf, .xls and .xlsx files.
- Configured reports that **run automatically**.
- Visualise results on an **integrated map**.



“ We purchased the Traffic Analyser Module with a goal of using it to gauge trends in the volume of visitors flying into our airport. Data is updated quickly - we are able to see how volume performed within a month or so of when it occurred - and the tool is also flexible. The team from OAG has been extremely accessible to help us better understand the data and answer our questions. ”

Eric Johnson, Atlanta CVB.

Who uses traffic analyser?

- Airport route development & operational planning and scheduling
- Airport marketing & financial forecasting
- Financial & investment companies
- Strategic & financial consultants
- Destination Marketing Organisations (DMOs) & tourism boards
- Government immigration & border agencies

Clients include:

TALLINN AIRPORT



Cranfield UNIVERSITY

