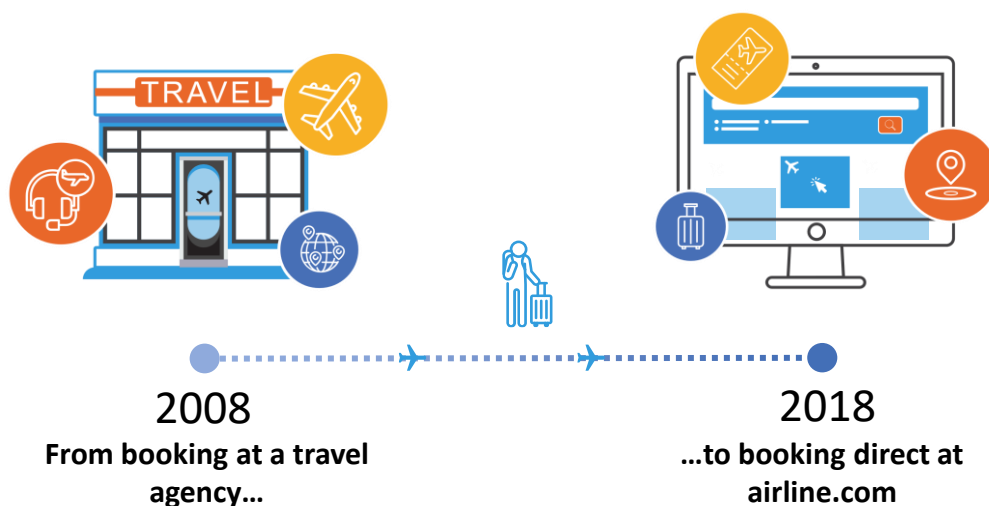


# FORWARDKEYS IMPROVES ITS PRODUCT OFFERING WITH A SIGNIFICANT NEW DATASET

## Introducing Ticketing data

According to the WTTC Travel & Tourism accounted for 10.4% of worldwide GDP in 2017. They forecasted that this would rise to 11.7% by 2028.

**Imagine the value of having detailed global travel data and global travel trends at your fingertips.** And imagine having access to tools that help you understand when different traveller profiles plan and book, which tourism destinations are popular now and which indicate increased or decreased popularity in the coming 12 months; and being able to track travellers at each stage of their trip – so you can make decisions for your business related to the traveller as a booker, a visitor, a shopper at the airport or down town, or returning home.



The Global Distribution Systems (GDS) capture booking data from traditional travel agents and from online travel agencies, thus providing information on a large share of the global air market. However, travellers are now increasingly booking their travel directly with airlines, and as airlines more and more adopt “retailing strategies” this trend towards direct booking will only intensify.

**These direct bookings are difficult to track and monitor but Forwardkeys, recognising the need to provide this “missing data” to our customers, is adopting a new data source in order to provide this vital element of travel data intelligence**



# FORWARDKEYS' TICKETING DATA

Via a landmark agreement, ForwardKeys now has access to a daily feed of all ticketing transactions processed by [IATA](#) and [ARC](#) for bookings made by travel agents globally (including OTAs) **plus ticketing data provided by approximately 100 airlines.**



Launching in April 2020, ForwardKeys will be providing for the first time direct air bookings on its platform and across all of its products and data services so that our customers will have access not only to over 90% of global indirect bookings but also an estimated 30% of all direct bookings made with airlines globally.

**What does this mean for ForwardKeys' global data coverage?** This means that especially for key markets, for example the Chinese travel market, the data sample will grow exponentially.

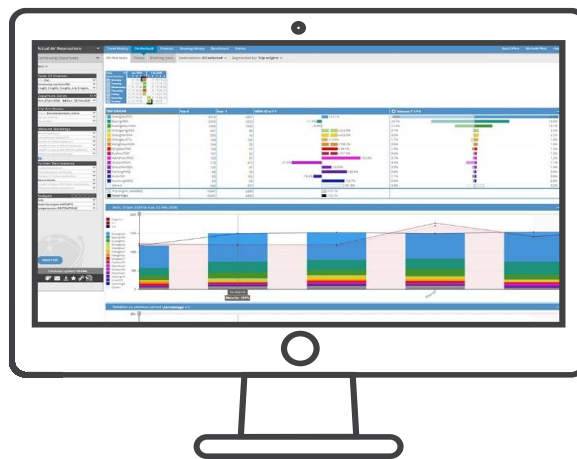
		Current dataset	New dataset
	Coverage of the Chinese market	14%	68%
	China international	53%	64%
	China domestic	2%	68%



# FORWARDKEYS' TICKETING DATA

**What does the new dataset mean for ForwardKeys' product portfolio?** While the data input changes from booking to ticket data, our platform and reports will provide the same insights on traveller profiles, booking behaviour, and travel itineraries.

You are still able to get insights into the air passenger market with unrivalled speed, segmentation and detail.



## What this does mean for you?



### BE MORE AGILE

ForwardKeys near **real-time data** analysis delivers a better understanding of how travel trends are unravelling, affected by demand which enables you to work in a highly responsive way.



### BE MORE INSIGHTFUL

We can deliver a complete and consistent view across the **most granular of metrics** to help you make your next step.



### BE MORE AWARE

ForwardKeys' **state-of-the-art forecasts** help you anticipate the travellers' impact on your business based on who will be travelling, when and where.



# TOTAL AIR MARKET

**ForwardKeys Total Air Market is the most comprehensive dataset available in the market to reflect all global air travel with unrivalled speed, segmentation and coverage.**

Our in-house developed model calculates the total number of global travellers based on global air bookings, seat capacity, airport statistics and other datasets. Since our new ticketing data provides data on a larger share of the market, this automatically means that accuracy of the model increases to give you even greater confidence in Forwardkeys total air market estimates .

**ForwardKeys Total Air Market allows you to not only understand how the trends are changing, it finally gives you an accurate picture of the total number of travellers you can expect to visit the locations of your interest.**



Find out more about what **Ticketing Data** or **Total Air Market** can do for you!

[Read the official announcement](#)

[Contact us!](#)