



# Market recovery after COVID-19

ForwardKeys' data solutions to monitor trends of the travel and tourism industry



# How to monitor travel recovery after COVID-19

The travel industry is built upon a delicate balance between people travelling and people who are spending on flights, hotels, car hire, shopping and/or sightseeing. External macro-factors such as the economy, natural disasters, civil unrest also do need to be factored in. The business performance is in turn impacted by this flow of travellers during the various phases of the customer journey.

The number one factor affecting travel right now is COVID-19. The outbreak of COVID-19 combined with travel restrictions has paralysed the aviation industry and left aircrafts around the world grounded on lifeless tarmacs.

The million-dollar question is what will the recovery of the travel and tourism industry look like post-COVID-19.

Research analysts, who have the important task of informing their board of directors, regularly contact ForwardKeys to request the latest travel data and forecasts. Which country, region or traveller type will be the first to travel, where, when and for how long?

ForwardKeys is the one travel analytics company in the global market equipped to monitor and provide answers to those questions:





# How can you monitor demand per market?

What are people  
searching for?



**Flight  
Search**

Flight Search shows trends of what travellers search for – real demand – and which flights they eventually select at what fare prices. The geolocations of travellers are included, which means an understanding of where travel audiences are located.

Be prepared for the recovery of the market by understanding where travellers want to go, and when they believe they can travel again.



**Database updating**  
Daily

What flights  
are on offer?



**Seat  
Capacity**

Flight details of direct scheduled commercial flights between two airports, including legacy carriers, low-cost carriers and some charter flights. The data covers 99% of airlines. Data granularity goes down to daily segmentation.



**Database updating**  
Weekly

What's been  
booked?



**Actual Air Reservations  
On-the-book**

ForwardKeys receives flight bookings from international travel agencies, ForwardKeys' Actual Air Reservations will show the first signs of recovery of the travel market. This overview of bookings for the future shows the pick-up of demand, what the travel audiences look like and where they are planning to travel.



**Database updating**  
Clients can choose between daily, weekly, monthly or quarterly

# How can you access this data?



ForwardKeys Nexus is the gateway to access our datasets. This dynamic tool allows you to analyse the locations of your interest from several possible angles.

On the platform you can run your own unique queries looking at the number of arrivals and departures, the trip combinations, the traveller profiles, the specific routes and route combinations, plus more!

Our Insights Analysts are available to provide you with support showing you the most effective way of using the online platform, as well as demonstrating how to undertake quality assurance checks. A subscription to the platform comes with training sessions.





## Why ForwardKeys?

ForwardKeys is the leading travel analytics company helping destination marketing organizations, travel retailers, retailers and hotels improve the effectiveness of their marketing to travellers; anticipate the impact of events on their business; and capitalize on future booking trends.

Our travel data is unmatched in the market, as we collect and process 17 million flight booking transactions per day, made by over 180 000 online, offline and corporate travel agencies worldwide. ForwardKeys is the only data analytics company aggregating airline bookings on this kind of scale.

ForwardKeys also maintains a seat capacity database of the airlines who provide passenger scheduled services. Skyscanner currently provides the searches and flights selected.

Our data scientists continually analyse these datasets to produce valuable insights into the profile, behaviour and impact of past, present and future travellers.

# Past clients testimonial



**Rochelle Turner**  
**Head of Research, WTTC**

*“ForwardKeys’ comparative data on traveller profiles helps us to get a clearer understanding of the industry travel patterns across time, destination, and, importantly, be better able to assess the extent to **which significant global events impact on these patterns.**”*



**Asset manager at an investment company**

*“We found ForwardKeys when we were looking for information on data that could help us understand how the travel restrictions caused by COVID-19 would impact the travel market.*

*ForwardKeys offered us relevant, timely, in-depth data to reflect on the travel industry – both on the supply and demand side of the market.*

*Once the market will show the first signs of recovery, we will be the ones to know. This independent research helps us generate investment ideas.”*



# PREDICTING TRAVELLERS' IMPACT

Contact us at  
[info@forwardkeys.com](mailto:info@forwardkeys.com)

Check out the latest analysis at  
[www.forwardkeys.com](http://www.forwardkeys.com)

