

# Amadeus Air Data

# The leading data provider for air travel trends

In a dynamic industry like travel, being able to accurately track the flow of air passenger movement and the data related to the traveler journey is essential to driving growth and innovation across your organization. With Amadeus Air Data you can gain the deepest level of insight from algorithms that use real air booking data to gain a comprehensive view of the traveler's journey.

#### With these insights you can:

- Identify the top origin markets for inbound travelers
- \_ Identify opportunities for new airline routes and capacity increases
- \_ Understand the volume of air travelers expected to travel in the next 6 months
- Effectively target the right audience based on a better understanding of traveler profiles and intent

### **Empowering Strategies**

Amadeus air data is powered by billions of global, real-time travel transactions to deliver deep insights into worldwide traveler planning and purchasing behaviors. Identify opportunities at the country and city level in terms of traveler intent, bookings, length of trip, airline offer and total number of visitors to make favorable decisions for your organization.

# amadeus

# The World's Leading Air Performance Data Sets

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## +800M searches per day

#### Air Searches

Access over 800M searches per day for insight into worldwide travel demand.

# +1,000 air schedules

#### Air Schedules

Monitor over 1,000+ airline schedules to understand the impact on travel demand and identify opportunities for growth



# +1.5 billion GDS bookings

### Air Bookings

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With access to all global air travel agency bookings made via Amadeus, Travelport, Sabre, and Abacus, you can gain unapparelled insight into traveler booking behavior.

### Air Traffic

Monitor the impact air connectivity has on a destination using Amadeus' patented traffic module, which provides a reliable estimation of the total number of global air passengers traveling between a trip's true origin and destination. Now available with a forward-looking, six-month forecast.

NEW 6-month forward-looking forecast

		Вс	ooked ret			ed destinati by travel (		view in 2021					KPI	
													Booked return passengers by tra	ra
	Volume and YOY growth	Highest Growth Origin Countries Volume and YOY Growth										Base View Orlain Countries		
	6M - 4M -	▲764%	300%	03% ▲21	a 8% ▲2399	▲275%	168%	USA	US	8.32 M	▲3.29 M	▲ 65%	Origin Region	
	2M - ▼90% ▼89% ▼50% ▲393%	▲886%					34.2 M ▲4.95	Saudi Arabia	SA	990 K	▲438 K	▲79%	(All) Origin Subregion	
	Jan Feb Mar Apr Market Size - Origin Countries	May Jun	Jul A	ug Se	p Oct	Nov	Dec Total						(All) Origin Country	
of	Volume and YOY Growth							Colombia	co	000 K	▲355 K	▲141%	(All)	
, Air	US USA 8.32 M ▲3.29 M Largest	GB UK 1.32 M ▼807 K 4th largest			٩	ES	<u>CA</u>	Mexico	MX	685 K	▲337 K	▲97%	Origin City (All)	
and			K 5th larg	est				Qatar	QA	388 K	▲267 K	▲ 219%	Destination Region (All)	
													Destination Subregion	
an af tha		IL	SE	QA DH	LB	BE BR		Lowest Growth Origin Countries Volume and YOY Growth				(All) Destination Country		
of the								Korea (ROK)	KR	176 K	▼1.39 M	▼89%	(All)	
nd		мх	TR	EC	PT UA	PE CI	JO PR						(All)	
s to		AE	EG	NG	BH RO	TN IR	GT CR FI	ик	GB	1.32 M	▼807 K	▼38%	International/Domestic	
owth		/~L	AT	ZA	OM SI	I GR JP	LU PA AZ	Chinese Taipe	i TW	40.0 K	▼586 K	▼0.4%	Cabin Class	
n.	DE Germany	со	кw	NO	RS BO		ET			40.011	100011		(All)	
	2.02 M ▲248 K 2nd largest		PL	KR	CI KE	and the second se		Hong Kong S	AR <u>HK</u>	18.7 K	▼494 K	♥96%	2021	
	FR France	CH	IM	РК	GI LY M								_	
	1.96 M ▲25.8 K 3rd largest	NL						Canada	<u>CA</u>	889 K	▼475 K	▼35%	Last booking date: 2022-07	27

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With a combination of Amadeus' suite of Market Intelligence, Air Data, Demand360<sup>®</sup> and Agency360+, you can uncover every step of the traveler's journey and tailor your strategies to drive the optimal growth for your organization.

# aMadeus

Amadeus helps hospitality teams of all sizes and service levels across the globe to drive more profitable demand, generate loyalty, and increase operational efficiency. If you're interested in learning more about how any of our solutions could help your business, contact us!

With 16,000 experts in 175+ countries, we collaborate closely with customers on innovative solutions to grow their business.

#### Find out more

For further information, visit **amadeus-hospitality.com/business-intelligence/market-intelligence/** or speak to your Amadeus Account Manager today.

