

amadeus

Navigator360™

How do you understand the impact of travel on your industry to gain new insight?

Industries impacted by travel require detailed understanding of travel trends and traveler behaviors to maintain pace with the dynamic and evolving travel landscape. With Amadeus Navigator360™, you can gain deep insight into air and hotel trends to accurately track and predict the impact of travel on your business.



Gain a complete understanding of the traveler's journey

Amadeus Navigator360™ provides the most comprehensive collection of hotel and air travel data for markets that are impacted by travel trends and evolving traveler behaviors. These markets include Destination Management Organizations (DMOs), Convention Visitor Bureaus (CVBs), financial services companies, telecommunications/mobile network providers, travel consultants, advertising companies, food & beverage providers, and more.

With this powerful combination of air and hotel data, you can:

1. Leverage new levels of travel insight to inform strategic planning.
2. Uncover every step of the traveler's journey.
3. Identify opportunities to attract, convert, and retain visitors.
4. See how you stack up against competition.

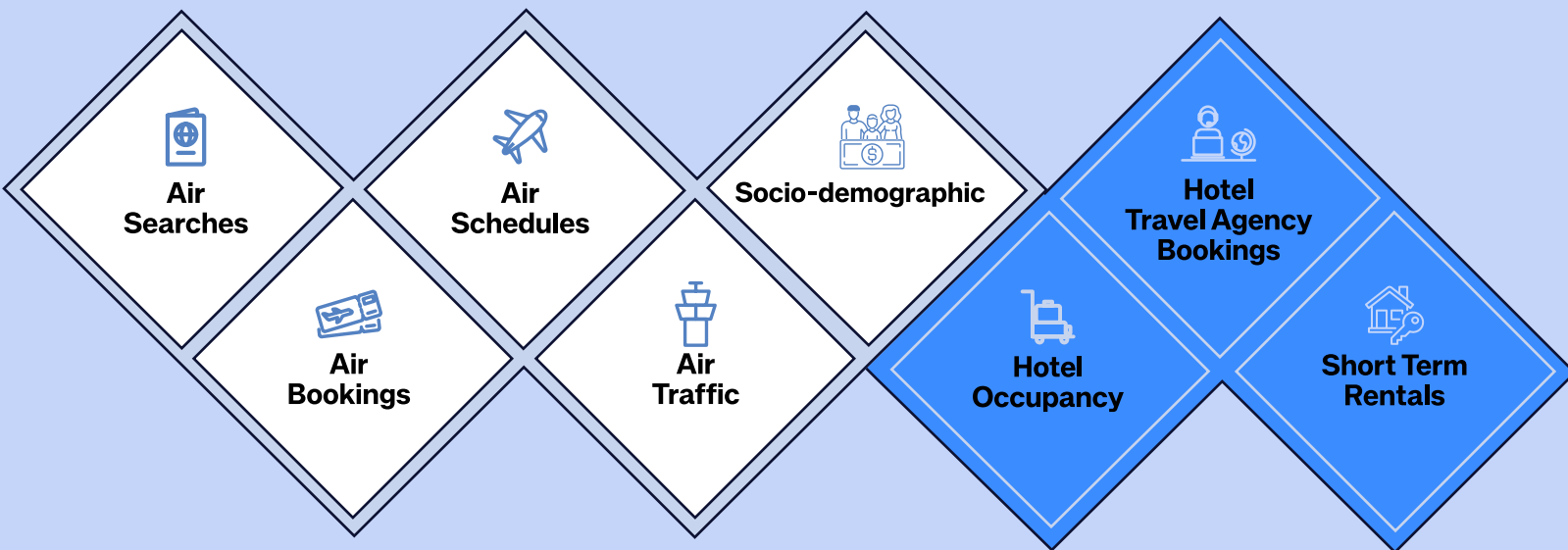


The World's Leading Air and Hotel Performance Data Sets

Amadeus brings together comprehensive, unique, reliable, and actionable data from across the global travel industry to enable value-driven decision-making:



Navigator360™



Organizations can select specific sets of hotel and air data they require and/or utilize the Navigator “Viewpoint” dashboard to make more informed strategic decisions based on forward-looking and historical travel dynamics.



Air data

Gain comprehensive insight into air travel patterns and trends including air search, capacity, number of flights, bookings, and arrivals – powered by billions of global, real-time travel transactions:

- Identify new emerging origin markets and flag underperforming origin markets.
- Understand monthly performance and seasonality trends.
- Analyze performance of competitor destinations.
- Pinpoint trends at the route, origin city, destination city, or origin level to proactively manage shortfalls or take advantage of growth opportunities.

Key Figures



Access **200M+** searches per day for insight into worldwide travel demand.



View 12 months of forward-looking air schedule data and **6 months** of forward-looking air traffic data.



Access **100% of air bookings** coming from all three GDS' (Amadeus, Sabre, Travelport).



Monitor schedule data from **more than 900 airlines** to understand the impact on travel demand and identify opportunities for growth.

With the comprehensive combination of Amadeus air and hotel data, tailor your strategies to drive the optimal growth for your organization.



Hotel data

Benefit from unrivaled depth and breadth of demand, occupancy, booking, rentals and rate data to be confident in your strategic planning:

- See market trends to identify opportunities during periods of market compression or increased demand with accurate views of future demand.
- Gain insights into the countries and markets travelers are coming from.
- Identify and nurture your most important agency and market relationships to drive future demand.
- Understand pricing and rate patterns to assess market fluctuations.

Key Figures



Gain demand and rate insights from **41k+ hotels**.



Shop 10b+ rates per month **from more than 600 sources**



See short-Term rental trends with data from **35m properties**.



View **12 months** of forward-looking rate and demand data, updated daily.



Access **100% of hotel bookings** coming from all three GDS' (Amadeus, Sabre, Travelport).

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**Learn More
about Navigator360™**

For more information on Amadeus data solutions, visit amadeus-hospitality.com or speak to your Amadeus Account Manager

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