



Search Analytics delivers analytics on how travellers search for flights, revealing to where, when and for how long they're planning to travel, so airlines can improve the return on investment of their marketing campaigns

Amadeus Search Analytics

A clear view of where travellers are heading to next

Search Analytics is a module of Amadeus Airline Insight, a next-generation business intelligence suite of solutions and services designed for airlines. Search Analytics is an analytical solution that gives airlines instant insights into consumers' travel intentions.

Built using historical data from over millions daily online searches stored in Amadeus Master Pricer, the world's leading low-fare search tool, Search Analytics displays which destinations consumers are searching for, when they are searching for them and which dates they intend to travel.

Search Analytics provides instant access to four dashboards:

By search period

View the top 10 most popular routes and destinations searched for a specific period. Discover which destinations consumers in selected market(s) are searching for, for example what were the top 10 most popular destinations searched for from Germany last week.

By travel period

What are the most popular routes and destinations for a specific travel period? Where are people planning to travel to for their summer holiday and how far in advance are they planning their trip?

Highest variations

Get a snapshot of which destinations and routes are growing or declining in popularity compared to a previous time period. Find out if this year's favourite destination is the same as for last year and adapt your airline strategy accordingly.

Patterns analysis

Select an origin and destination and see how searches on this route have changed over time. Peaks show when the majority of people either search for this route or intend to travel on this route.

There are numerous ways to view the data using built-in filters, and with data updated every day airlines have easy access to the latest trends, whenever it is needed. Furthermore, information shown is downloadable for further analysis.

Search Analytics is available through the Amadeus Travel Intelligence online portal or via Web Services.

Use the "weekend only" filter to see the most popular destinations and advance search periods for short getaways.

Key features and benefits

Amadeus Search Analytics will always keep your airline ahead of the competition thanks to unique knowledge of consumers' travel intentions and travel market trends.

Boost marketing return on investment:

- _ Optimise search engine marketing spend by identifying seasonal search patterns
- _ Increase online conversion rates by packaging offers relevant to traveller searches
- _ Adapt advertising strategy to market trends

Enhance customers' experience:

- _ Specialise on particular destinations with a better understanding of demand
- _ Tailor the content of offers based on expected demand
- _ Improve the targeting of relevant advertising

Shape future strategy:

- _ Define more effective product offering and pricing
- _ Negotiate packaged offers with partners based on insight into future demand
- _ Optimise the timing of promotional fare negotiations



Search Analytics - By search period dashboard



Search Analytics - Patterns analysis dashboard

Amadeus is at the heart of the global travel industry. Our people, our technology and our innovation are dedicated to working with our customers and partners to shape the future of travel.

- _ We help them connect to the travel ecosystem.
- _ We help them serve the traveller.
- _ We help them manage their travel business.

Together, let's shape the future of travel.

Find out more

For further information, visit amadeus.com/travelintelligence or speak to your Amadeus Account Manager today.



Complementary solutions

- _ Amadeus Traffic Analytics
- _ Amadeus Schedule Analytics

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