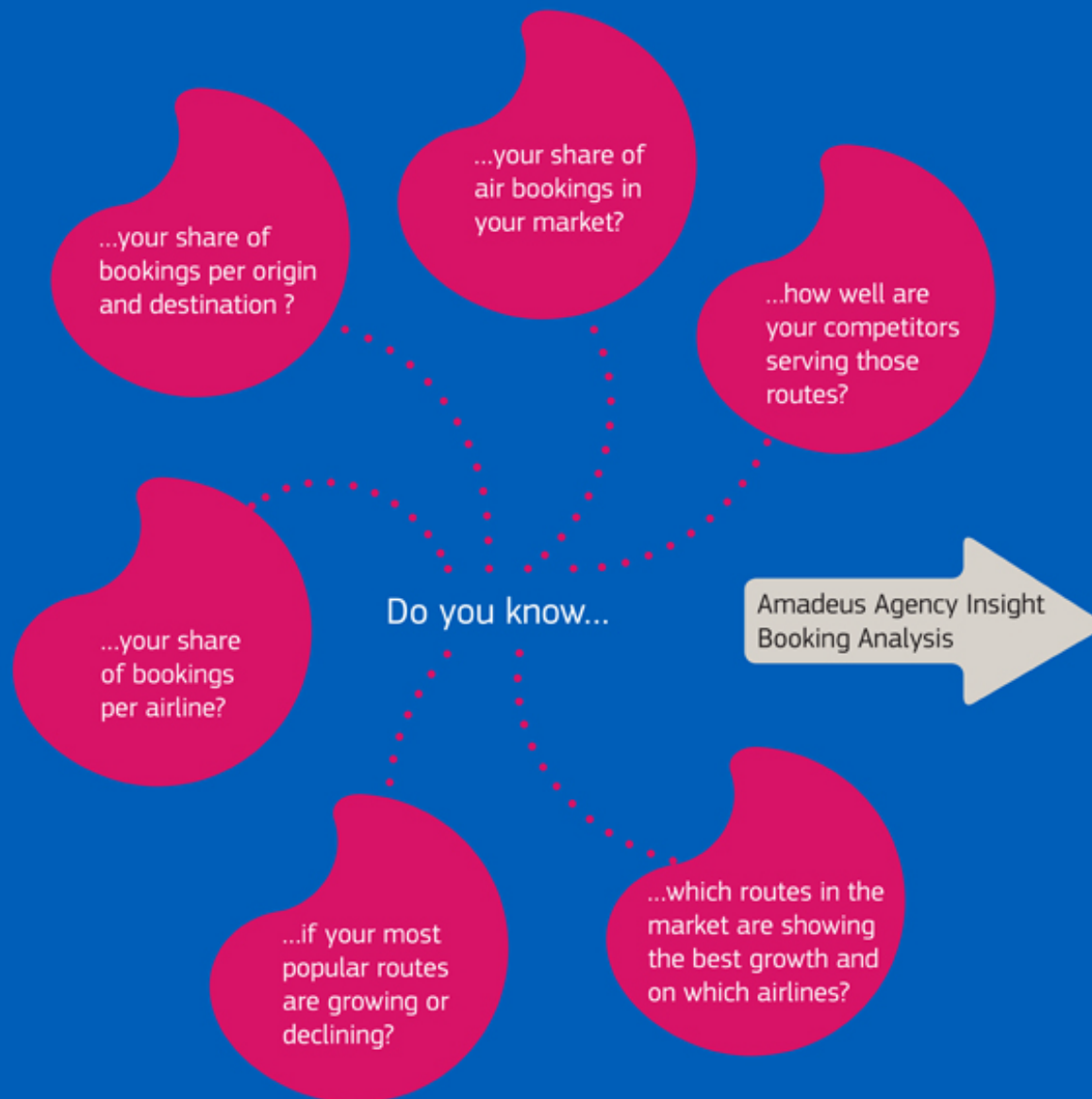


# Amadeus Agency Insight Booking Analysis

A clear view of the opportunities ahead

amadeus



Analysis of booking data reveals trends in growing routes and airline popularity, your market position and that of your competitors.



Increase your marketing effectiveness



Target travellers booking on growing routes

Optimise the timing and placement of your offers to travellers



Enhance your sales monitoring



Track and measure your performance in line with your marketing campaigns and versus your competition

Know your market position and analyse its evolution



Shape your future strategy



Identify new revenue opportunities and expand to new markets

Negotiate better deals with your airline partners, knowing the value of your business to them