



**Booking Analysis** sheds light on airline booking trends in your market, helping you to increase and track your sales and marketing effectiveness and monitor your competitors.

# Amadeus Agency Insight Booking Analysis

A clear view of the opportunities ahead

Every time you make an air booking, you are contributing to the three billion flight bookings made annually worldwide. But do you know how much business you are contributing to the airlines, how well you are performing compared to your competitors on your most popular routes or simply which are the most booked routes in your market?

Booking Analysis gives you a clear view of booking trends in a market - analysed by origin and destination (O&D) and by airline - as well as the corresponding performance of both your agency and your competitors. This information can help you to identify new routes and markets, growing routes on which to focus your marketing and sales resources and opportunities to better negotiate fares with airlines, knowing your relevance to their booking volumes.

Every day, Booking Analysis processes and makes sense of the wealth of booking data made available from Marketing Information Data Tapes (MIDT) that is taken from the main GDSs; Amadeus, Sabre and Travelport. This delivers instant insights in easy-to-understand dashboards.

Booking Analysis is available via both the Amadeus Agency Insight online portal and Web Services.

Booking Analysis is available in three versions:

**Light** – provides a view of the evolution of bookings made in the market

**Standard** – allows you to track the performance of your agency versus the market

**Premium** – lets you compare your own booking figures with those of the market and your competitors.

## Booking Analysis data is displayed in two main views:

– O&D View shows the top O&Ds booked in the market along with the evolution in booking figures compared to a defined previous period. You will be able see which O&Ds are growing and decreasing in popularity, seasonal peaks and troughs and the spread of bookings across airlines in the market.

Booking Analysis Standard users can compare their own travel agency performance and market share per O&D and Premium users can also view the market share of their competitors.

– Airline View shows booking figures per airline. Analyse which airlines are growing and on which O&Ds. Booking Analysis Standard displays your agency's booking contribution, while the Premium view also includes the booking figures of your competition.

With built-in filters, such as by office ID and cabin class, you can drill down further into the data to compare performance and identify changes in trends. The export function lets you download it for further analysis outside of the tool.



Amadeus Agency Insight Booking Analysis Premium (O&D View)

## Key benefits

### Shape your future strategy

- Identify potential new revenue opportunities
- Expand your business to new markets
- Sell on emerging routes

### Increase your marketing effectiveness

- Target travellers booking on growing O&Ds
- Partner with the right airline to offer the most relevant product
- Promote your offers at the right time of the year

### Enhance your sales monitoring

- Know your market position, by O&D and by airline, and analyse its evolution
- Identify your areas of strength and weakness, comparing analysis of your performance with your competition and the market
- Track your performance in line with your marketing campaigns

### Optimise supplier management

- Improve negotiations with airlines
- Identify new airline partners for new revenue streams
- Keep track of airline competition on O&Ds

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.

## Find out more

For further information, visit [amadeus.com](http://amadeus.com) or speak to your Amadeus Account Manager today.

**Together, let's shape the future of travel.**