

Search Analysis delivers analytics on how travellers search for flights, revealing to where, when and for how long they're planning to travel, so you can sell them the right product at the right time.

Amadeus Agency Insight Search Analysis

A clear view of where your travellers are heading to next

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

Built using historical data from over 200 million weekly online searches stored in Amadeus Master Pricer, the world's leading low-fare search tool, Search Analysis shows you which destinations consumers are searching for, when they're searching for them and which dates they intend to travel.

Search Analysis gives you instant access to four dashboards:

By Search Period

View the top 10 most popular routes and destinations searched. Discover which destinations consumers in your selected market(s) are searching for, for example what are the top 10 most popular destinations searched for from Berlin.

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 decreasing 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 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 updates every week you'll have access to the latest trends at your fingertips whenever you need it. Furthermore, information shown is downloadable for you to continue your analysis to be distributed as required.

Search Analysis is available through the Amadeus Agency Insight online portal or via Web Services for integration into your own reporting system.

For Christmas 2014, Bangkok is the most searched destination by consumers in Germany, the UK and Japan

Key features and benefits

Boost your 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
- _ Manage your advertising strategy in line with market trends

Enhance your 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

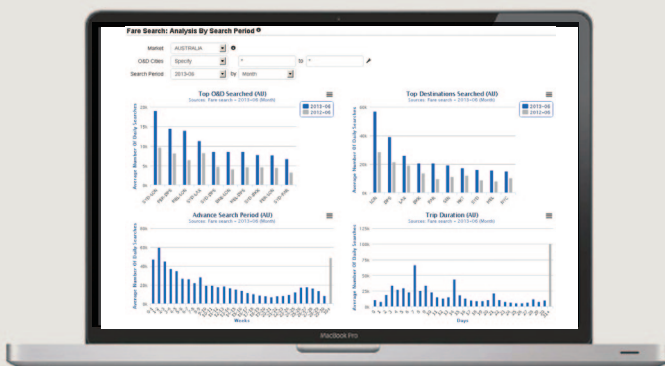
Shape your future strategy

- _ Define more effective product pricing
- _ Negotiate better deals with your suppliers with insight into future demand
- _ Optimise the timing of promotional fare negotiations

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

Want to bring more data to life?

Talk to your Amadeus Account Manager about how our next-generation business intelligence solutions and services can give you actionable insights into your customers, your competitors and your business.



Search analysis by search period 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.

Find out more

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

Together, let's shape the future of travel.