

How do you transform your travel business into a data-driven success?

Amadeus. It's how travel works better.

Why smarter business operations matter more than ever.

In a travel industry defined by rapid shifts and growing complexity, operational agility can make or break a travel seller. From unexpected airline schedule changes to increased competition for high-value travelers, agencies must not only act fast but act smart. That means making decisions backed by data, such as understanding how you perform against the market and identifying opportunities before it's too late.

This interactive guide shares five actionable tips to help your business gain that edge—so you can operate with more clarity, confidence, and impact.



To find out more, click on
the sections below.

1. Track productivity to uncover operational blind spots.
2. Benchmark sales activity to reveal missed opportunities.
3. Stay ahead of airline schedule changes.
4. Align your sales strategy with forward-looking.
5. Use route-level trends to strengthen airline negotiations.

Put insights into action

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Put insights into action

The problem:

Many travel sellers struggle with limited visibility in their booking lifecycle. Without real-time insight into team performance and activity trends, inefficiencies and errors often go unnoticed before they negatively impact revenue or customer satisfaction.



The solution:

By monitoring activity across platforms and identifying patterns in near real-time, managers can quickly spot booking delays, performance gaps, or productivity bottlenecks—and act accordingly.

Example:

A global network of travel sellers implemented daily team huddles based on live performance data. By flagging unusual dips in booking volume or spikes in errors, they were able to take corrective action within hours, not days.

→ Solution: Amadeus Productivity Tracker

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The problem:

Operating in a silo makes it difficult for travel sellers to know how well they're truly performing. Without clear visibility into broader market dynamics, it can be challenging to determine whether flat or declining sales are internal issues—or reflective of industry-wide trends.



The solution:

By benchmarking sales performance against their aggregated peer group, travel sellers can better understand their position in the market. This context reveals growth opportunities, validates strategies, and flags areas that need attention.

Example:

A TMC noticed their sales for a key transatlantic route were stagnating. Benchmarking revealed that while competitor group volumes were rising, theirs remained flat. This insight triggered a deep dive into travel provider pricing and client communication, leading to swift tactical adjustments.

→ Solution: [Amadeus Booking Benchmark](#)

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The problem:

Airline schedule updates, especially reductions in capacity, can catch travel sellers off guard. This leads to rebooking chaos, lost revenue, and missed opportunities to redirect traffic to alternative options.



The solution:

Staying informed on historical trends and forward-looking schedule changes allows travel sellers to plan ahead, adjust packages, and advise clients before availability becomes an issue.

Example:

An OTA specializing in group travel detected upcoming reductions in seats to a major summer destination. They proactively shifted demand to a nearby airport and renegotiated space with secondary carriers, preserving both revenue and customer satisfaction.

→ Solution: Amadeus Schedule Analytics

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Put insights into action

The problem:

Relying solely on booking data limits your visibility to what has already happened. Without insight into traveler interest and search behavior, travel sellers may miss early signs of demand shifts.



The solution:

By analyzing forward-looking search trends, travel sellers can align promotions and inventory with what travelers are currently exploring—before bookings are even made.

Example:

A boutique leisure agency noticed a steady uptick in searches for eco-tourism trips in Southeast Asia. Based on that insight, they created a new landing page and marketing campaign that positioned them as specialists in that segment—just as demand began to accelerate.

→ **Solution: Amadeus Search Analytics**

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Put insights into action

The problem:

Entering travel provider negotiations without route-level data limits your negotiating power. You may miss chances to secure better commissions, marketing support, or other commercial conditions.



The solution:

Travel sellers that understand load factors, capacity shifts, and underserved routes can bring strategic insights into discussions with airline partners, turning data into leverage.

Example:

A large online travel seller preparing for contract renewal used traffic trend data to identify a consistently underserved corridor between two major cities. They proposed a targeted campaign and volume commitment, securing improved terms and co-marketing funds.

→ Solution: Amadeus Traffic Analytics

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Amadeus Travel Intelligence

brings together the most relevant data solutions for travel sellers—offering visibility, competitive benchmarking, forward-looking trends, and operational insights. From travel seller productivity to airline negotiations, our tools empower your teams to make smarter decisions every day.



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