# Getting the edge:

# Skyscanner harnesses the power of Amadeus Traffic Analysis

# Skyscanner, headquartered in the UK, operates a global marketplace that connects travelers with travel partners, aiming to enhance travel experiences and make travel more accessible and enjoyable worldwide.

Serving aproximately 110 million users every month, Skyscanner is committed to simplifying and democratizing travel for people globally. Their mission is to empower consumers to explore the world by providing comprehensive travel solutions. Whether it involves finding flights, booking hotels, or arranging car rentals, Skyscanner strives to streamline what can often be a complex process when planning trips and journeys.

In addition to their consumer-focused services, Skyscanner operates a dynamic B2B marketplace. Through this marketplace, they facilitate distribution, advertising, and merchandising opportunities for their partners, such as airlines, Destination Marketing Organizations (DMOs), and other travel companies. This enables partners to effectively promote their brands and offers on specific routes or destinations to a highly engaged and qualified audience.

Enhanced
**partner trust**

Enhanced
**strategic planning**

Enhanced
**marketing impact analysis**

# The needs

## Addressing recovery during the pandemic

Skyscanner was seeking a data tool that allowed them to benchmark their facilitated travel volume against the total travel in the market, enabling a deeper understanding of their competitive position, market performance, and growth opportunities. This need was especially critical during the pandemic, where identifying key markets driving growth and measuring their own recovery pace compared to the broader marketplace were paramount for Skyscanner' strategic decisions.

## Evaluating business plan success

Additionally, Skyscanner emphasized the need for an agnostic data source to evaluate the success of their business plan. They aimed to analyze how their tactics and strategies influence audience growth across specific markets, regions, and globally, relative to overall marketplace growth.

## Ensuring data timeliness and granularity

The need for granular data, down to the level of country-to-country, city-to-city, or origin-to-destination pairs, was pivotal for Skyscanner. They required a flexible tool to seamlessly integrate and match their consumer search data with external market data, ensuring accuracy and consistency across diverse data sources.

Moreover, timely data delivery was crucial for Skyscanner. They required data with minimal lag time, enabling them to take prompt actions and respond effectively to evolving trends in the dynamic travel landscape.

# The solution

## Amadeus Traffic Analysis

Skyscanner made the strategic decision to implement Amadeus Traffic Analysis, a data and analytics tool within the Amadeus Agency Insight portfolio. The tool leverages a combination of historical and industry-relevant data to provide detailed insights into passenger and flight traffic. It actively monitors and compares traffic share, at carrier level or on specified routes, offering valuable insights into the volume of flights and estimated passengers during specific timeframes.

The integration of Amadeus Traffic Analysis data into Skyscanner's internal environment has provided significant value by enriching internal datasets. This integration enables Skyscanner to map their own internal consumer search data with market traffic data, facilitating a deeper understanding of their market performance and market share evolution, particularly crucial during the pandemic recovery phase.

As the industry transitions post-pandemic, Skyscanner is leveraging this data to forecast emerging market trends and pinpoint areas of continued growth for their business. Dashboards created from Amadeus Traffic Analysis data enable Skyscanner to democratize data access within the organization, empowering stakeholders across commercial, strategy, and marketing functions to extract actionable insights and support strategic decision-making.
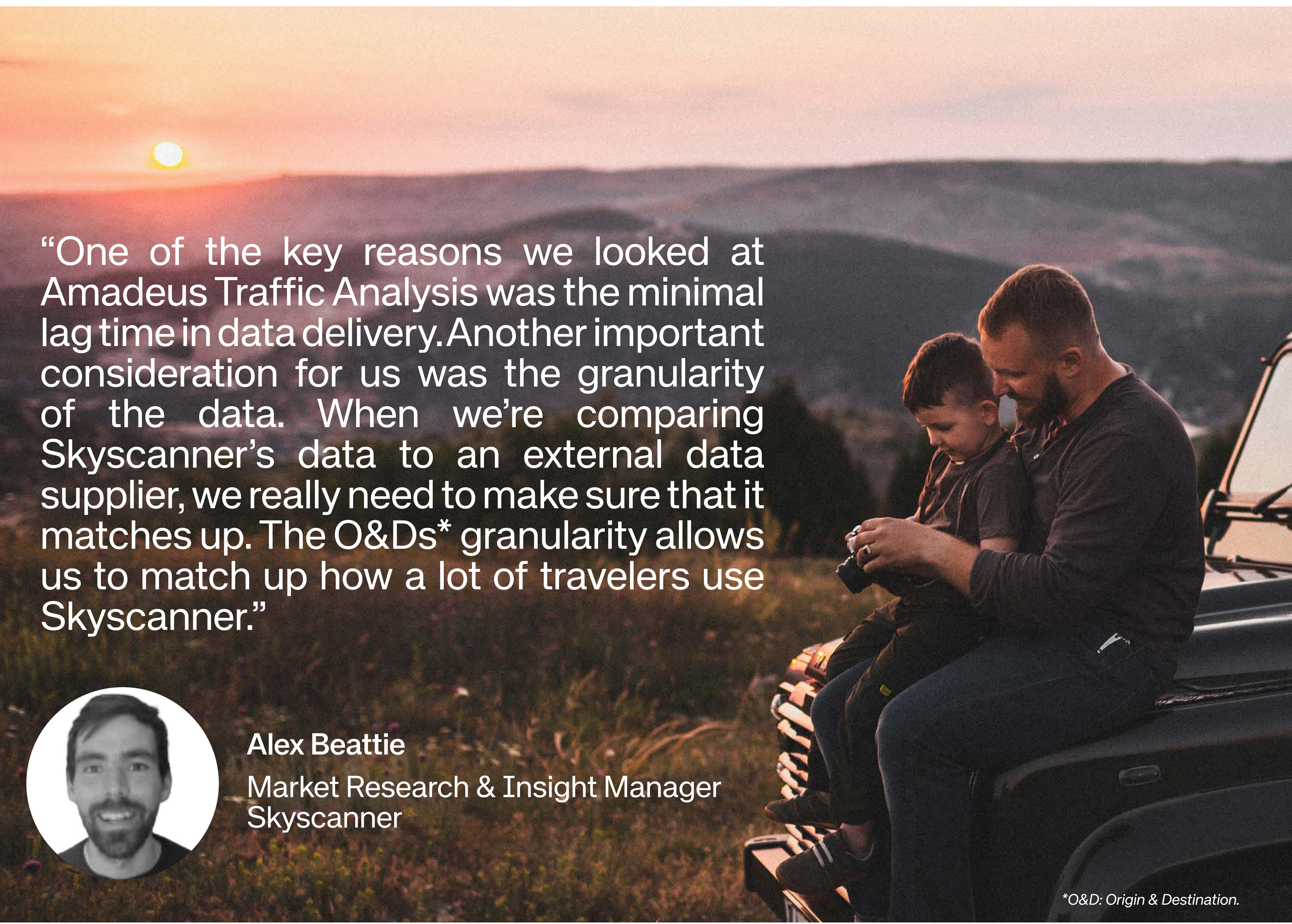
"One of the key reasons we looked at Amadeus Traffic Analysis was the minimal lag time in data delivery. Another important consideration for us was the granularity of the data. When we're comparing Skyscanner's data to an external data supplier, we really need to make sure that it matches up. The O&Ds* granularity allows us to match up how a lot of travelers use Skyscanner."

**Alex Beattie**

Market Research & Insight Manager
Skyscanner

*O&D: Origin & Destination.

# The real success

**Enhanced**
## partner trust

The incorporation of Amadeus Traffic Analysis data into Skyscanner's internal environment has significantly enhanced trust with airline partners. By leveraging credible data and insights from Amadeus Traffic Analysis along with their consumer search data, Skyscanner's commercial teams can provide agnostic market updates and trends during discussions with airlines. **If Skyscanner observes significant traffic increases between specific markets, they can initiate discussions about potential route opportunities with airlines.** This data-driven approach not only supports Skyscanner's commercial efforts, but also strengthens relationships with airlines by aligning recommendations with market realities.

**Enhanced**
## strategic planning

The implementation of Amadeus Traffic Analysis plays a pivotal role in enhancing strategic planning at Skyscanner. This data enables Skyscanner to understand their historical market position, assess their highest-performing markets, and identify future growth opportunities. **By leveraging an agnostic view of total traffic at market level, Skyscanner can evaluate which geographies they under-index in and can target for growth.**

**Enhanced**
## marketing impact analysis

The adoption of Amadeus Traffic Analysis allows Skyscanner to better evaluate the effectiveness of their marketing campaigns and brand-building initiatives. **By analyzing Revenue Passenger Kilometer (RPK) share in specific markets before and after campaigns, Skyscanner can determine the effectiveness of these efforts in driving increased website sessions and conversions.** The RPK share metric quantifies the amount of travel that Skyscanner facilitates compared to the total travel in the market. Leveraging this data-driven approach informs strategic decisions to optimize marketing strategies and strenghten Skyscanner's brand presence in target markets.

"Without data and analytics, decision-making relies on intuition, which can certainly guide you but lacks the evidence needed for making better choices."

**Tom Oliver**

Director, Business Analytics and Rigour
Skyscanner