

# Amadeus Agency Insight

The travel industry is undergoing a transformative evolution, marked by intensified competition, shifting traveler demands, a dynamic market landscape, and the adoption of digital technologies. In this fast-paced context, data has become a crucial solution to address travel sellers' pressing concerns on how to operate their businesses more profitably and efficiently, and become more competitive.

## How do I stay ahead of competition and maximize revenue potential?

In today's fiercely competitive travel industry, staying ahead of the competition is not just important; it's essential for your business' success. The key to achieving this differentiation lies in the strategic use of data. Leveraging data to uncover unique selling points and emerging market opportunities is the foundation upon which you can make informed decisions that drive your business forward. By combining market and traveler data, you gain the ability to formulate innovative strategies that empower you to venture into new markets and capture untapped business opportunities.

At same time, gaining visibility into your financial metrics, such as turnover per product or revenue per ticket, is paramount for maximizing revenue potential. This information allows you to make timely adjustments to product offerings and execute timely promotions to optimize revenue streams.

## How do I differentiate my product offering and improve negotiations with suppliers?

Making strategic decisions based on intuition or limited information can be risky. In today's constantly changing business landscape, it is essential to gain a deep understanding of the market and your competitors so you can chart informed product strategies that drive long-term business success. By harnessing the power of data, you can easily identify market gaps, assess future trends, forecast demand, and understand competitor strategy. These insights are key to identify areas where your products or services can fill a void in the market or suit unmet traveler needs.

Beyond product strategies, data also plays a key role in optimizing your relationship with suppliers. With a clearly defined product line-up backed by enhanced understanding of market conditions and traveler expectations, you can negotiate more favorable deals and terms with suppliers, while ultimately enhancing your agency profitability.

## How do I offer the best experiences to travelers while keeping up productivity?

Personalization has become the cornerstone of success in today's travel industry. With constantly shifting traveler expectations, evolving market trends, and emerging destinations, empowerment through data is key to build meaningful connections with travelers and cultivate a loyal customer base. Armed with comprehensive understanding of traveler preferences and booking patterns, your teams are better positioned to deliver seamless and memorable experiences that leave a lasting impact on your travelers and allow to capture new customer segments.

While grappling with staffing challenges and shortages, combining market demand data and your own performance metrics is also essential to ensure that your resources are optimally distributed. This data-driven approach empowers your teams to provide an exceptional service to travelers without compromising on productivity.

## How do I maximize the effectiveness of my marketing campaigns and promotions?

Happy customers are loyal customers. Gaining a deep understanding of your customers is a no-brainer to drive effective marketing strategies. By leveraging data on traveler searches and emerging popular destinations, you can easily tailor your marketing messages to align with the expectations of your diverse target audiences.

In the context of effective marketing strategies, timing also becomes a critical factor. Accessing accurate data concerning advanced search and booking periods is paramount for optimizing the timing for your promotions and campaigns. This data-driven approach not only allows you to increase conversion rates and amplify sales opportunities, but it also plays a key role in elevating your agency's reputation and strengthening your competitive position in the market.



While organizations are increasingly recognizing the critical importance of data for making informed decisions in a dynamic business environment, they still encounter various challenges and barriers when it comes to effectively translating data into actionable insights.

## Data accessibility

The first challenge lies in ensuring that data is readily accessible to those who need it within the organization. Siloed data or fragmented data can hinder the flow of information essential for decision-making.

## Data quality

Data must be accurate, reliable, and consistent to serve as a trustworthy foundation for valuable insights that lead to rightful conclusions and guided decisions.

## Data cleaning

Raw data often needs cleaning and preprocessing to be useful. Data cleaning can be a labor-intensive process that consumes valuable time and resources.

## Data sharing

Collaborative decision-making often requires sharing data across different office locations. Sharing comparable data is essential for establishing a common foundation upon which to base business results.

## Data infrastructure

A robust data infrastructure is crucial to facilitate efficient data storage, processing, and analysis. It provides the capability to extract valuable insights from data.

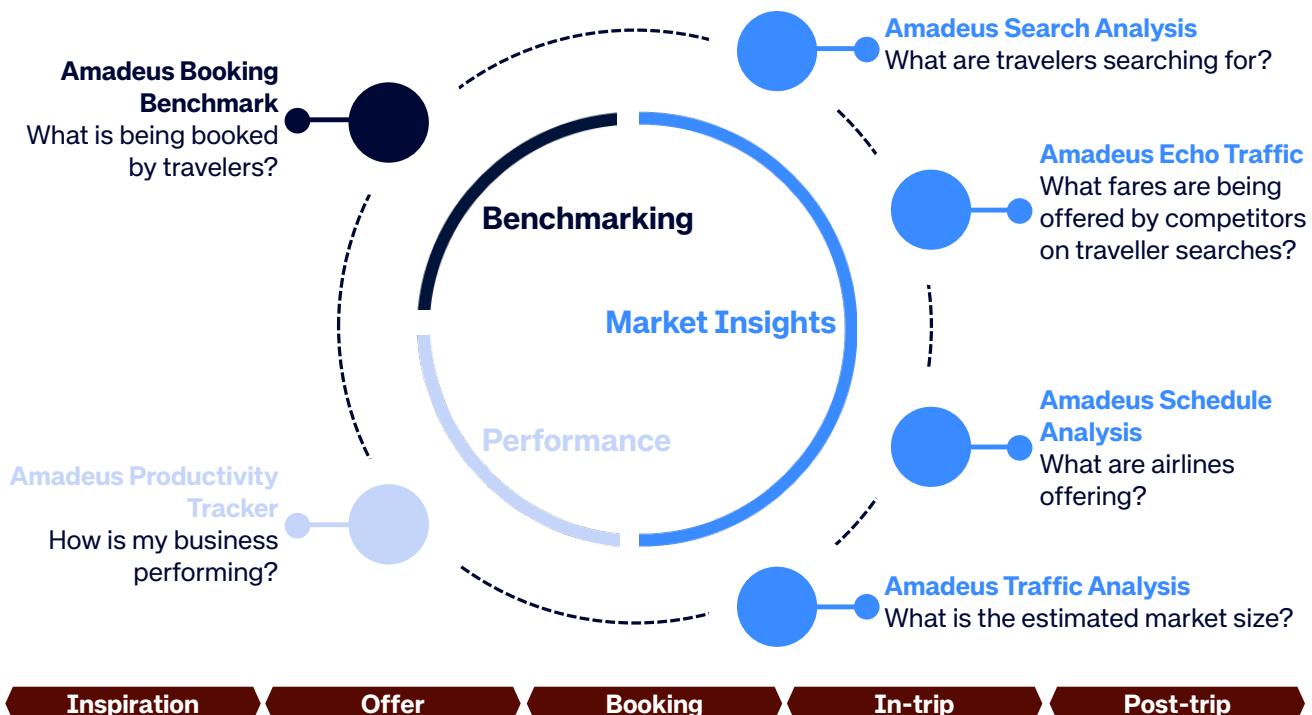
## Data governance

Establishing robust data governance practices is essential to maintain data integrity, security, and compliance.

## Meet Amadeus Agency Insight

**Amadeus Agency Insight** is a collection of data and analytics tools designed to equip you and your teams with actionable insights throughout the entire traveler journey.

By combining big data assets and cutting-edge technologies, Amadeus Agency Insight offers a wide range of data sets and analytics, empowering you to make informed decisions on how to operate your business more profitably and efficiently, and become more competitive.



### Data quality

Amadeus handles one of the most extensive and diverse datasets worldwide in the travel industry, offering travel sellers with a reliable 360-degree perspective on both travelers and the market.

### Flexibility

Amadeus Agency Insight offers both Data Feeds and pre-built BI Dashboards to meet diverse preferences in data consumption among travel sellers.

### Expertise

Amadeus features a dedicated team of data scientists with extensive expertise in the travel industry, ensuring the efficient processing of fragmented data sets for easy consumption by travel sellers.

# Don't wait for a lift. Put yourself in the driving seat.

Prepare to soar above the rest with our Benchmarking tools.

## **Amadeus Booking Benchmark & Amadeus Booking Analysis**

Amadeus Booking Benchmark analyses booking data from indirect channels for the entire airline market. It allows you to benchmark your own performance against competitors, both at airline and city pair levels. Our tool also provides comprehensive insights on market trends, such as advanced booking periods, trip durations, cabin and trip type, and booking day of the week.

Amadeus Booking Analysis is a light version of Amadeus Booking Benchmark that provides a view of the evolution of the air bookings in the market, both at airline and city pair levels.



*“Almundo integrated Amadeus Booking Benchmark into its business intelligence DataMart. By analyzing behaviors, trends, and the impact of commercial actions in a dynamic environment, we could focus on relevant deals to our customers.”*

**Manuel Alvarez**  
**BI&RM, Senior Manager, Almundo**

## What if you could convert travelers into loyal fans?

Unveil the future of travel planning and get ahead of the game with our Market Insight tools.

### Amadeus Search Analysis

Amadeus Search Analysis uses data on hundreds of millions of weekly searches in Amadeus Master Pricer to equip you and your teams with unique insights into how far in advance travelers are planning their trips, and where, when, and for how long they're planning to travel.

### Amadeus Echo Traffic

Amadeus Echo Traffic shows the lowest fare for travel recommendations returned on traveller search queries in Amadeus Master Pricer. Our tool allows you and your teams to understand if your product offering is competitive in the market and make timely adjustments to it based on pricing evolutions.

### Amadeus Schedule Analysis

Amadeus Schedule Analysis monitors and compares carriers' schedules and capacities at city pair level. It also analyses and compares flight segment changes at carrier level over a specific period, and provides a comprehensive view on flight arrivals and departures at carrier level for a given airport.

### Amadeus Traffic Analysis

Amadeus Traffic Analysis leverages both historical and industry-relevant data to generate an estimation of passenger and flight traffic. Our tool actively monitors and compares traffic share for both Full-Service Carriers and Low-Cost carriers on specified routes, providing insights into the number of flights and estimated passengers during a particular period.



# No more guesswork. Say hello to the cornerstone of high-performance teams.

Get ready to redefine your agency's operational excellence with our Performance tool.

## **Amadeus Productivity Tracker**

Amadeus Productivity Tracker uses your own reservation data to identify new opportunities to optimize your business performance at every level of your organization and at every stage of the booking lifecycle. With our tool, you can track and manage airline deals and suppliers' contracts fulfillment, monitor agents' activity and productivity, get a real-time view on turnover per product and revenue per ticket, track CO2 emissions for your travel products, and easily determine your top performance routes and destinations.



In a rapidly evolving travel landscape, the power of data has become the compass that allows travel sellers to navigate the dynamic currents of customer preferences, market shifts, digital trends, and intensified competition. By embracing data and analytics, travel sellers are setting their businesses on a path towards sustainable growth, exceptional traveler experiences, and operational excellence.

Now is the moment to embark on this transformative journey, where **Amadeus Agency Insight** becomes your greatest ally in achieving a greater competitive edge and supporting your long-term business success.

It's how travel  
works  
more profitably.