Amadeus Booking Benchmark

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

Prepare to soar above the rest with our Benchmarking tool.

Key features

Amadeus Booking Benchmark is a data and analytics tool part of the Amadeus Agency Insight portfolio. It analyses booking data from indirect channels for the entire airline market, allowing you to benchmark your own air booking performance against competitors, both at airline and city pair levels.

The 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.

Key benefits

Grow your business

Identify market gaps and emerging trends to chart proactive adjustments to offerings, ensuring a competitive edge in the market.

Analyze competitors' activity to uncover unique selling points that allow you to venture into new markets or unlock new revenue streams.

Understand market demands to create targeted promotions and campaigns that resonate with customer preferences, resulting in increased sales opportunities.

Improve operational performance

Negotiate more favorable deals and terms with suppliers by analyzing booking data at market level and monitoring competitors' strategies.

Increase customer loyalty

Analyze market demand data to optimize your resources allocation and ensure optimum service to travelers.

Examine market trends to better understand customer behavior. Align your offerings with traveler preferences to enhance customer engagement and foster loyalty.

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How it works

Data modules

Market summary

Shows evolution of agency booking and passenger volumes, and agency market share at top 10 city pairs snapshot.

Airlines overview

Shows evolution of agency booking and passenger volumes per carrier, and carrier performance on top 50 city pairs.

Airlines performance

Shows breakdown of agency booking and passenger volumes across carriers and compares figures against the market.

O&D overview

Shows evolution of agency bookings and passenger volumes per city pair.

O&D performance

Shows breakdown of agency booking and passenger volumes across city pairs and compares figures against the market.

POS vs POC

Shows evolution of agency booking and passenger volumes by Point of Sale and by Point of Commencement.

Travel behavior

Provides deep analysis of the travel activity. Shows agency booking and passenger volumes distribution by haul type / O&D type / travel day of the week....

Booking behavior

Provides deep analysis of the booking activity. Shows market trends on advanced booking periods, trip durations, and booking day of the week.

Booking & Travel trends

Shows daily evolution and comparison of booking and travel behaviors, allowing to identify trends and patterns.

Data sources

Amadeus Booking Benchmark processes Amadeus and Travelport EDIFACT booking data, and Amadeus data.

Data consumption

Amadeus Booking Benchmark sources data through both pre-defined BI Dashboards and Data Feed mechanisim.

It's how travel works

more profitably.