



## Amadeus Search Analysis

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 tool.

### Key features

Amadeus Search Analysis is a data and analytics tool part of the Amadeus Agency Insight portfolio. The tool uses data on hundreds of millions of weekly search queries 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.

### Key benefits

#### Grow your business

Identify emerging popular destinations to anticipate relevant product offerings that allow you to capture new revenue opportunities.

Increase conversion rates and amplify sales opportunities by developing targeted marketing campaigns and promotions that resonate with traveler preferences.

#### Improve operational performance

Analyze top searched departure dates to optimize inventory and resources allocation based on seasonality and future demand forecasting.

#### Increase customer loyalty

Get visibility on preferred stay durations and top searched routes to delight your travelers with memorable experiences and build meaningful connections.

Elevate your agency's reputation by tailoring your marketing messages to align with traveler wishes and desires.

## How it works

### Data modules

#### Top searched destinations

Shows number of daily traveler searches by destination, for a given period.

#### Top searched O&Ds

Shows number of daily traveler searches by city pair, for a given period.

#### Stay duration

Shows number of daily traveler searches by stay duration, for a particular destination or city pair.

#### Advanced search period

Shows number of daily traveler searches by days in advance to departure date, for a particular destination or city pair.

#### Searches by search date

Shows number of daily searches by search date for a particular destination or city pair.

#### Searches by departure date

Shows number of daily searches by departure date for a particular destination or city pair.

### Data sources

Amadeus Search Analysis processes data from Amadeus Master Pricer search queries.

### Data consumption

Amadeus Search Analysis sources data through both pre-defined BI Dashboards and Data Feed mechanism.

# It's how travel works more profitably.