



## Amadeus Traffic 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 Traffic Analysis is a data and analytics tool part of the Amadeus Agency Insight portfolio. The tool 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.

### Key benefits

#### Grow your business

Leverage estimations of passenger and flight traffic to identify emerging popular routes. Pinpoint underserved markets by comparing traffic estimations with competitor

activities, and tailor your offerings accordingly to capture new revenue streams.

#### Improve operational performance

Get insights into anticipated passenger and flight traffic to efficiently allocate resources, ensuring that they are well-prepared to meet the demand during peak periods and adjusting operations during slower times.

Compare your own passenger volumes with total market traffic data to enhance negotiation strategies, securing better deals and more favorable terms with airlines, leading to potential cost savings.

#### Increase customer loyalty

Predict passenger and flight traffic to enhance customer satisfaction by ensuring improved service, smoother operations, and timely information to travelers.

## How it works

### Data modules

#### Comparison & trends

Shows and compares the evolution of traffic for different carriers over time within a specific market at leg level.

#### Airline performance

Shows the performance of leg traffic for a specific carrier over time and compares it with the total allocated capacity, with the option to choose between international and/or domestic passengers.

#### Airline connections

Shows the distribution of traffic, distinguishing between direct and indirect flights, for a specific carrier during a particular month.

#### Leg traffic

Shows the breakdown of inbound and outbound traffic passing through a specific flight segment (hub / connecting airport).

#### O&D traffic

Shows traffic summary figures between two O&Ds (airports, cities, countries, regions) at carrier level over a specific period.

#### Traffic report composer

Self-service tool that allows users to create their own on-demand reports and easily export them for further analysis.

### Data sources

Amadeus Traffic Analysis processes data from more than 20 data sources including direct bookings, low-cost bookings, IATA (International Air Transport Association), Eurostats, ACI (Airports Council International) and Airport Operational data.

### Data consumption

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

# It's how travel works more profitably.