

International Seminar on Consumer Trends & Tourism MODUL UNIVERSITY VIENNA

New Tribes: Delivering Insights through
Travel Intelligence

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Amadeus Travel Intelligence
Vienna
Sep 2016



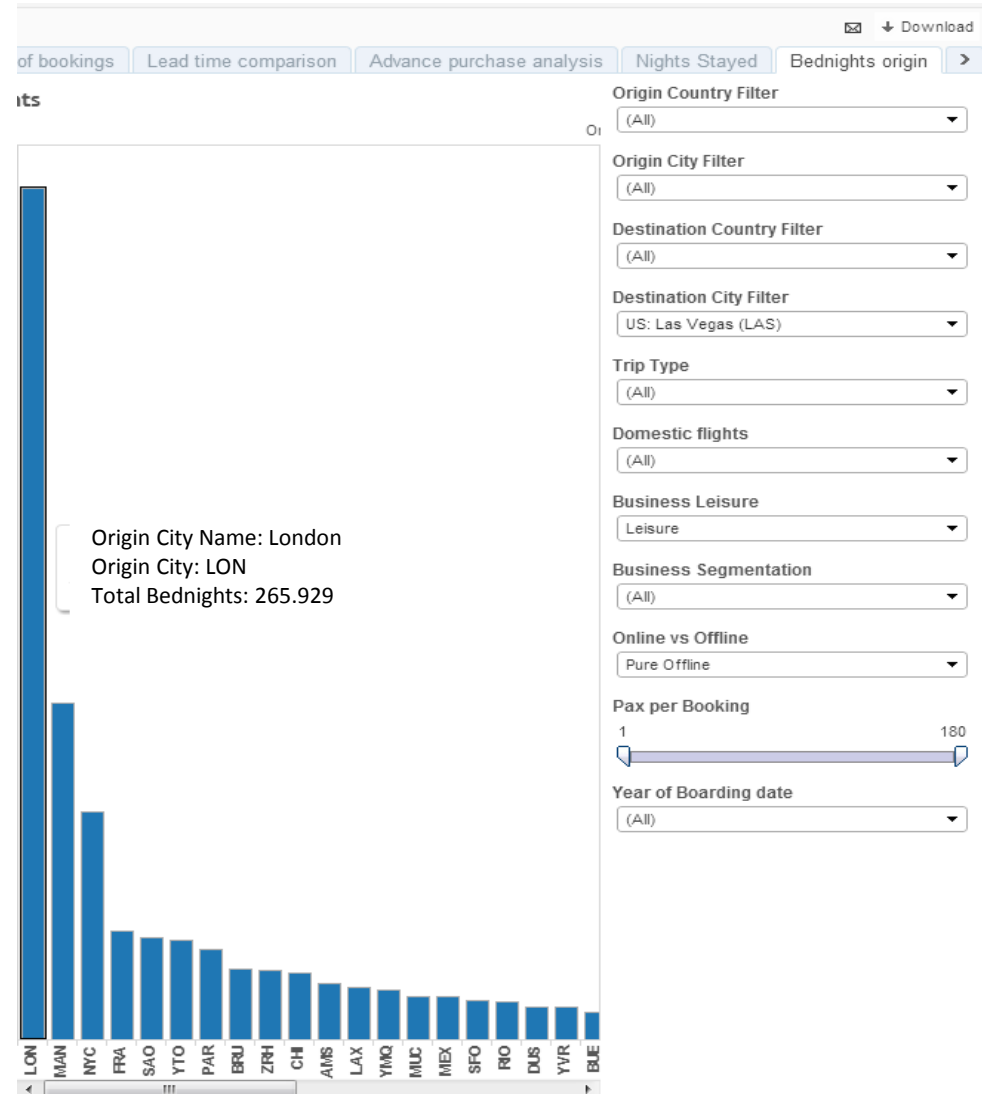
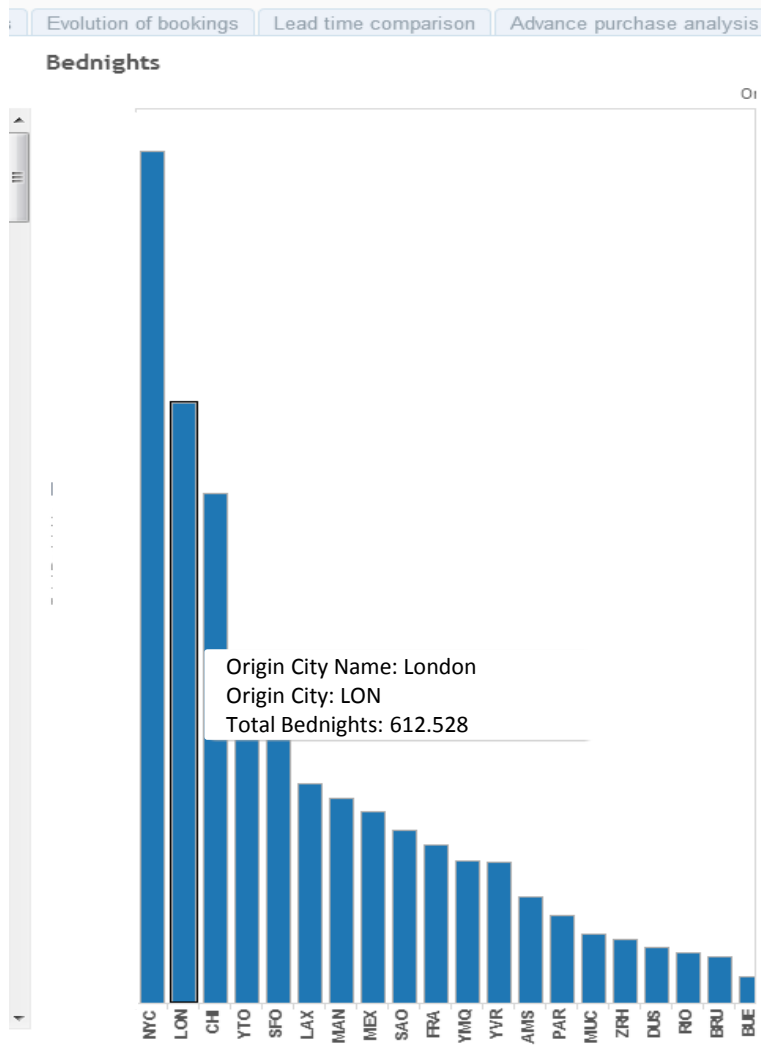


Travel Intelligence

Destination Marketing Insight

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LONDON TO LAS VEGAS: OFF LINE TRAVEL AGENCIES ACCOUNT FOR MORE THAN 40% OF BEDNIGHTS



Amadeus Data Sources include



90,000 traditional and online travel agencies



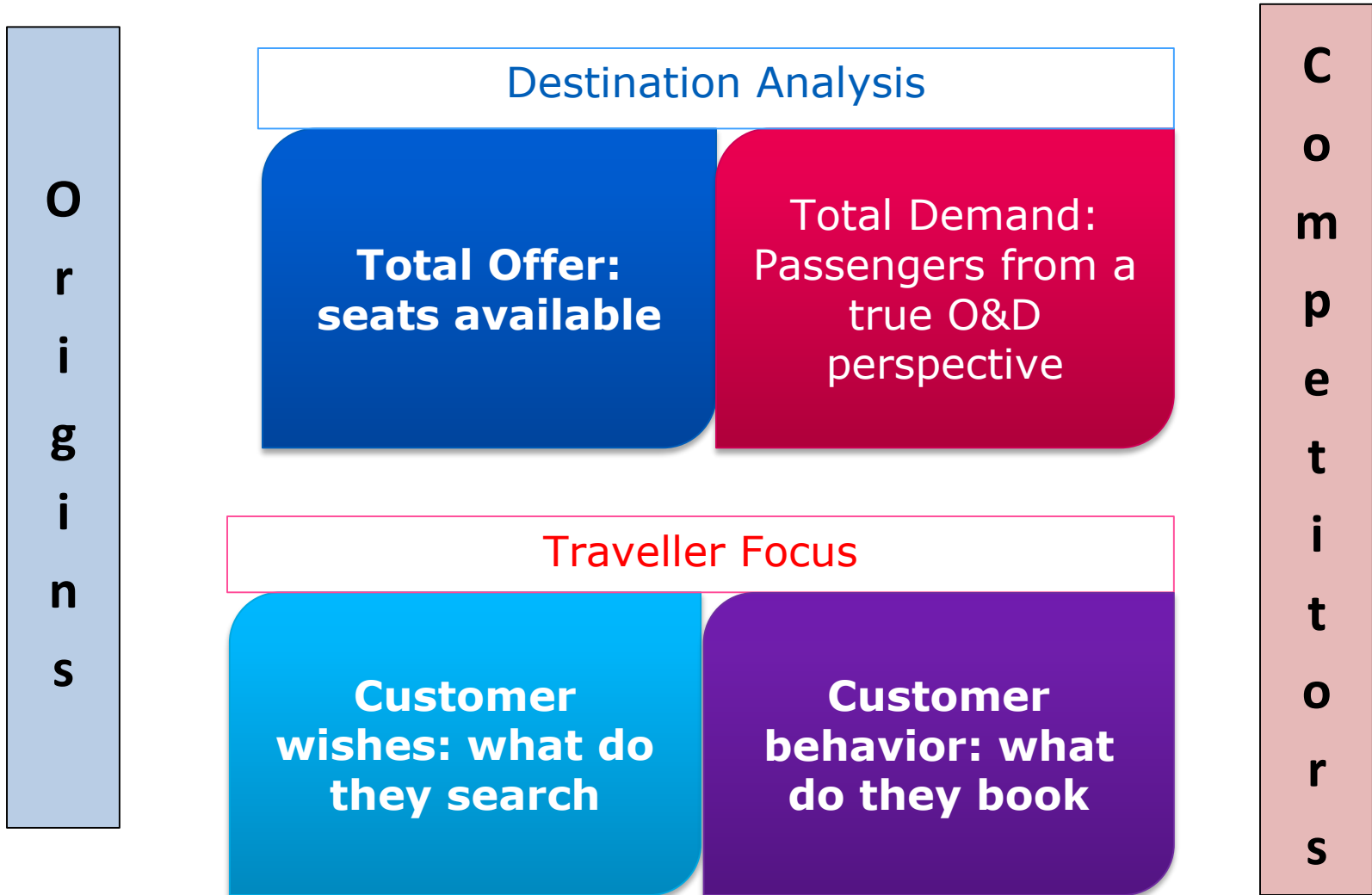
54 billion searches per year



1.6 billion bookings per year



Key elements to be analysed



Similar cities to Vienna, Austria



Similarity cities to Vienna, Austria

	VIE	Vienna	Austria	0 km	100
1st	BER	Berlin	Germany	523 km	82
2nd	HAM	Hamburg	Germany	744 km	81
3rd	STO	Stockholm	Sweden	1241 km	78
4th	MUC	Munich	Germany	355 km	77
5th	ZRH	Zürich	Switzerland	591 km	76
6th	DUS	Düsseldorf	Germany	766 km	76
7th	HEL	Helsinki	Finland	1439 km	75
8th	PRG	Prague	Czech Rep..	252 km	74
9th	OSL	Oslo	Norway	1351 km	73
10th	BUD	Budapest	Hungary	214 km	73
11th	BCN	Barcelona	Spain	1350 km	72
12th	AMS	Amsterdam	Netherlands	936 km	72
13th	CGN	Köln	Germany	743 km	72
14th	GOT	Göteborg	Sweden	1096 km	72

Key value proposition: Real time information

Destination Analysis

**Total Offer:
6 months in
advance**

**Passengers
true origin:
Monthly**

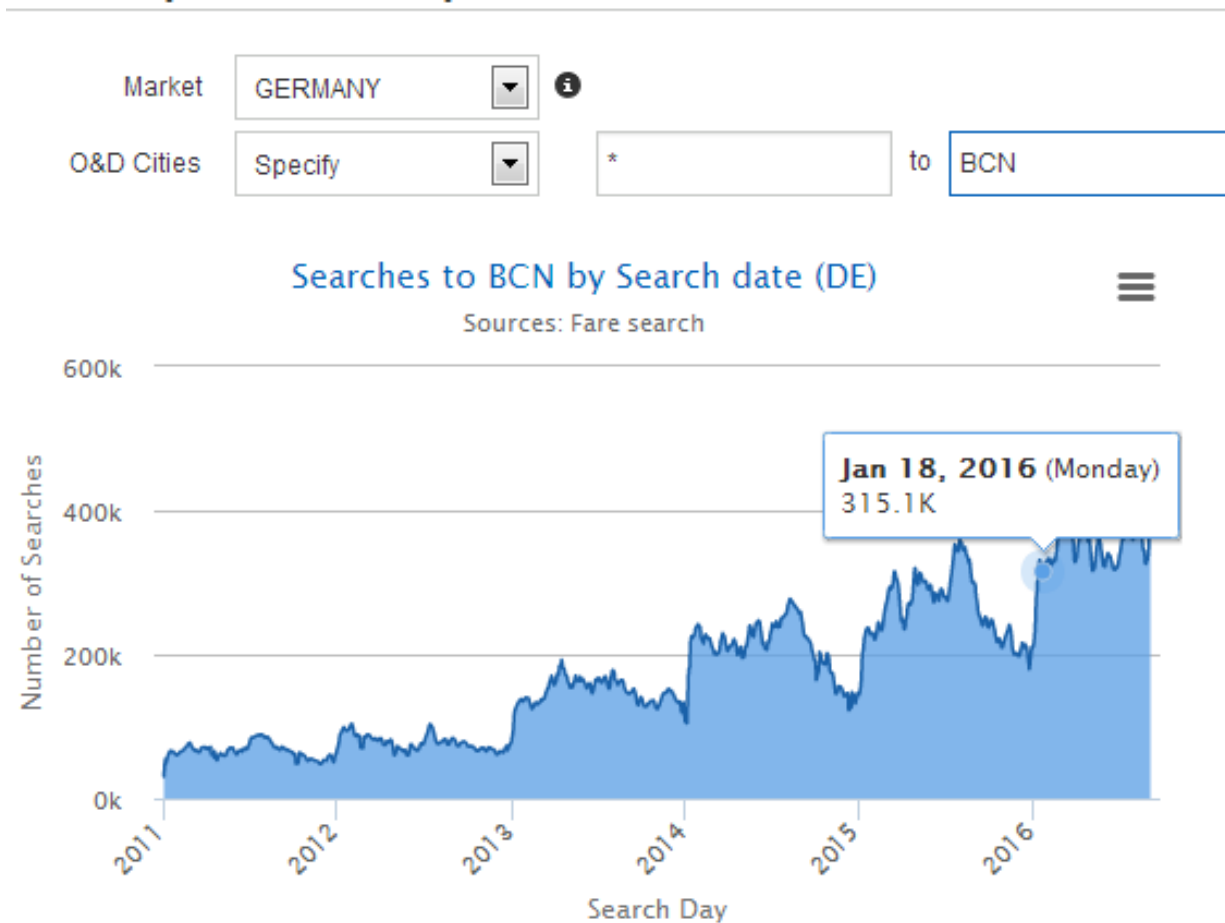
Traveller Focus

**Search:
Daily
Information**

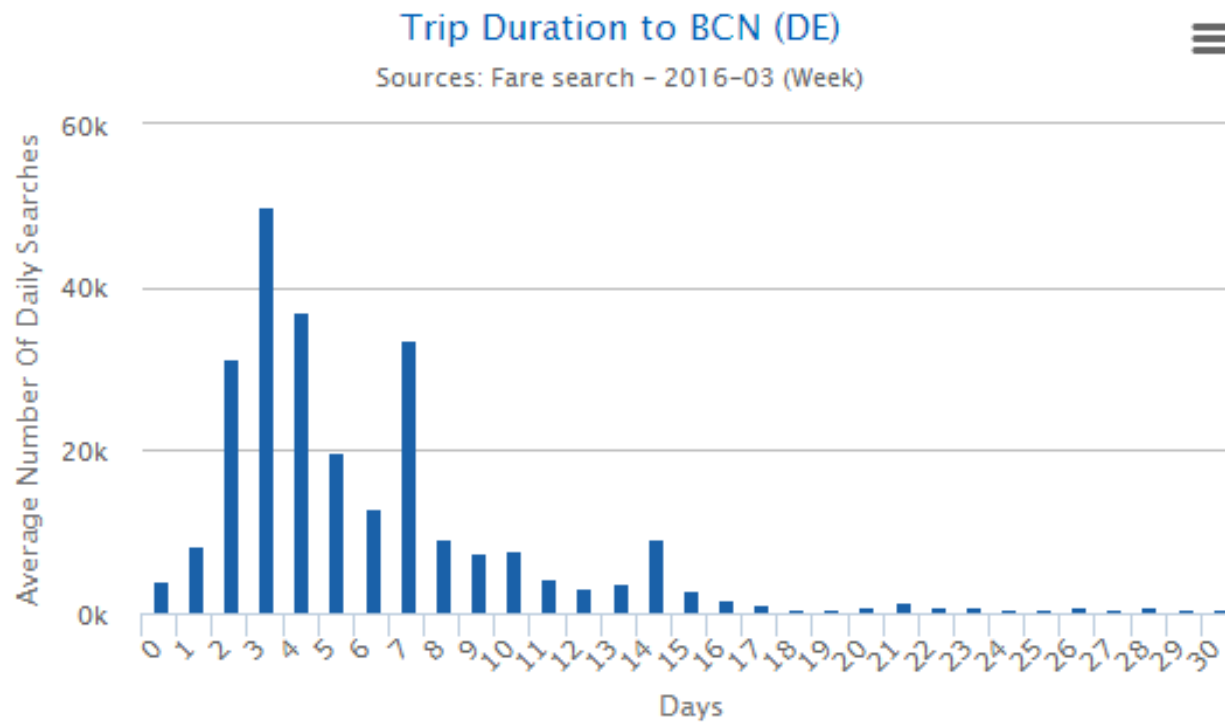
**Bookings: Daily
information
(published
weekly)**

SEARCH BY SEARCH DATE:

- Will help understand when are the best moments to influence tourist on the inspirational moments



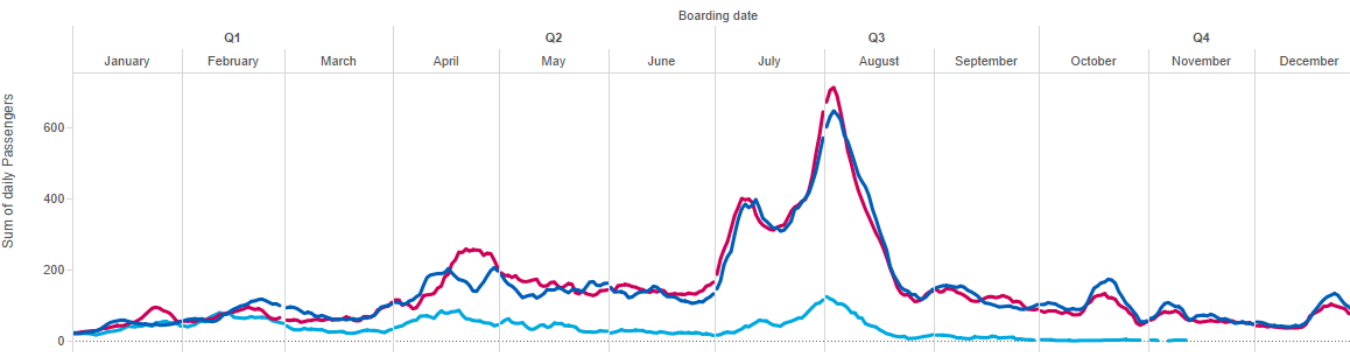
Analyze customer wishes:



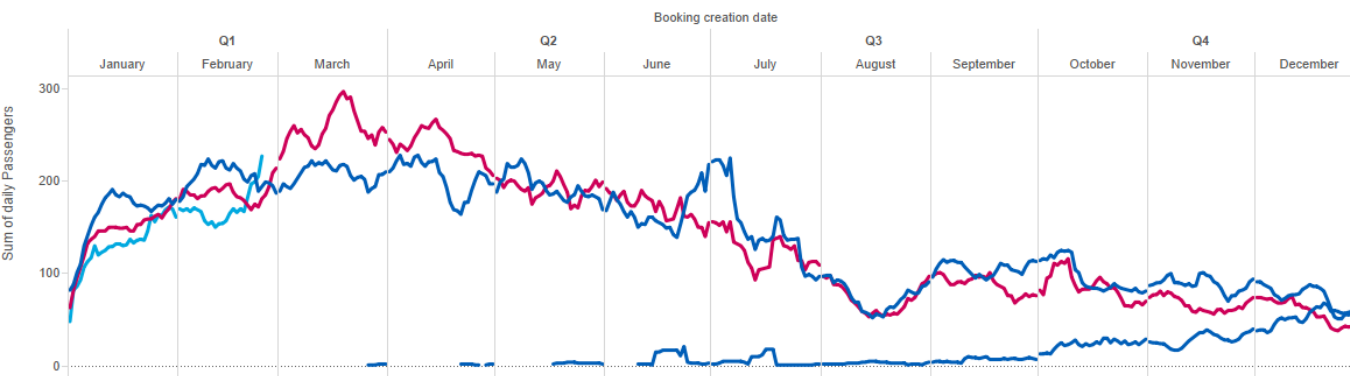
PASSENGERS BY BOOKING DATE AND BY BOARDING DATE

Metric selector
Passengers

Passengers by boarding date



Passengers by booking created date



Total Passengers (board-
ing year)

2014
52.1K

2015
52.2K

2016
11.2K

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Origin Country Filter
FR - France

Origin City Filter
All

Destination Country Filter
All

Destination City Filter
GR: Athens (ATH)

Trip Type
All

Domestic flights
International

Business Leisure
All

Business Segmentation
All

Online vs Offline
All

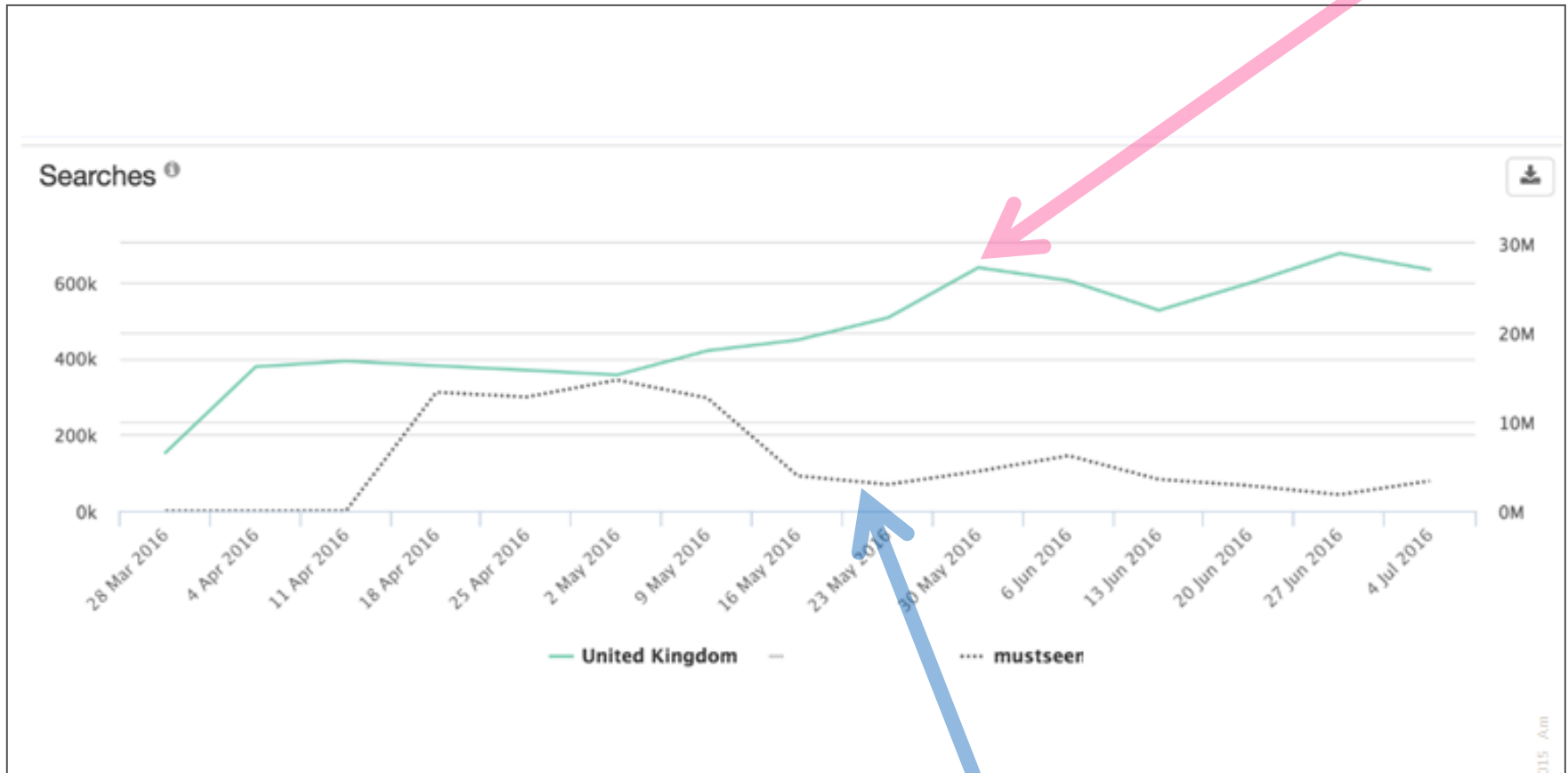
Pax per Booking
All values

Year of Boarding date
All

Passengers historical comparison. This dashboard shows the weekly aggregate of passengers by booking date (bottom) and departure date (top) for the subscribed OnDs.

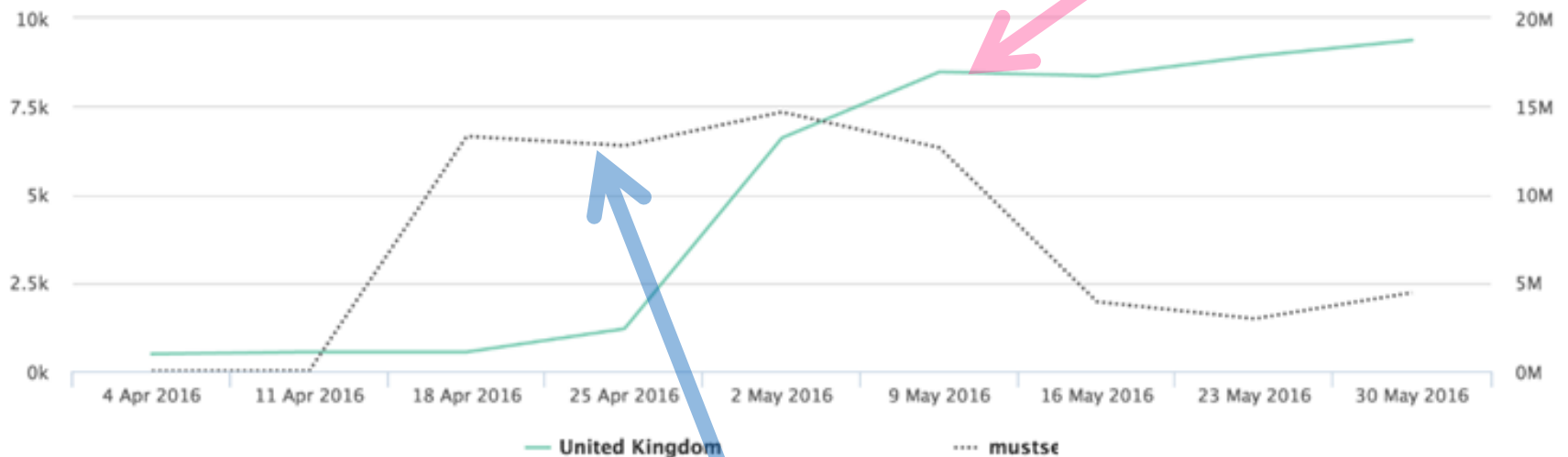
Insights: Yearly comparisons of passenger numbers. Filters can be used to determine very accurately when passengers book for specific holidays.

- Will help understand the impact of social network campaigns on real business, in real time



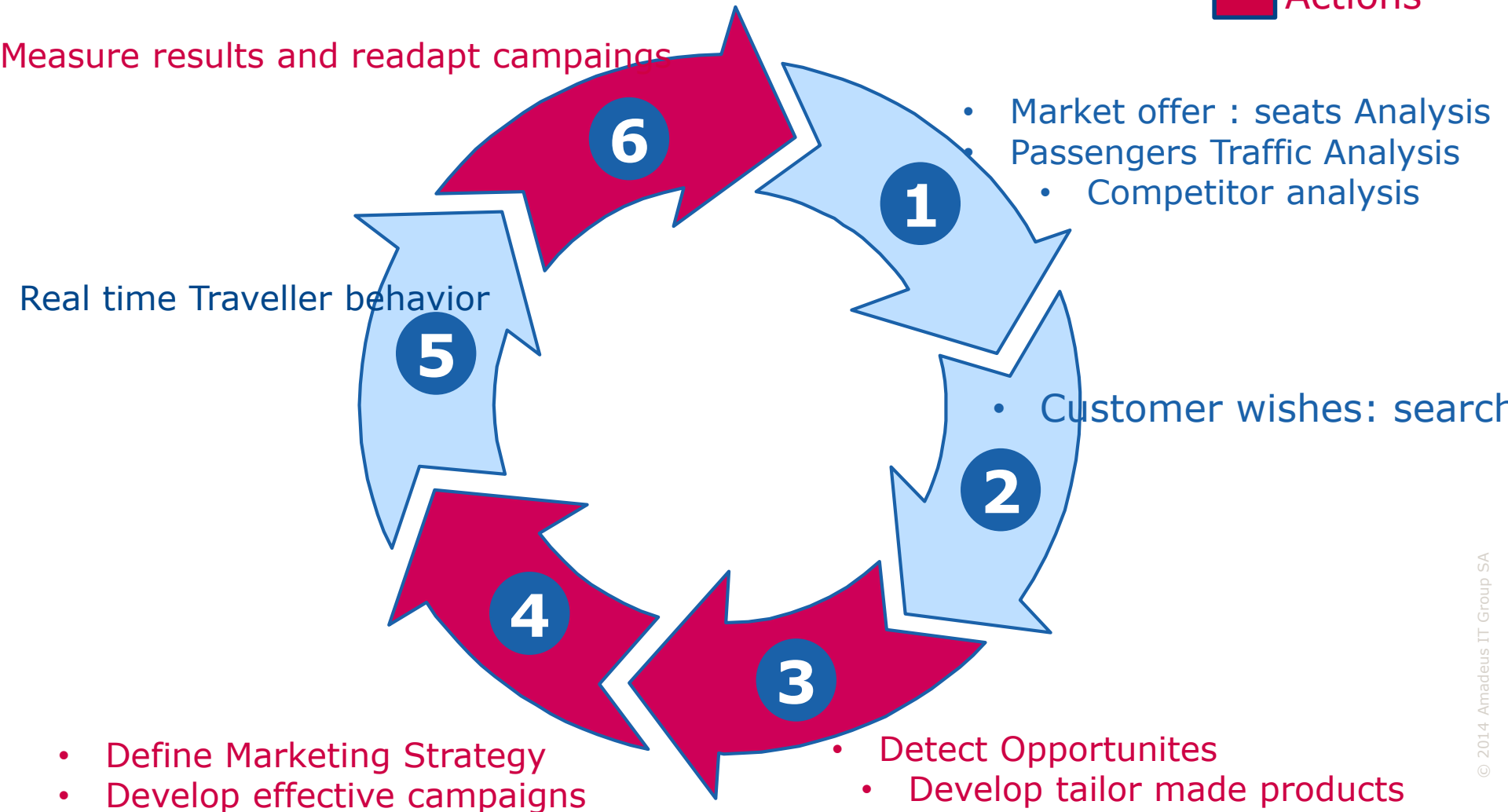
Will help understand the impact of social network campaigns on real business, in real time

Traffic ¹



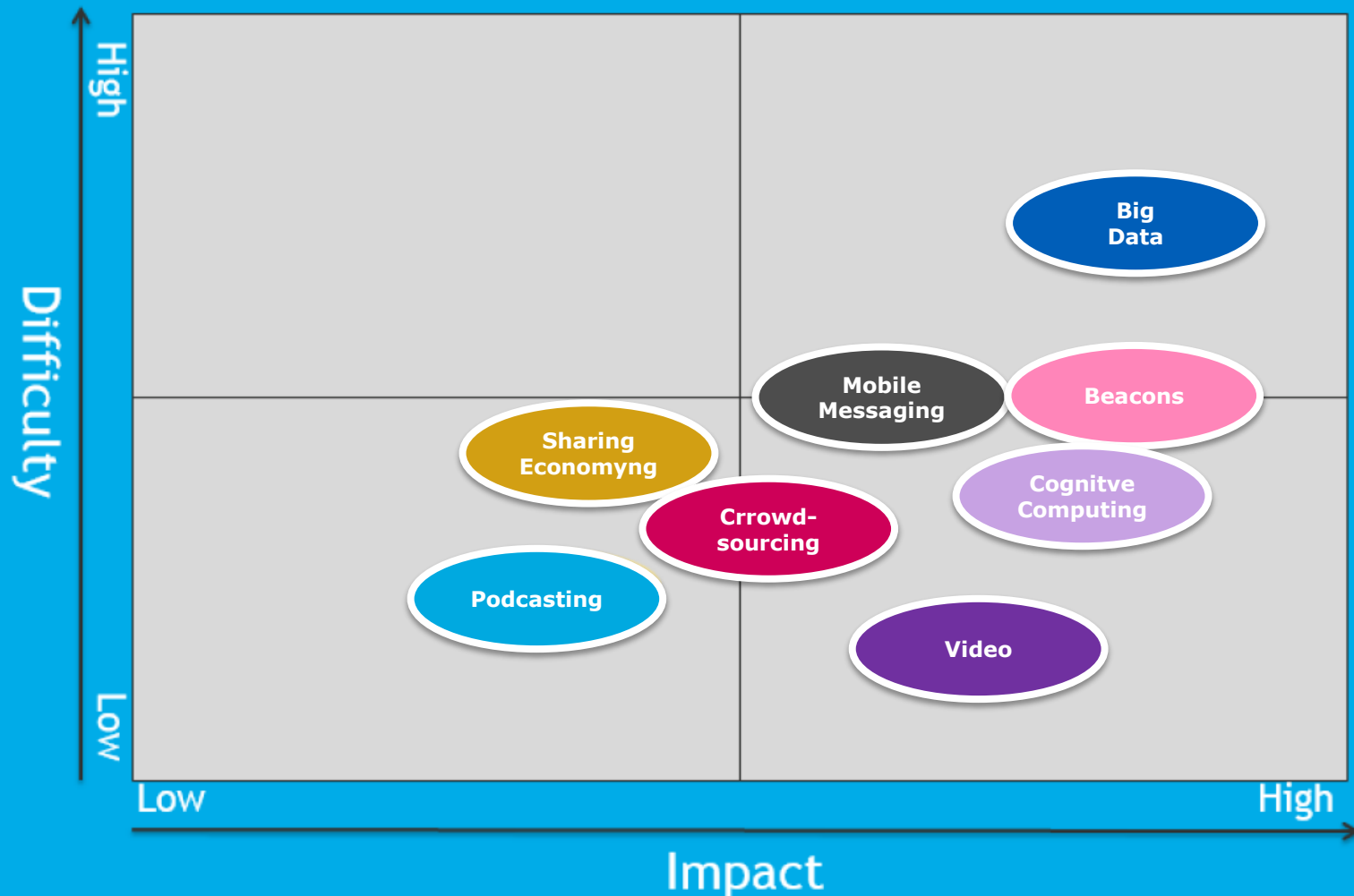
Virtuos circle of Tourism Big Data

■ Analysis
■ Actions



What others say...

Figure 1: Technology Trends: Assessment for DMOs



Source: DMO Technology Roadmap 2016

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World to

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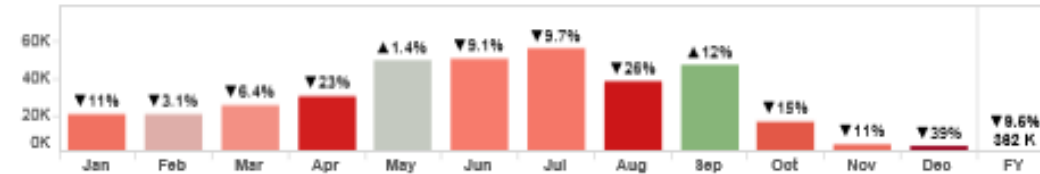
Destination

Base View

Origin Cities

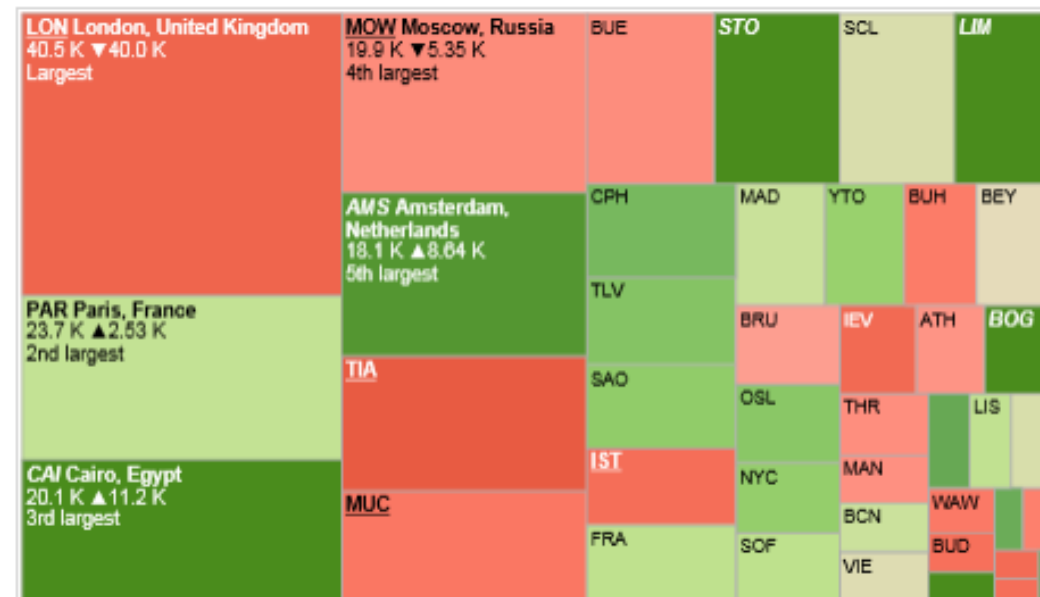
Booked bednights by travel period - Overview in 2016

Volume and YOY growth



Market size

Volume and YOY Growth



Highest Growth

Volume and YOY Growth

Cairo, Egypt	CAI	20.1 K	▲11.2 K	▲127%	
Amsterdam, Netherlands	AMS	18.1 K	▲8.64 K	▲91%	
Stockholm, Sweden	STO	9.73 K	▲5.85 K	▲151%	
Lima, Peru	LIM	7.28 K	▲4.17 K	▲134%	
Copenhagen, Denmark	CPH	6.23 K	▲2.31 K	▲59%	

KPI

Booked bednights by travel per...

Year

2016

Lowest Growth

Volume and YOY Growth

London, United Kingdom	LON	40.5 K	▼40.0 K	▼50%	
Tirana, Albania	TIA	14.9 K	▼19.9 K	▼57%	
Munich, Germany	MUC	12.1 K	▼6.42 K	▼35%	
Istanbul, Turkey	IST	5.19 K	▼3.89 K	▼42%	
Moscow, Russia	MOW	19.9 K	▼5.35 K	▼21%	

Origin

World

International/Domestic

International

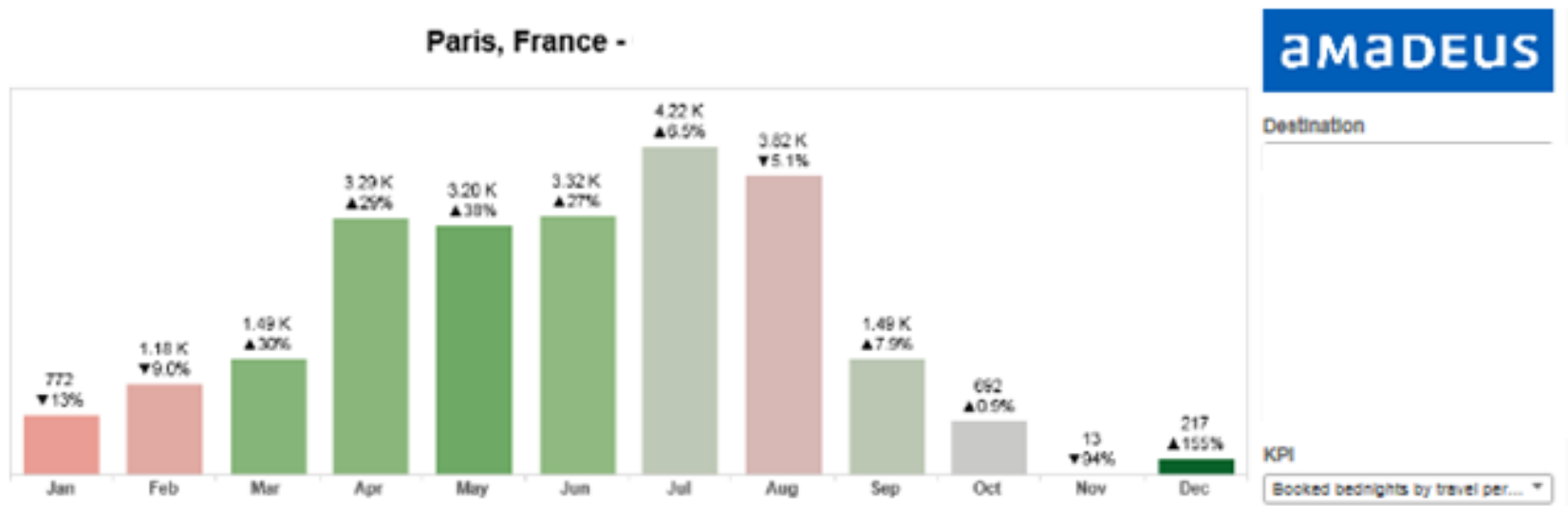
Intra Region

(All)

Cabin Class

(All)

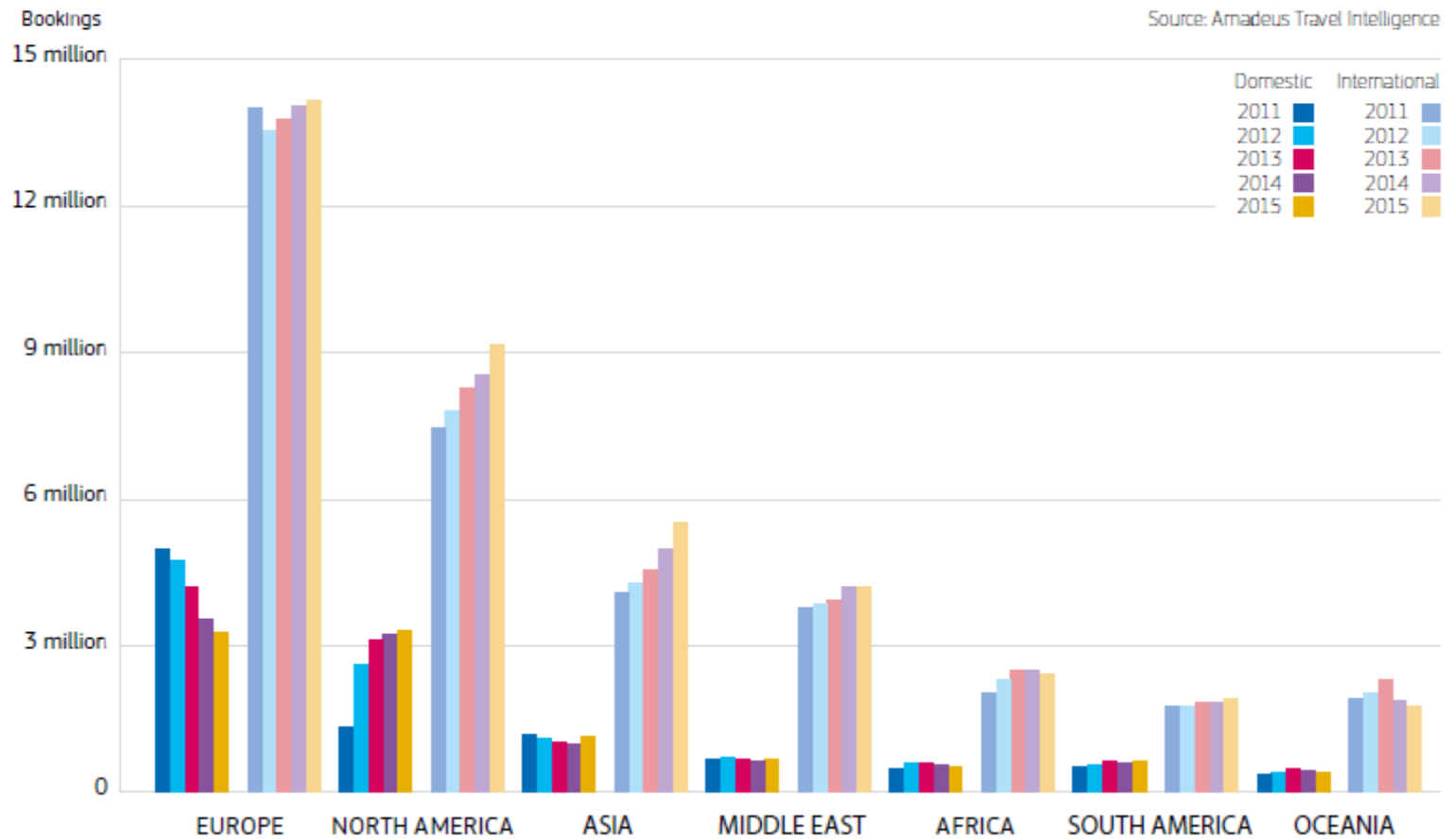
— Will help understand what are you main markets,
and what's going on there...



Shaping the Future of Luxury Travel Future Traveller Tribes 2030



Business class flight bookings, 2011-2015



6.2%

Projected 10-year
growth rate of
luxury travel

4.8%

Projected 10-year
growth rate of
overall travel

Luxury long-haul travel will grow faster than any other form of travel, and will overtake border travel (travel between countries that share a border) shortly after 2025. This is shown through Tourism Economics data that forecasts the distance of the next decade's luxury outbound trips based on current trends and growth rates.



World to



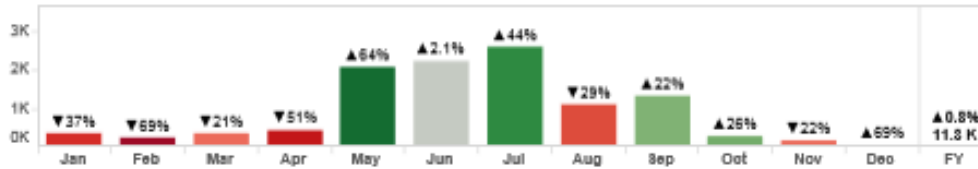
Base View

Origin Cities

Booked bednights by travel period - Overview in 2016

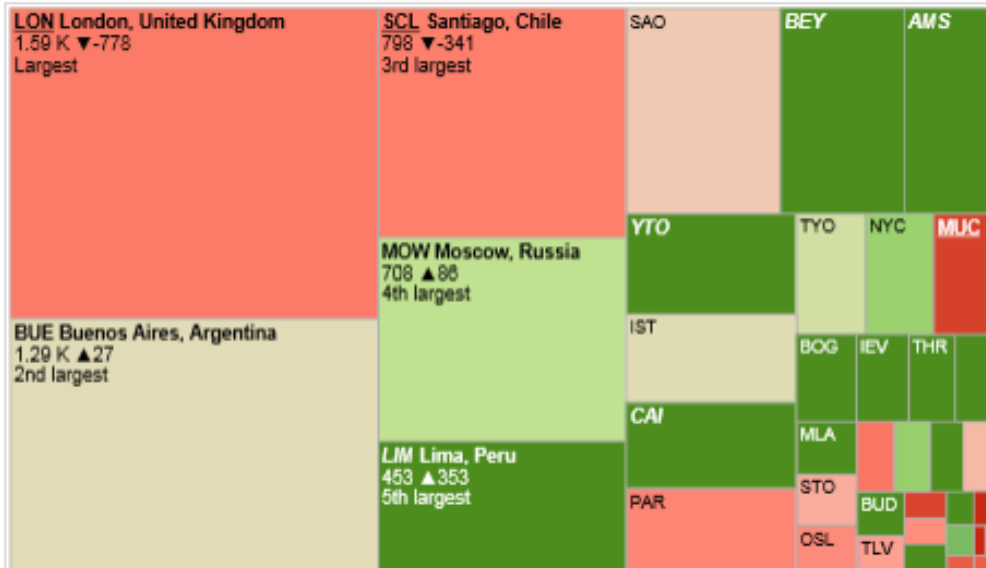
Destination

Volume and YOY growth



Market size

Volume and YOY Growth



Highest Growth

Volume and YOY Growth

Lima, Peru	LIM	453	▲353	▲353%	
Amsterdam, Netherlands	AMS	288	▲225	▲549%	
Cairo, Egypt	CAI	202	▲114	▲130%	
Kiev, Ukraine	IEV	64	▲62	▲3100%	
Manchester, United Kingdom	MAN	50	▲45	▲900%	

KPI

Booked bednights by travel per...

Year

2016

Lowest Growth

Volume and YOY Growth

Munich, Germany	MUC	105	▼332	▼76%	
London, United Kingdom	LON	1.59 K	▼778	▼33%	
Athens, Greece	ATH	11	▼100	▼90%	
Dubai, United Arab Emirates	DXB	5	▼50	▼91%	
Tirana, Albania	TIA	0	▼37	▼100%	

Origin

World

International/Domestic

International

(All)

☒ Business

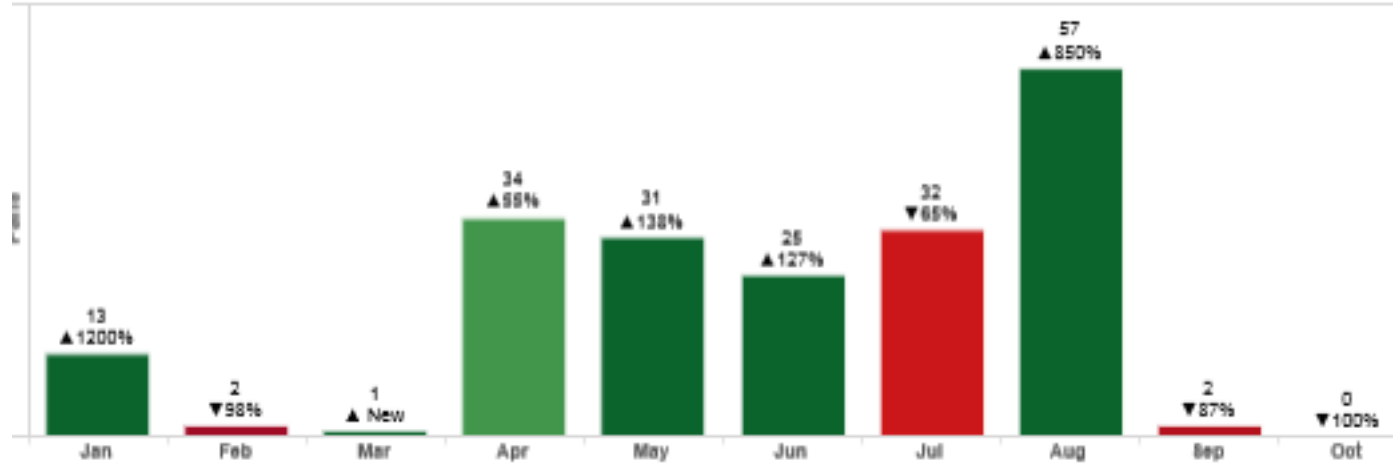
☐ Economy

☒ First

(Multiple values)

Paris, France

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Destination

KPI

Booked bednights by travel per... ▼

Year

2016

Origin

World ▼

International/Domestic

International ▼

☐ (All)
☒ Business
☐ Economy
☒ First

(Multiple values) ▼



Bringing data to life!

Thank you!

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