

Collecting Fare information.....

Aviation Analytics (AA) is a UK based information engineering organisation offering data solutions to the aviation analytical community. We offer a subscription based “Fare Observation Programme” which uses web crawlers and other robotics to record airfares from airline and on line travel agency sites. The service is offered on a customised basis where subscribers specify unique route/airline/class combinations which are then observed daily and the results sent on a monthly basis. Subscription costs are based on the number of individual route/carrier combinations and the number of observations made prior to departure.

Why do airports need fares data?

To attract new services, airports must produce compelling and persuasive business cases. In the current world economy, airlines can pick and choose from a range of potential routes and so, to make the short list, airports must be able to demonstrate the likely load factors they can expect and evidence of high fares that will produce a good yield. By observing fares, airports are able to provide this vital information and thus enhance their market intelligence offering. In a recent survey of airline route development executives, yield information was ranked as the number one data component required by airlines from airports.

Observing fare data also strengthens negotiations with incumbent carriers who grumble about yield and play airports off against others who they say perform better at lower cost. Fare observations reveal the true picture helping airports avoid the need to discount their fees unnecessarily. Other benefits include insights into passenger demand helping with forecasts and education about events that drive premiums on certain routes at certain times.

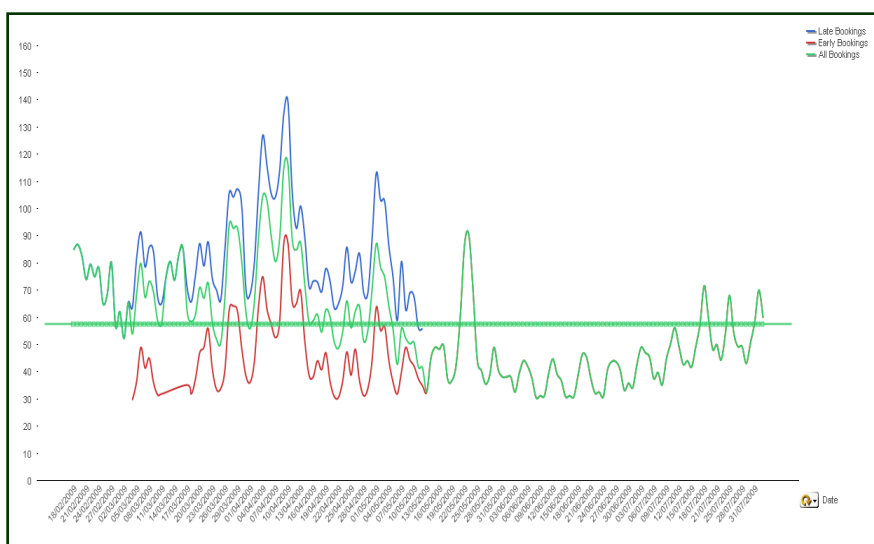
..... So you don't have to



Fare Observations from the Internet

How does the programme work?

Fare Analytics is software based analytical tool that allows an airport to view fare data gathered from airline websites and online travel agencies. Subscribers run a simple PC application on their desktop and receive monthly updates as new data becomes available. No fuss, no complicated user interfaces just simple, easy to use charts, graphs and tables that demonstrate the fare levels offered by market down to individual flights.



Aviation Analytics is a leading supplier of consultancy services to the aviation industry. Together with its software & data arm the company provides its customers with the most robust and relevant advice and data to tackle their business challenges enabling them to realise real added-value and competitive advantage.

Our team have extensive experience working with airline schedules, O&D traffic, fares, fleet and financial data.

All of our products share a common platform using the state-of-the-art QlikView product, allowing for a seamless interface for all your data and a very intuitive and simple-to-use Graphical User Interface.

Our consultancy arm specialises in airport network development, including advising on and researching new market opportunities and growth strategies. We provide an outsourced route development research & analysis service allowing managers of small and medium sized airports to focus on marketing and building relationships with their customers.

Data Products

- Fare Observation
- Schedules
- Passenger data including MIDT
- Survey Data
- Airport Charges (coming soon)
- Airport Cockpit

Software Products

- Route Analytics (Economics)
- Network Analytics (Profitability Guide)

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The breadth and depth of the fare observation programme dictates the annual subscription rate. Subscribers may choose to either observe a few routes but on a regular basis, i.e. each flight number observed daily from 90 days prior to departure. Conversely, subscribers may choose to expand the number of routes to observe but to reduce the number of points at which to make the daily observations.

For more information and a personal demonstration please call or email today.