Ticketing and Booking Data

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January 9, 2018

Agenda

- The booking and ticketing process

- What's available in the booking and ticketing data
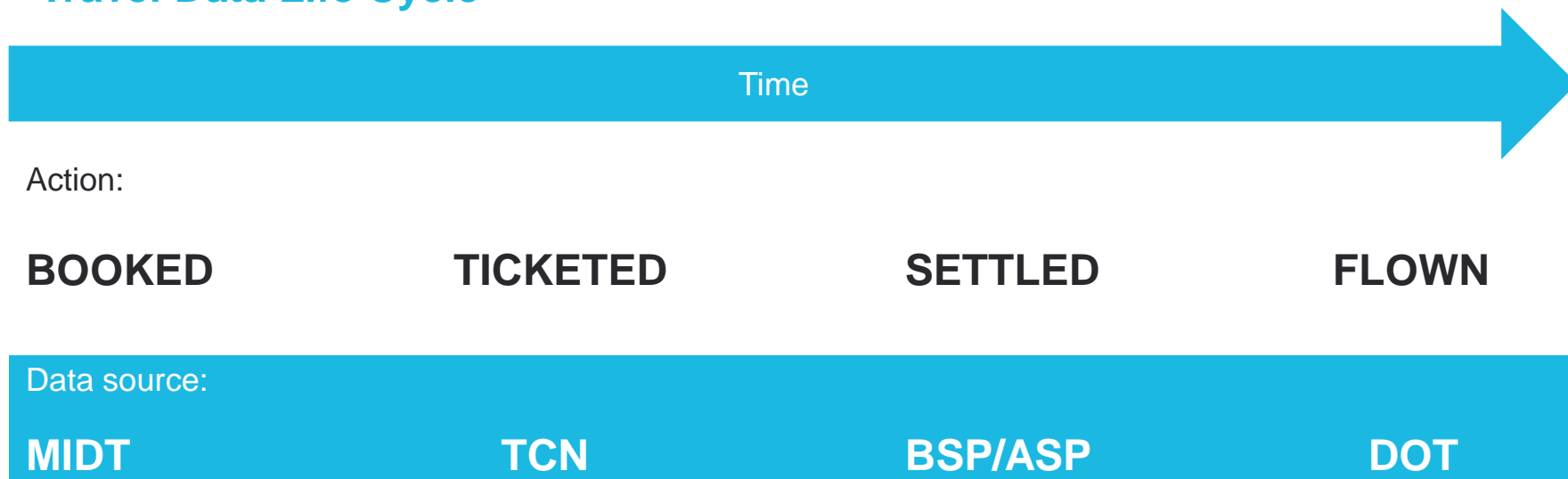
- How to use booking and ticketing data?

- Summary

The booking and ticketing process

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The traditional life cycle of the booking and ticketing process flows from the reservation to the actual flight

Travel Data Life Cycle

→ Time

Action:

BOOKED   **TICKETED**   **SETTLED**   **FLOWN**

Data source:

MIDT   **TCN**   **BSP/ASP**   **DOT**

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Step 1: Making a travel booking

Travel Data Life Cycle

Time →

Action:

BOOKED **TICKETED** **SETTLED** **FLOWN**

Data source:

MIDT **TCN** **BSP/ASP** **DOT**

Reservation data captured by travel agents from the major global distribution systems (GDS')

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Step 2: Ticketing

Travel Data Life Cycle

Time →

Action:

| BOOKED | TICKETED | SETTLED | FLOWN |

Data source:

| MIDT | TCN | BSP/ASP | DOT |

↓

When the reservation is purchased, a ticket is issued using an assigned fare

– tickets are issued by travel agents as well as air carriers

Step 3: "Settle" the ticketed reservation

Travel Data Life Cycle

Time →

Action:

BOOKED　　　　**TICKETED**　　　　**SETTLED**　　　　**FLOWN**

Data source:

MIDT　　　　**TCN**　　　　**BSP/ASP**　　　　**DOT**

Clearinghouses exist to pass funds collected at travel agencies to the airlines who carry the passengers

– clearing houses also handle refunds and exchanges

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Step 4: Passenger flies

Travel Data Life Cycle

Time →

Action:

BOOKED　　　　　**TICKETED**　　　　　**SETTLED**　　　　　**FLOWN**

Data source:

MIDT　　　　　**TCN**　　　　　**BSP/ASP**　　　　　**DOT**

Airlines collect flight coupons from travelers once they board their flight
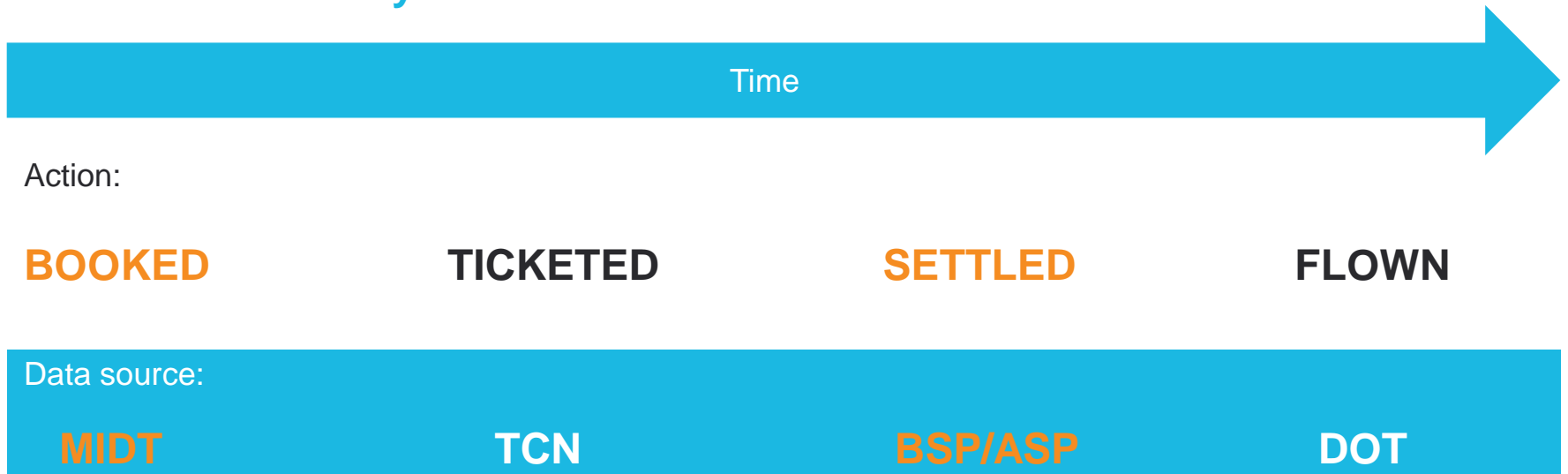
– **This process is becoming more electronic**

– **Governments often require airlines to submit their flown ticket data**

Today's session will mostly cover Steps 1 and 3 in the travel data life cycle

Travel Data Life Cycle

→ Time

Action:

BOOKED **TICKETED** **SETTLED** **FLOWN**

Data source:

MIDT **TCN** **BSP/ASP** **DOT**

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Available booking and ticketing data

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Booking data yields MIDT data

Travel Data Life Cycle

Time →

Action:

BOOKED **TICKETED** **SETTLED** **FLOWN**

Data source:

MIDT **TCN** **BSP/ASP** **DOT**

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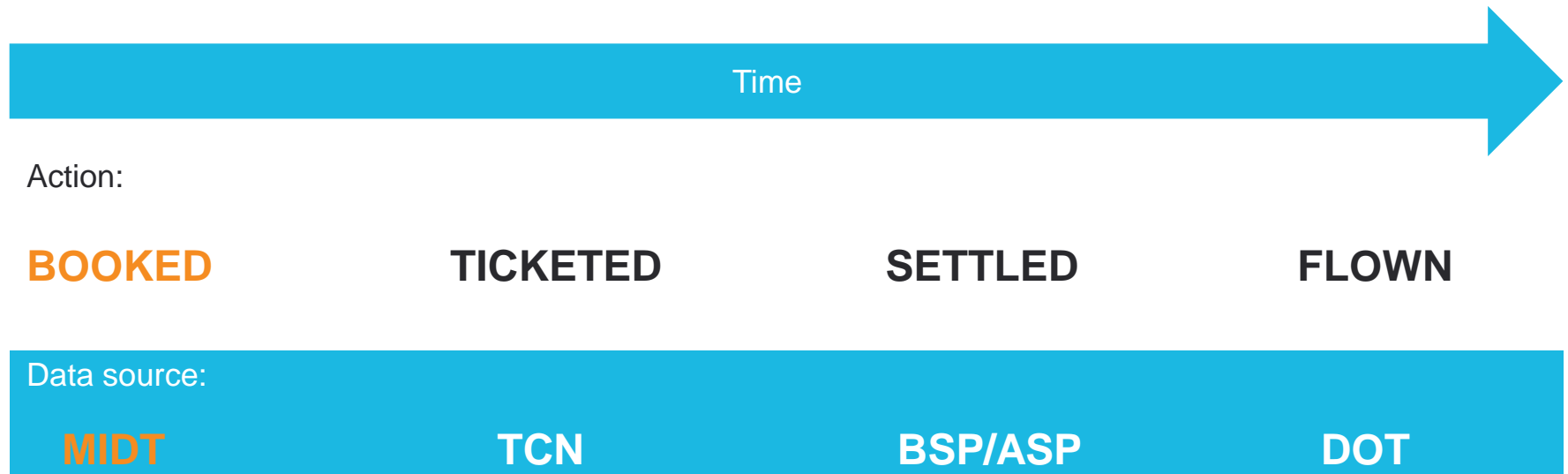
What is MIDT data?

- MIDT stands for **M**arketing **I**nformation **D**ata **T**ransfer

- MIDT data are bookings made in the major global distribution systems (GDS) including but not limited to:

GDS	Main Region
Sabre	North America
Amadeus	Europe
Worldspan	North America
Galileo	North America
Abacus	Asia Pacific
TravelSky	Asia Pacific
Many Others	

What is MIDT data?

- A booking is a record or reservation of a passenger's intent to fly at some point in the future

- A booking occurs before a ticket is sold

- Bookings can be held, changed, or cancelled

- Today most websites/travel agencies require purchase at the time of booking, however:
  - Corporate Travel Agencies are still making bookings
  - Airline websites are now offering to hold a booking for a fee
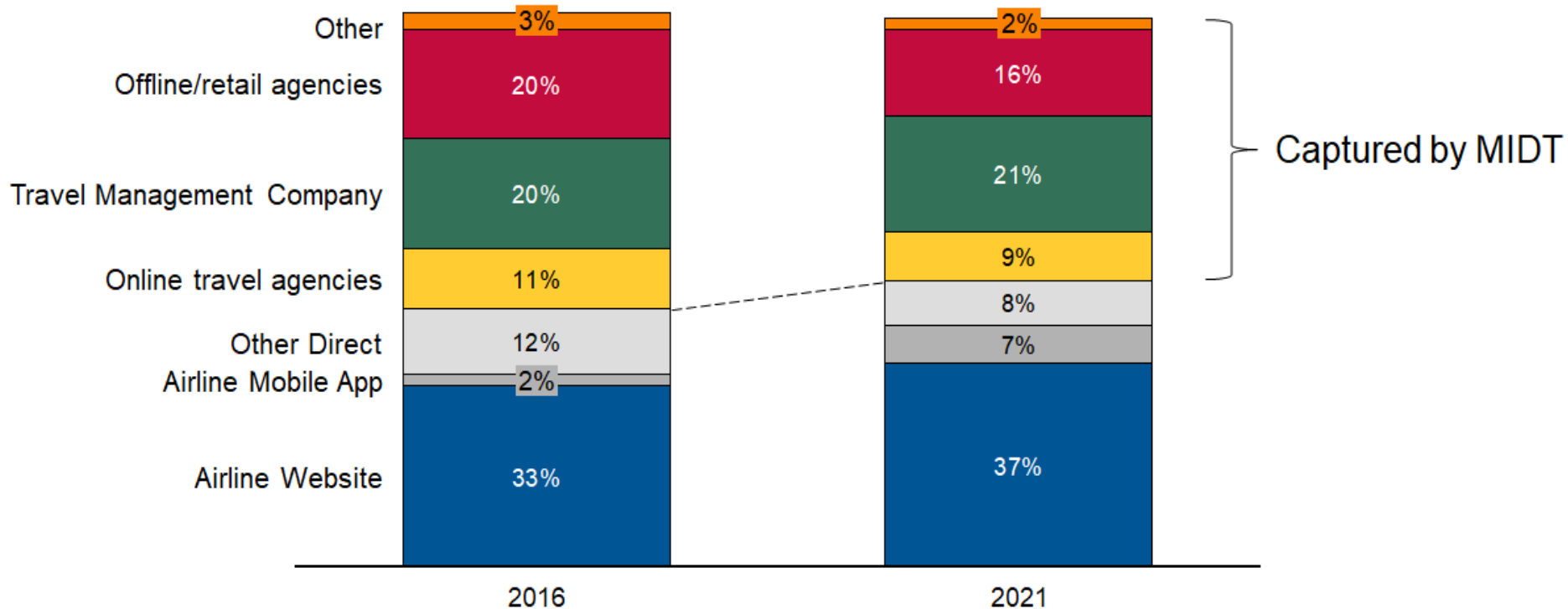
What is MIDT data?

- MIDT captures more than 50% of global bookings

- MIDT data includes:
    o IATA and non-IATA travel agencies
    o Internet booking engines (e.g. Expedia, Orbitz, Travelocity)

- MIDT data does NOT include:
    o Airline direct ticket sales: airline websites and mobile apps, airline telephone reservation centers, airline city or airport ticket offices
    o Airline "Direct connect" relationships with online sites

By 2021, airlines expect their agency sales channels to drop to 48% of their total bookings, down from 54% in 2016

Airlines Anticipated Travel Share

Category	2016	2021
Other	3%	2%
Offline/retail agencies	20%	16%
Travel Management Company	20%	21%
Online travel agencies	11%	9%
Other Direct	12%	8%
Airline Mobile App	2%	7%
Airline Website	33%	37%

Captured by MIDT

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What data is available in MIDT data?

- The following data elements are available in MIDT data:
  - True itineraries: origin, destination, and connect points
  - Booking and travel month – future data available
  - Marketing and operating airline
  - Passenger counts
  - Booking class-of-service
  - Point-of-origin airport
  - Travel agency postal codes

- MIDT data is available a few weeks after the close of each month

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Where can I get MIDT data?

- MIDT data is available from multiple vendors

- Some vendors estimate fare data based on fare classes

- Some vendors will grow the traffic to projected full population
  - Estimate missing data from direct sales
  - Attempt to reflect the true market size

- Historical data availability varies by vendor

MIDT Strengths and Weaknesses

☐ Strengths

- Available from several vendors
- Near global coverage
- Published within weeks of the close of each month
- Data available by travel month
- Some vendors offer future travel data
- Fare class categories available for each booking
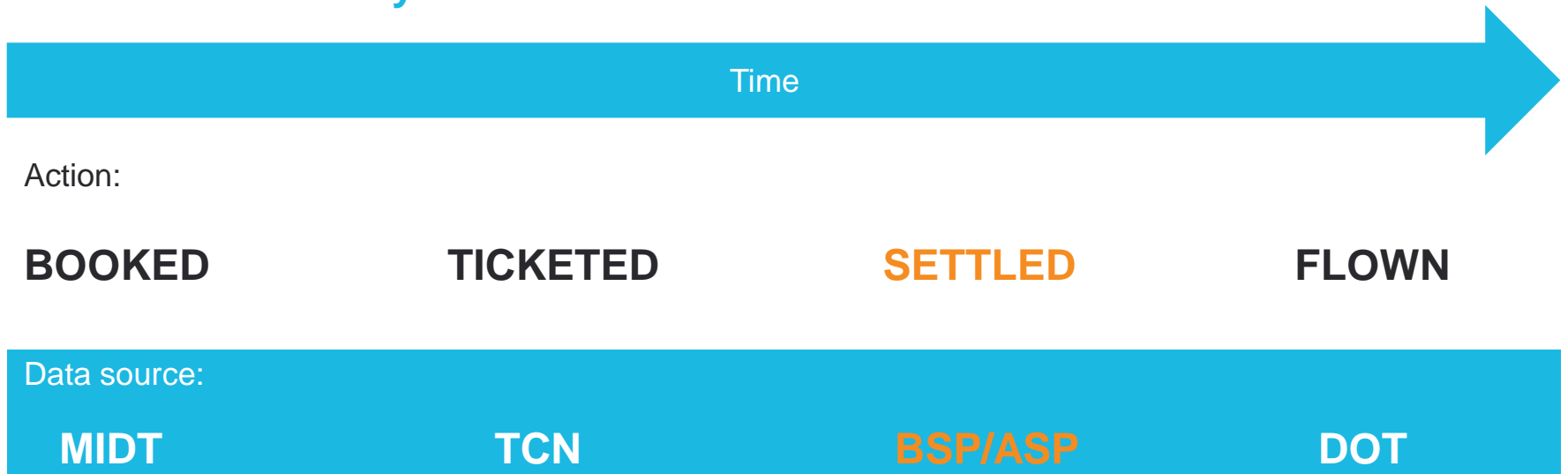- Unrestricted use of international O&D data

☐ Weaknesses

- Cost of data can be high
- Fare data is not actual and is limited to fare class categories
- Actual MIDT data does not reflect market size
  - Direct sales data not included
  - However, vendors do offer estimates of total market sizes
- Includes "phantom" passengers whose bookings are never ticketed or flown
- Different vendors source different GDSs

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Settlement data yields BSP/ASP data

Travel Data Life Cycle

Time →

Action:

| BOOKED | TICKETED | SETTLED | FLOWN |

Data source:

| MIDT | TCN | BSP/ASP | DOT |

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What is BSP and ASP data?

- BSP and ASP are clearinghouse systems through which data and funds flow between travel agencies and airlines

- BSP stands for **B**illing and **S**ettlement **P**lan
  - BSP is run by IATA – **I**nternational **A**ir **T**ransport **A**ssociation

- ASP stands for **A**rea **S**ettlement **P**lan
  - ASP is run by ARC – **A**irlines **R**eporting **C**orporation

- ASP is similar to BSP except ASP handles agency sales within the U.S. while BSP handles agency sales in the rest of the world outside of the U.S.

What is BSP data?

- BSP is a system designed to facilitate and simplify the selling, reporting, and remittance procedures of IATA Accredited Passenger Sales Agents, as well as improve financial control and cash flow for BSP airlines

- BSP is a clearinghouse system through which data and funds flow between travel agents and airlines

- Agents remit a single payment to BSP, covering sales made on all BSP-participating airlines

- BSP makes one single payment to each airline, covering sales made by all agents within a country/region

What is BSP data?

- BSP is truly a worldwide system
  - BSP operates in some 180 countries and territories (excl. U.S.)
  - BSP currently serves approximately 400 participating airlines
  - In 2016, BSP processed $219 billion in tickets

- Airline direct ticket sales do NOT flow through BSP
  - Airline websites, apps
  - Airline telephone reservations centers
  - City or airport ticket offices

- The majority of worldwide airline revenues are ticketed via IATA travel agencies and settled with the BSP system

What data is available in BSP data?

- The following data elements are available in BSP data:
  - True itineraries: origin, destination, and connect points
  - Travel month
  - Marketing airline
  - Passenger counts, both reported and estimated
  - Fare class categories
  - Average fares, subject to IATA masking rules
  - Point of Sale data down to billing city name / postal codes

- BSP data is available a few weeks after the close of each month

- BSP data is available back to January 2005

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BSP Strengths and Weaknesses

☐ Strengths

- Includes tickets SOLD, not just booked
  - o Accounts for refunds and exchanges
- Contains ACTUAL fare information
  - o Lifted from sold tickets
  - o Lack of competition may require masking
- Published within weeks of the close of each month
- Data available by travel month
- Fares classified by fare class categories
- Unrestricted use of international O&D data

☐ Weaknesses

- Only available from IATA and its partners
- Actual BSP data does not reflect true market size
  - o Direct sales data not included
- BSP data does not include the U.S. POS
  - o IATA offers adjusted data
  - o IATA works together with ARC to combine data
- IATA cannot include data from Amadeus Europe POS
  - o IATA adjusts data to account for this issue

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What is ASP data?

- ARC's ASP clearinghouse is similar to IATA's BSP, except ARC handles transactions in the U.S.
    - ARC began as part of Airlines for America (A4A, previously ATA) in 1964
    - In 1984, following deregulation, ARC became a privately owned company owned by U.S. airlines

- Every major U.S. carrier and railroad processes tickets through ASP
    - More than 200 participating airlines
    - Over 14,000 travel agencies, including online travel agencies such as Expedia, Orbitz, and Travelocity
    - More than $86 billion processed in 2016

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What is ASP data?

- Airline direct ticket sales do NOT flow through ASP
  - Airline websites, apps
  - Airline telephone reservations centers
  - City or airport ticket offices

- ASP processes nearly 50% of airline tickets in the U.S., which amounts to more than 20% of airline tickets worldwide

- Data elements available in ASP is similar to that in BSP, but also includes booking month and future data
  - Data is updated daily – some products provide data in 5 business days
  - Data is available back to January 2008

ASP Strengths and Weaknesses

❑ Strengths

- Publishes data quickly – within 1 week
- Includes tickets SOLD, not just booked
  - Accounts for refunds and exchanges
- Contains ACTUAL fare information
  - Lifted from sold tickets
  - Lack of competition may require masking
- Breaks tickets down by travel day
- Fares classified by fare class categories
- Unrestricted use of international O&D data
- Offers standard file specification for BSP data merging

❑ Weaknesses

- Only available from ARC and its partners
- Actual ASP data does not reflect true market size
  - Direct sales data not included
  - ARC and IATA together offer adjusted data
- ASP data only includes the U.S. point of sale
  - ARC works together with IATA to combine data

DDS – a new data product in town

- Established in partnership between IATA, ARC, and Diio, **D**irect **D**ata **S**olutions (DDS) is an all-in-one comprehensive source that gives visibility into ticket sales across all geographic regions

- Includes BOTH airline direct and indirect (agency) distribution channels

- DDS is a voluntary program for airlines – a carrier must contribute and release its data to fellow DDS participants in order to gain access to the database (a.k.a., Give-to-Get)

- The world's leading airlines are actively contributing their sales data to the program

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Summary of Booking and Ticketing Data vs. DOT Data

	MIDT	ASP	BSP	US DOT O&D
Data Contents	Bookings	Ticket Settlement	Ticket Settlement	Flown Tickets
Data Coverage	Worldwide	Non-U.S. Sales	U.S. Sales	U.S. carriers only
Direct Sales Included?	No	No	No	Yes
Agency Bias	Yes	Yes	Yes	No
Data Delay	3 weeks	1 week	5 weeks	4-6 months
Travel Date Detail	Monthly	Daily	Monthly	Quarterly
Fare Category	Yes	Yes	Yes	No
Fare Detail	Estimated by fare category	Yes – masking rules apply	Yes – masking rules apply	Yes
Point of Sale?	Yes	Yes	Yes	No
O&D Detail	Yes	Yes	Yes	Yes

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How do I use booking and ticketing data?

- Examples of ticket data analysis

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Types of ticket analyses

- Ticketing data can be used to monitor market trends
    - Airline market share
    - Airline itinerary share
    - Traffic trends
    - International market demand
    - Premium traffic split
    - Traffic split by point of origin

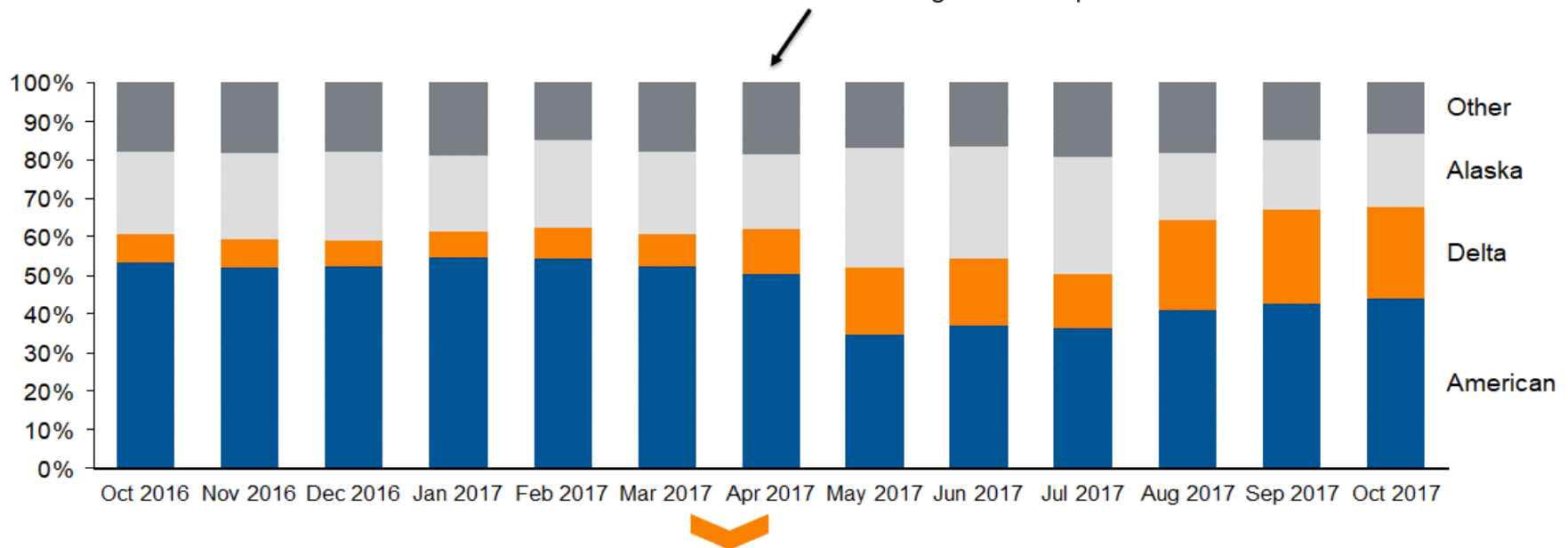- Ticketing data can also be used to analyze leakage/diversion

Example of market share analysis

Airline Passenger Share – LAX-DCA

October 2016 – October 2017

Delta begins nonstop service

- **Passenger trends help airports monitor competition among airlines on a given route**

Source: ARC and IATA BSP ticketing data via DDS

Example of airline itinerary share analysis

Airline Itinerary Share – DEN-Central and South America

Year-ending October 2017

Pie chart:
- UA, IAH — 35%
- AA, DFW — 13%
- AA, MIA — 10%
- DL, ATL — 8%
- NK, FLL — 7%
- Other — 27%

324 Total PDEW
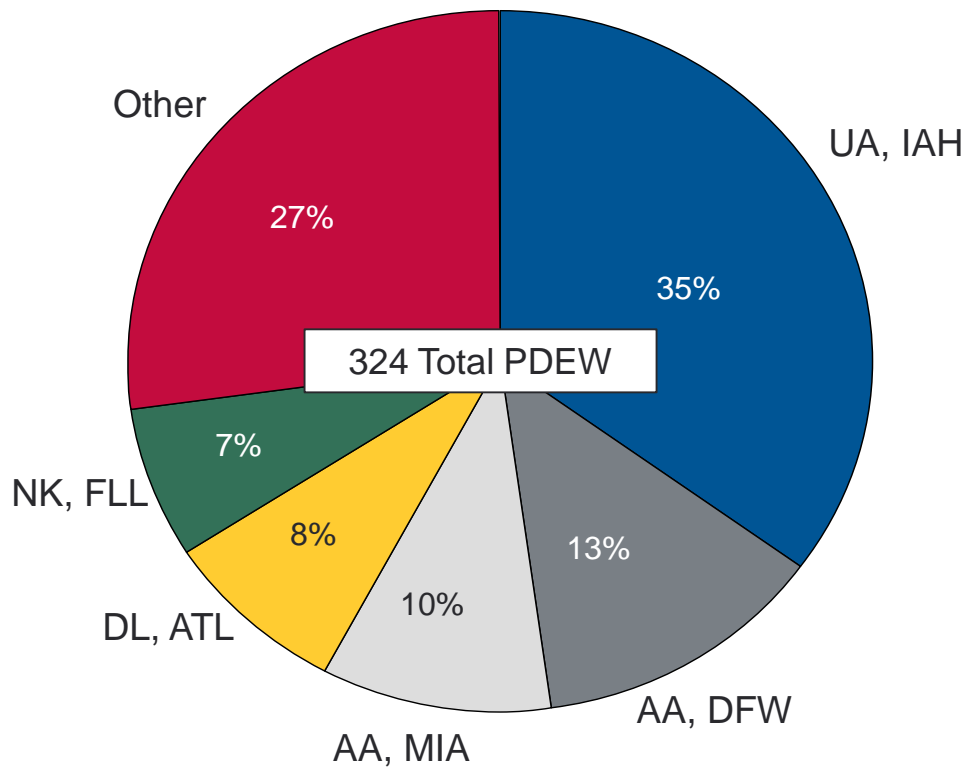
Current passenger itineraries could determine potential airlines to target for new nonstop service

Copa begins nonstop DEN-Panama City service in December 2017

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Example of traffic trend analysis

Daily O&D Passengers – DFW-NRT

January 2014 – October 2017

Peak season

Low season

JAL adds daily nonstop

J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O
2014   2015   2016   2017
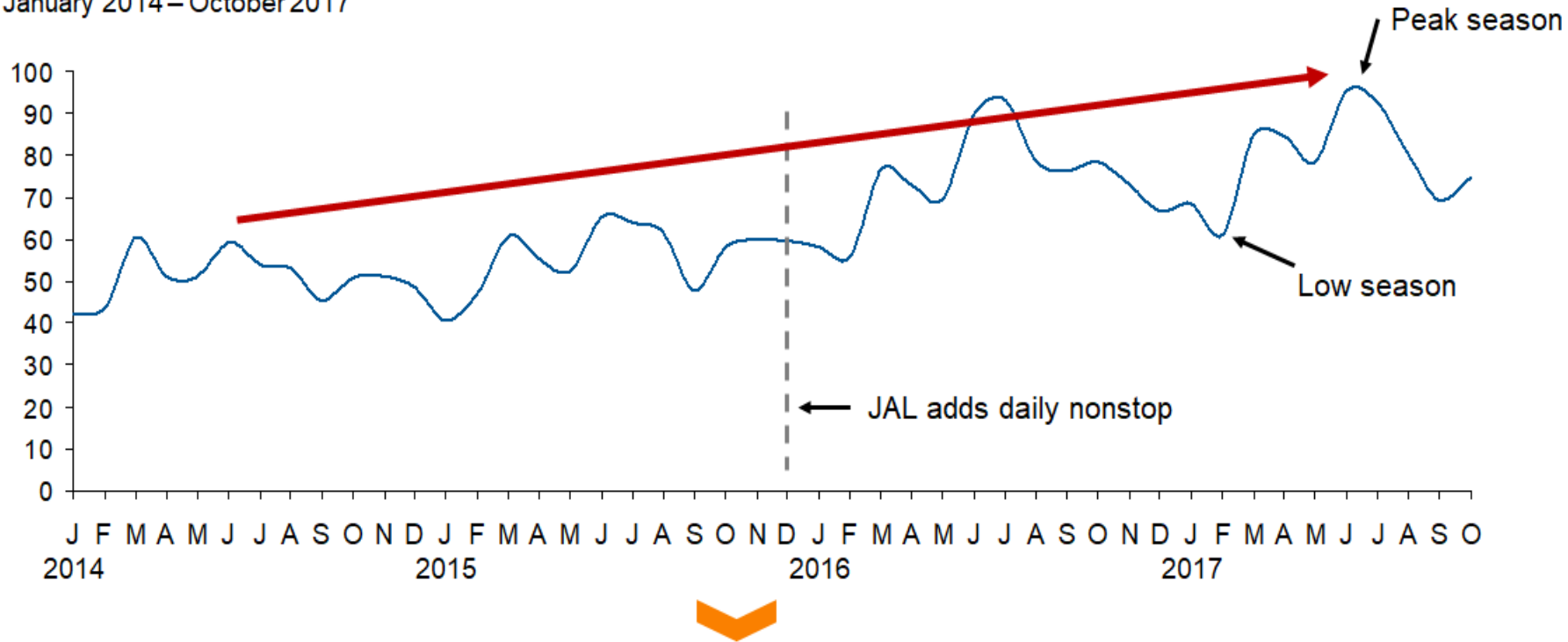
Monthly historical passenger trends give insight to traffic growth and traffic seasonality

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Example of international market demand

Top 20 U.S. Markets to Europe – Daily Local O&D Traffic
Year-ending October 2017

Boston ranks 6th in the U.S. for local Europe traffic
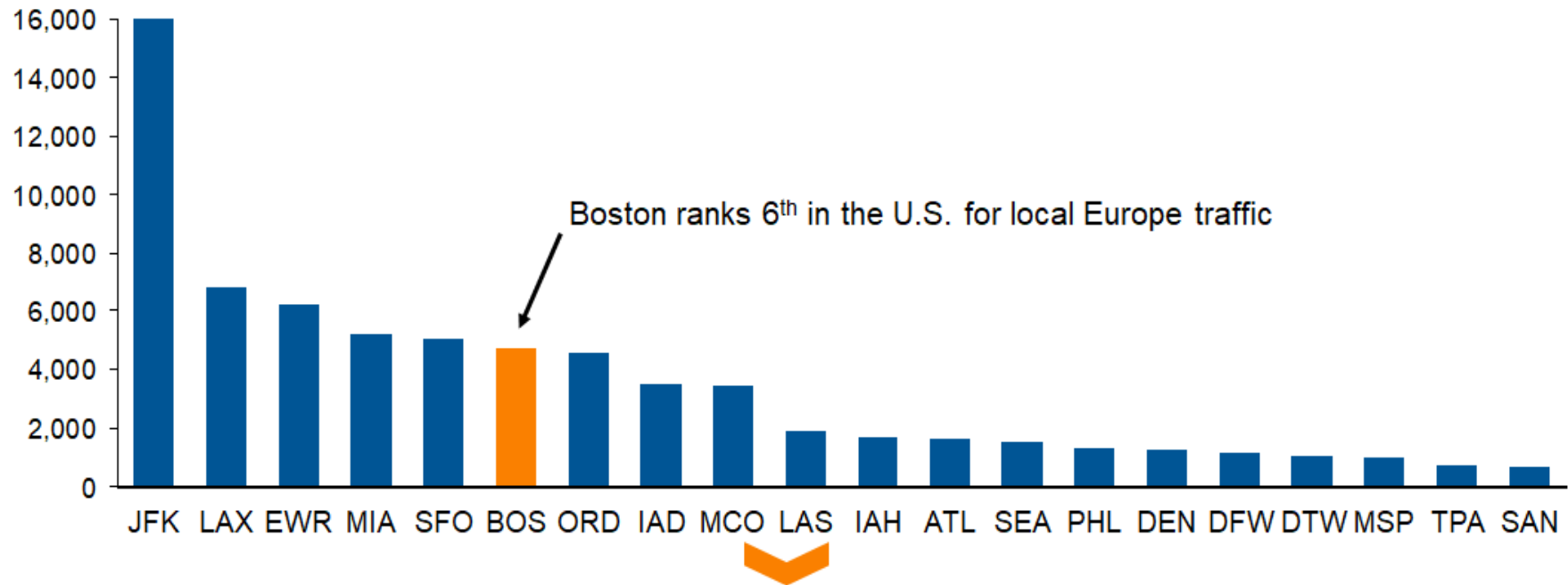
Ticketing data includes foreign flag carrier data and will allow you to better rank your airport's top international markets and compare those to peer airports

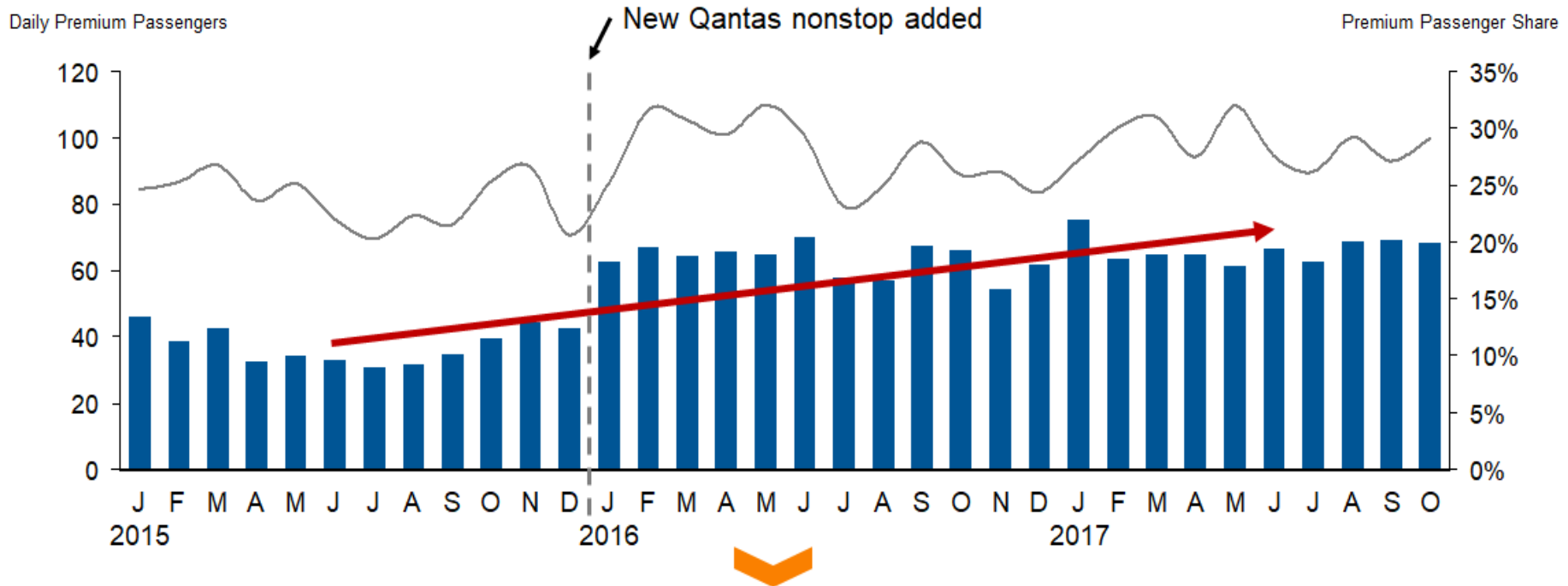Source: ARC and IATA BSP ticketing data via DDS

Example of premium traffic analysis

Daily Premium O&D Traffic – SFO-SYD

January 2015 – October 2017

— Premium Passenger Share   ■ Daily Premium Passengers

New Qantas nonstop added

Daily Premium Passengers

Premium Passenger Share

Premium traffic is attractive to airlines – ticketing data allows you to analyze trends in premium shares and premium traffic as well as compare that to peer markets
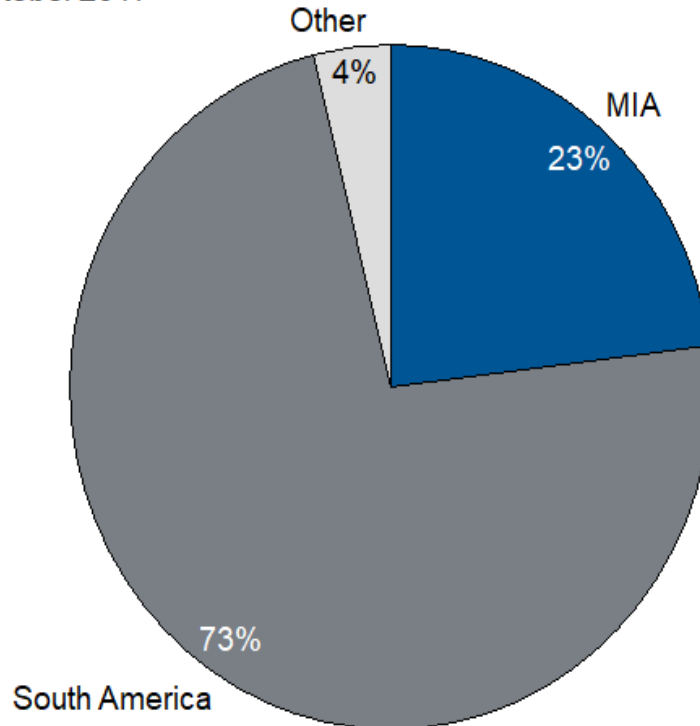
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Example of point of origin analysis

Traffic Point of Origin Share – MIA-South America
Year-ending October 2017

Other
4%

MIA
23%

73%
South America

> Ticketing data can help to understand where travelers are purchasing their tickets and originating their travel, which could help better target marketing efforts
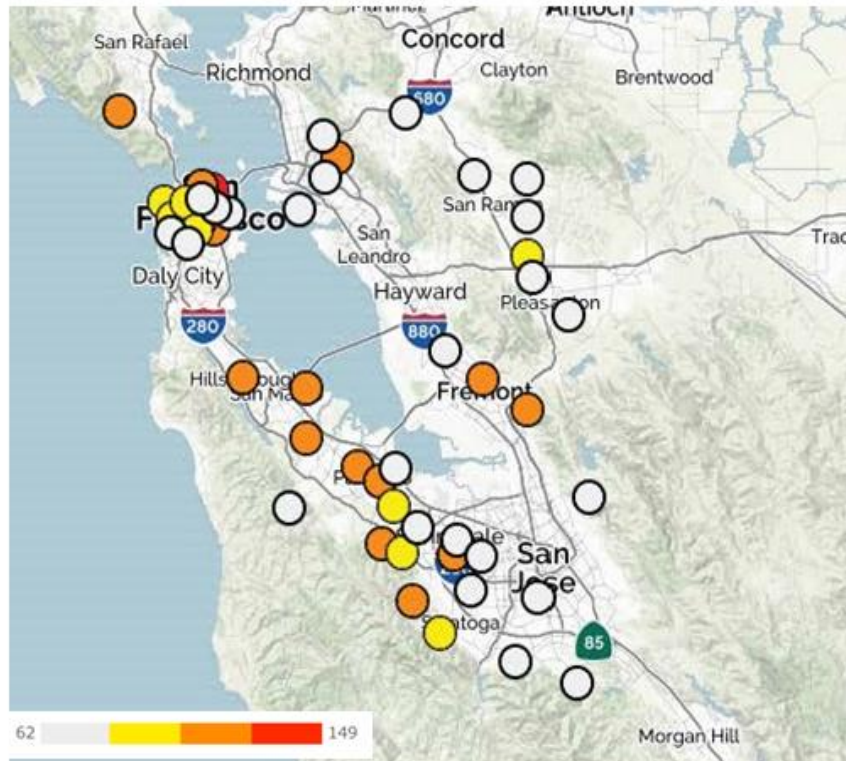
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Example of leakage analysis

Tickets Purchased Within a 75 Mile Radius of SFO Traveling to London-LHR
Year-ending December 2015; By zip code

> Leakage analysis can help to show airlines an airport's true market potential – where do travelers live versus what airport(s) are they using
>
> For example, 98% of travelers from the Bay Area flew out of SFO to LHR in 2015 given nonstop service, though a large number of these travelers live closer to San Jose

Summary

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Summary

- Booking and ticketing data have key advantages over U.S. DOT O&D data
  - Booking and ticketing data is available faster than U.S. DOT O&D data
  - Booking and ticketing data includes foreign carriers that do not file O&D data with the U.S. DOT

- MIDT, ASP, and BSP data all come with limitations
  - Direct airline sales data is not included
  - ASP and BSP data alone excludes the other's region

- Booking and ticketing data is valuable in helping to analyze trends

- MIDT, ASP, and BSP data is widely accepted and used by airlines

- This data helps airports build strong business cases to present to airlines for added or new nonstop service

THANK YOU!

Questions?