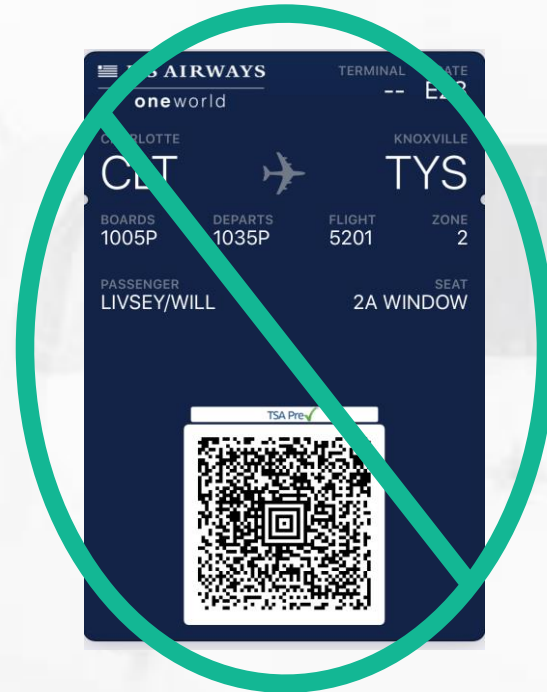# Data Session: Ticketing and Booking

Will Livsey, Head of Customer Support, Product Development, Cirium

Brach Crider, Managing Director – Air Service Consulting, Mead & Hunt

What's a ticket?

What's in a ticket?

The booking and ticketing process

Timeline

Booked → Ticketed → Settled → Flown

The Process in Action

Starring Jim Ogden, travel guru
and international man of mystery

CIRIUM

Book away!

Jim is searching flights from DFW to RSW on both airline websites and his company's online booking tool. Booking data can be impacted by tickets that are changed, held, cancelled, or never flown.

DOT 24 Hour Reservation Requirement : For airline tickets that are purchased at least <u>seven days</u> before a flight's scheduled departure, airlines are required to either:

- allow passengers to cancel their reservation within **24 hours** and receive a full refund without a penalty, or
- allow passengers to reserve a ticket (place it on hold) at the quoted price without paying for the ticket for **24 hours**

Your trip is on hold

Important information about your Basic Economy fare
View Basic Economy rules

Thank you for choosing American! We'll hold your reservation for 24 hours, through December 26, 2019.

Your trip to Fort Myers, FL $172.30
Record Locator: **KTRQVZ** • Trip name: **DFW/RSW** Edit

DEPART
DFW to RSW
Fri, Jan 31, 2020
7:10 AM → 10:42 AM

View trip details, request upgrades, change seats and more.

Manage your trip

Booked	Ticketed	Settled	Flown

CIRIUM

Jim's got a ticket to ride

When the reservation is purchased, a ticket is issued using an assigned fare
- Booking and ticketing are often done together
- Travel agents issue tickets, as do airlines

DIIO BY CIRIUM AIRWAYS
Operated by Mead&Hunt

Hello Jim Ogden!   Issued: December 31, 2019

Your trip confirmation and receipt

Record locator: **JIMBO2**

Friday, January 31st, 2020

DFW   RSW
10:35 AM   →   **2:12** PM
Dallas/Fort Worth   Fort Meyers

Seats: 58J
Class: Economy Minus
Meals: Bring your own

Jim Ogden

Ticket # 0232343536550

Booked	Ticketed	Settled	Flown

CIRIUM

Settling

Clearinghouses exist to pass funds collected at travel agencies to the airlines who carry the passengers
- Clearinghouses also handle refunds and exchanges

Jim Ogden

Ticket # 0232343536550

Your trip receipt

Bitcoin account XXXXXXXXXXXXX

FARE-USD	$ 334.88
TAXES AND CARRIER-IMPOSED FEES	$ 39.42
TICKET TOTAL	**$ 374.30**

Booked ▶ Ticketed ▶ Settled ▶ Flown

CIRIUM

Flown

Airlines collect flight coupons from travelers

- This process is becoming more electronic
- Airports and governments often require airlines to submit their flown ticket data

PASSENGER
Jim Ogden

DIIO BY CIRIUM
AIRWAYS
Operated by Mead&Hunt

DFW ✈ RSW

BOARDING
10:35 am

GATE
B12

CLASS
Economy Minus

SEAT
58J

SEAT 58J

CLASS Economy Minus

Jim Ogden BOARDING 10:35 am GATE B12 DFW✈RSW

Booked ⟩ **Ticketed** ⟩ **Settled** ⟩ **Flown**

CIRIUM

The booking and ticketing process

Timeline

Booked	Ticketed	Settled	Flown

Data Source:

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

Booked: MIDT

- 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	

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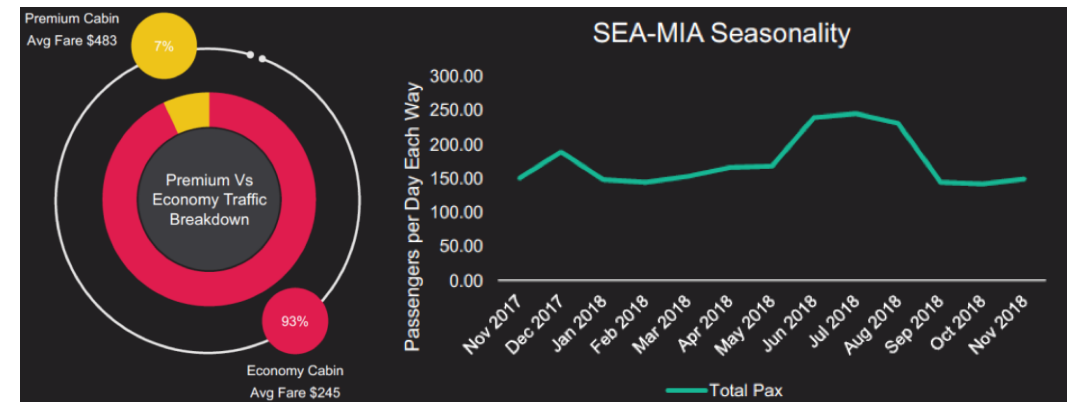
MIDT data is available a few weeks after the close of each month

Settled: ASP/BSP

- 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.

Settled: ASP/BSP

- 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

MEM-LAX — 11% / 89%
JAX-LAX — 13% / 87%
GRR-LAX — 10% / 90%
BHM-LAX — 8% / 92%
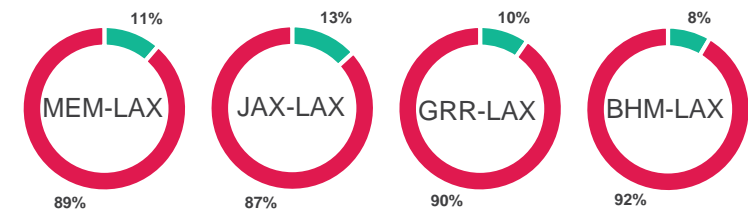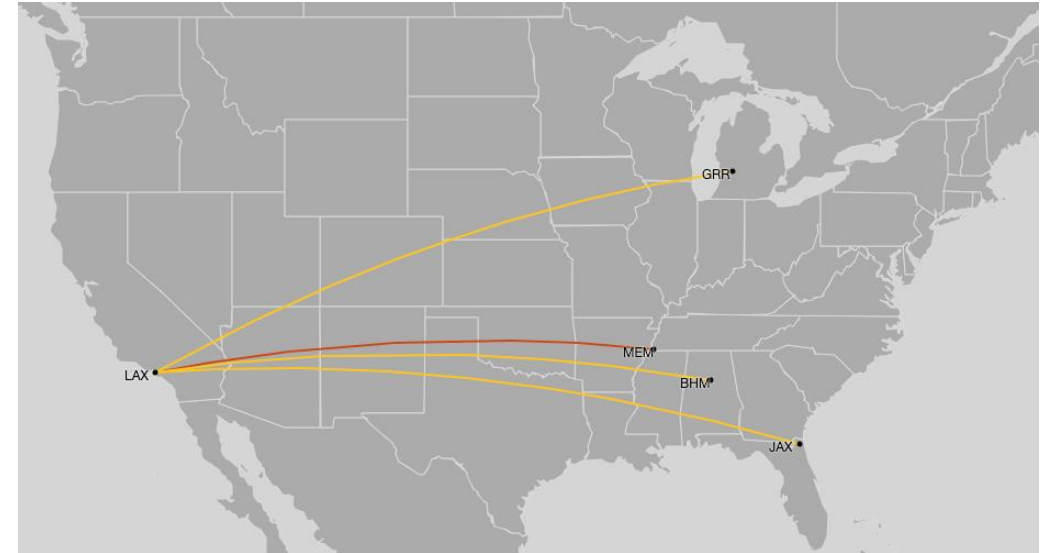
■ Premium Cabin
■ Economy Cabin

Flown: DOT

- U.S. DOT Origin and Destination ("O&D") Survey for traffic and fares reported on a quarterly basis
- 10% sample using all tickets that end in "0"
- Contains a wide variety of market data
    - Passengers / Carrier / Routing / Revenues
- Data reported quarterly by all US-based carriers
- Foreign air carriers do not directly report fare data, although some of their data are captured in the Survey, since passengers who share a ticketed itinerary between a U.S. carrier and a foreign carrier may be sampled by the U.S. carrier.
- Lags 3-4 months when released by DOT

U.S. DOT O&D Summary Report for flights from BNA to LAX for travel YE Q3 2017

Some values may be shown rounded.
Passenger and revenue figures in each row are per day and the non-directional average.
Click here for Airfare taxes and fees calculation overview.

U.S. DOT O&D Summary Report

Dom Mkt Al	Mkt Al 1	Mkt Al 2	Mkt Al 3	Org	Cp #1	Cp #2	Dst	Passengers per Day	Pax Share	Fare	Gross Fare	Revenue
WN	WN			BNA			LAX	227.7	41.0%	190	216	43,162
AA	AA			BNA			LAX	136.3	24.6%	221	250	30,069
DL	DL			BNA			LAX	108.2	19.5%	237	268	25,673
AA	AA	AA		BNA	DFW		LAX	15.1	2.7%	256	301	3,869
UA	UA	UA		BNA	IAH		LAX	7.4	1.3%	187	226	1,378
						OTHER		60.0	10.8%	228	271	13,684
						TOTAL		554.7	100.0%	212	243	117,836

Summary of Booking and Ticketing Data
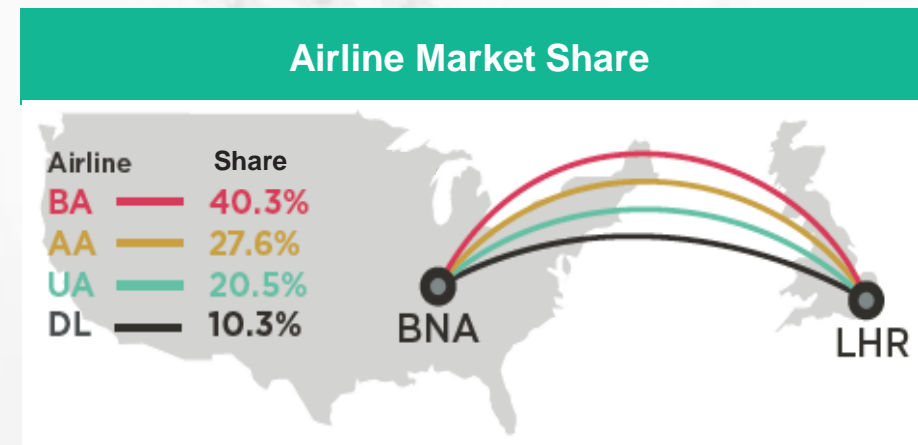
	MIDT	ASP	BSP	US DOT O&D
Data Contents	Bookings	Ticket Settlement	Ticket Settlement	Flown Tickets
Data Coverage	Worldwide	Non-U.S. Sales	U.S. Sales	U.S. carriers only
Direct Sales Included?	No	No	No	Yes
Data Delay	3 weeks	1 week	5 weeks	4-6 months
Travel Date Detail	Monthly	Daily	Monthly	Quarterly
Fare 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

CIRIUM

How do I use booking and ticketing data?

Ticketing data can be used to monitor market trends
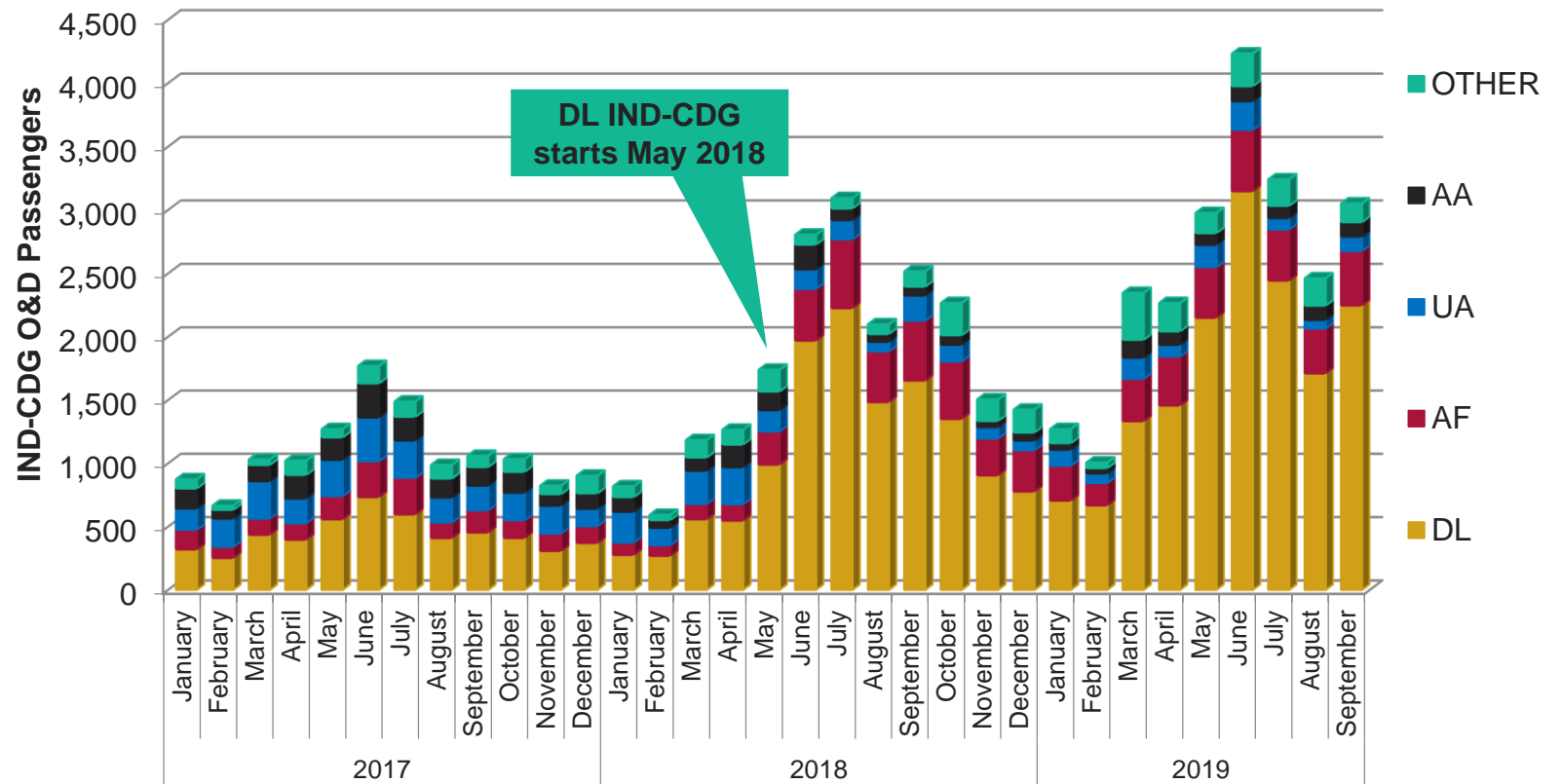
- Airline market share

- 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

O&D Traffic Time Series

AUS	19,564
BNA	17,990
RDU	16,201
STL	15,526
MCI	14,669
PIT	11,964
CVG	10,654
MEM	5,804
SDF	4,927
LEX	1,714
CAE	1,517
CRW	561

2018

Airline Market Share

Airline	Share
BA	40.3%
AA	27.6%
UA	20.5%
DL	10.3%

BNA — LHR

CIRIUM
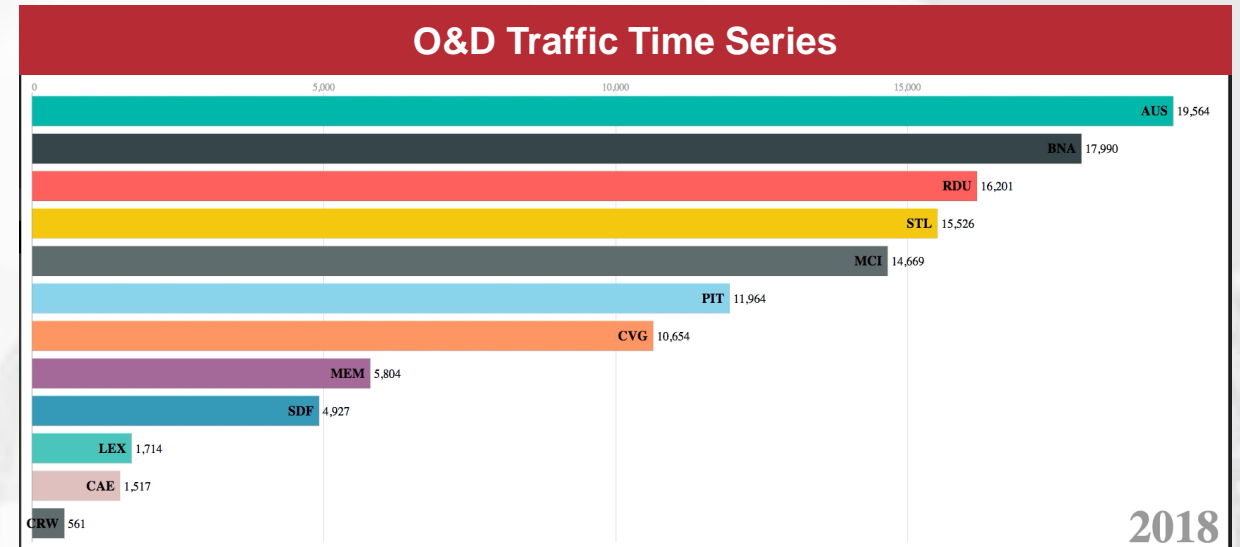
Airline Market Share Analysis

IND-CDG O&D Airline Market Share

Pie chart: DL 67%, AF 16%, OTHER 8%, UA 5%, AA 4%

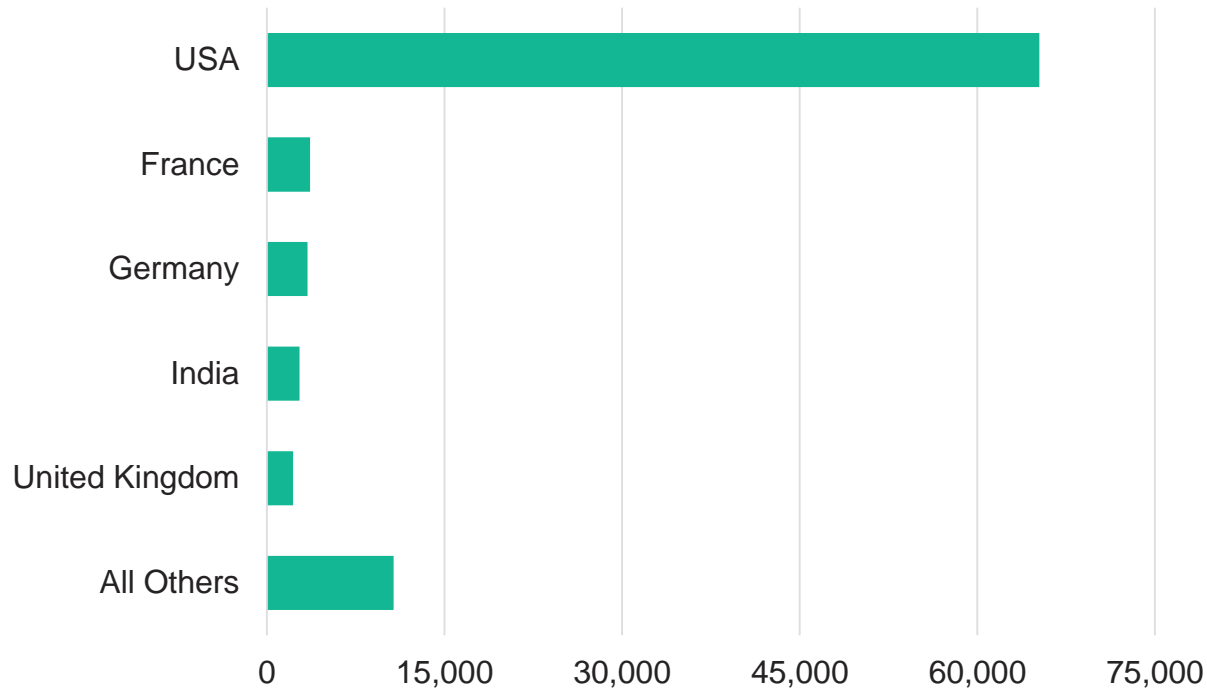Bar chart: IND-CDG O&D Passengers by month 2017–2019, by airline (OTHER, AA, UA, AF, DL). Callout: "DL IND-CDG starts May 2018"
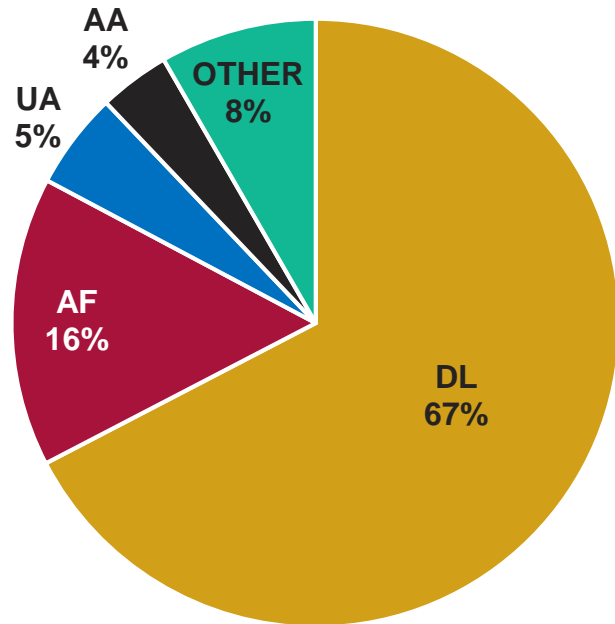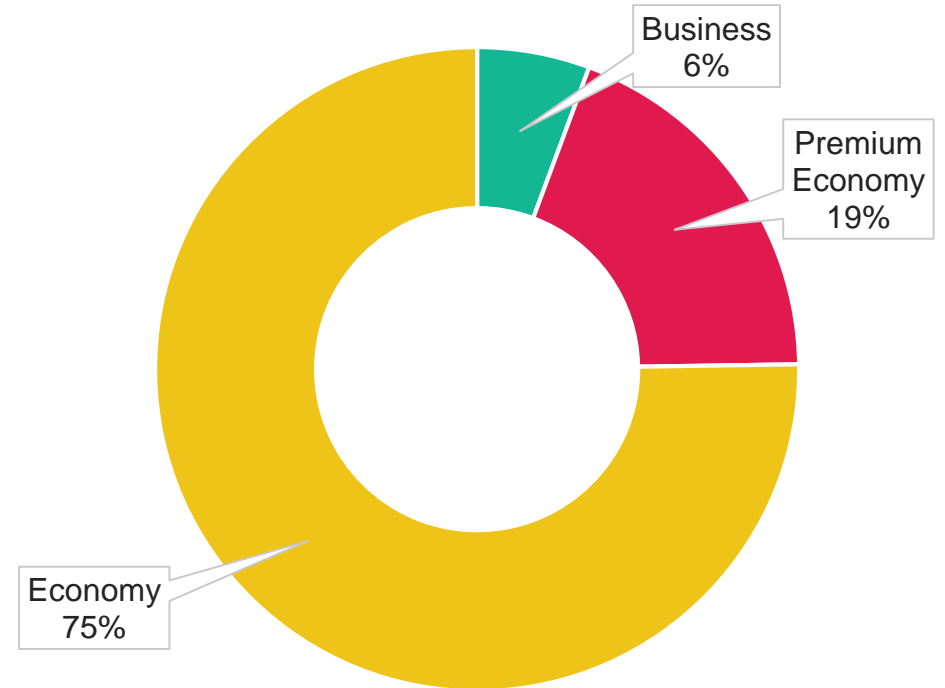
Passenger trends help airports follow competition among airlines on a route

Point of Sale/Premium Traffic Breakdown

IND-CDG (Leg) Point of Sale Breakdown

Bar chart categories: USA, France, Germany, India, United Kingdom, All Others. X-axis: 0, 15,000, 30,000, 45,000, 60,000, 75,000

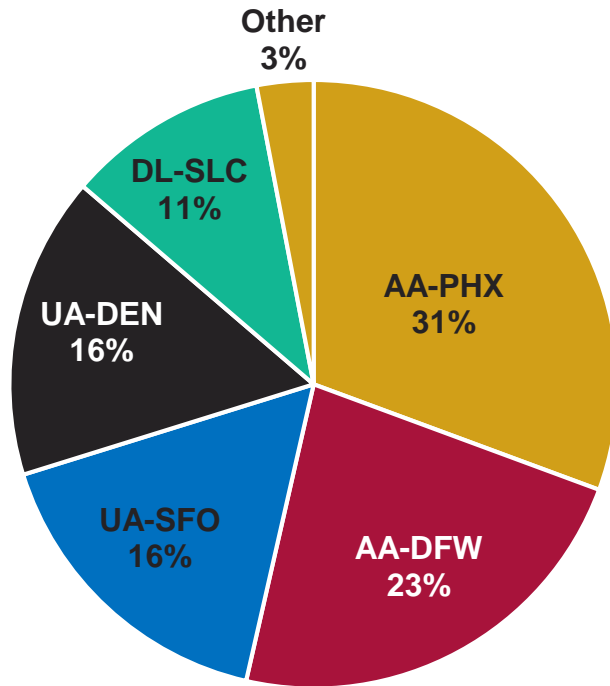**IND-CDG Traffic Breakdown**

- Business 6%
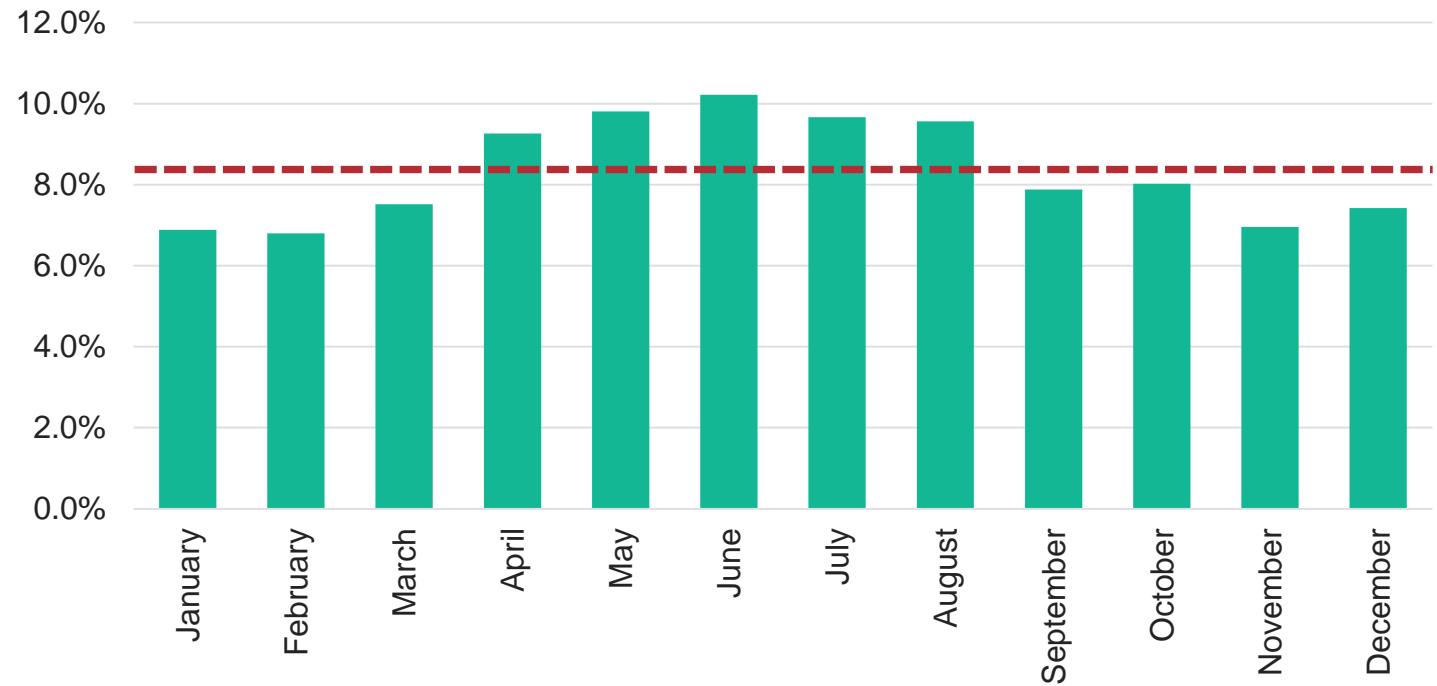- Premium Economy 19%
- Economy 75%

Ticketing data can show where people are buying tickets for a flight and can be vital for marketing purposes

CIRIUM

Itinerary Share Analysis/Seasonality

Itinerary (Routing) Share: ONT-ORD

Pie chart:
- AA-PHX 31%
- AA-DFW 23%
- UA-SFO 16%
- UA-DEN 16%
- DL-SLC 11%
- Other 3%

Seasonality of Market (3-Year History): ONT-ORD

Bar chart (approximate values):
- January ~6.9%
- February ~6.8%
- March ~7.5%
- April ~9.3%
- May ~9.8%
- June ~10.2%
- July ~9.7%
- August ~9.6%
- September ~7.8%
- October ~8.0%
- November ~7.0%
- December ~7.4%

Itinerary routings can determine if your airport should target a new airline and seasonality can help determine the peak months of service

CIRIUM

DIVERSION/LEAKAGE ANALYSES

- Virtually all airports experience diversion (i.e. leakage)

- Diversion to surrounding airports occurs for many reasons
  - Pricing
  - Schedule (frequency, nonstop destinations)

- Designed to estimate an airport's total market including diverting traffic from their catchment area

- Basis for identifying new opportunities and creating route forecasts

Uses for Leakage Analyses/Studies

- Basis for pitching new airline service for smaller airports
  - Historical traffic alone at non-hub and some small hub airports may not support new service small hub and non-hub airports

- Ability for larger airports to look at the "battleground" areas or "no-mans land" to see where traffic is going

- Statewide studies

- Targeting marketing & sales to specific areas

CIRIUM

Questions/Comments?