

# The Wrap Up



# Busy Two Days



# Demographics

## Terms

Cont.

## Demographics

From the Greek Word, Demogorgon

A monster from the upside down that is to be feared.





# Demographics

## The Simpsons can teach us about Demographics

Just hear me out



Country:	USA
State/Province:	Unknown
County:	Springfield County
Founder:	Jebediah Springfield
Founded:	c. 1649 (as Sprungfield), c. 1796 (as Springfield)
Incorporated:	1796
City motto:	"A noble spirit embiggens the smallest man"
Mayor:	Joe Quimby (D)
Area:	2,088,723 km
Elevation:	1,582 ft (482 m)
Population:	50,720
Area code:	939 and 636

## SOME INTERESTING INSIGHTS

OAG<sup>®</sup>

Airlines file schedule changes in different ways

One major US carrier makes all their changes on a Saturday.....any guesses?

A major European airline makes numerous changes almost daily.....know who?

Chinese airlines tend to file domestic schedules with less than 90 days notice

Low Cost Carriers tend to make more destination changes than schedule changes  
Legacy and particularly network carriers adjust schedules by minutes

US schedules work to the minute e.g. Depart 09:33

European schedules work to the “five or ten” e.g. Depart 09:35

MAKE SMARTER MOVES



# Data Session: Schedule Data

## TO SUMMARIZE

OAG

- Every commercial airport should have access to data
- Without data its impossible to create effective business cases
- But most importantly grab the data and grab those routes
- It is my pleasure to introduce Mike Mooney from Volaire Consulting that will now show you how to apply this powerful data



# Alternative Sources of Data

## DATA OFFERS COMPETITIVE ADVANTAGES



**Competitive Searches:** When searching for your airport, travelers are also searching for airports A & B



**Leakage:** Nearby airport is growing YoY while yours is showing -X% decrease



**Market Share:** How your airport is losing market share to its competitors



**Stopover:** What airports are most frequently used as a stopover



**Targeting:** With more than 5K TLAs, there are tens of thousands of O&D combos

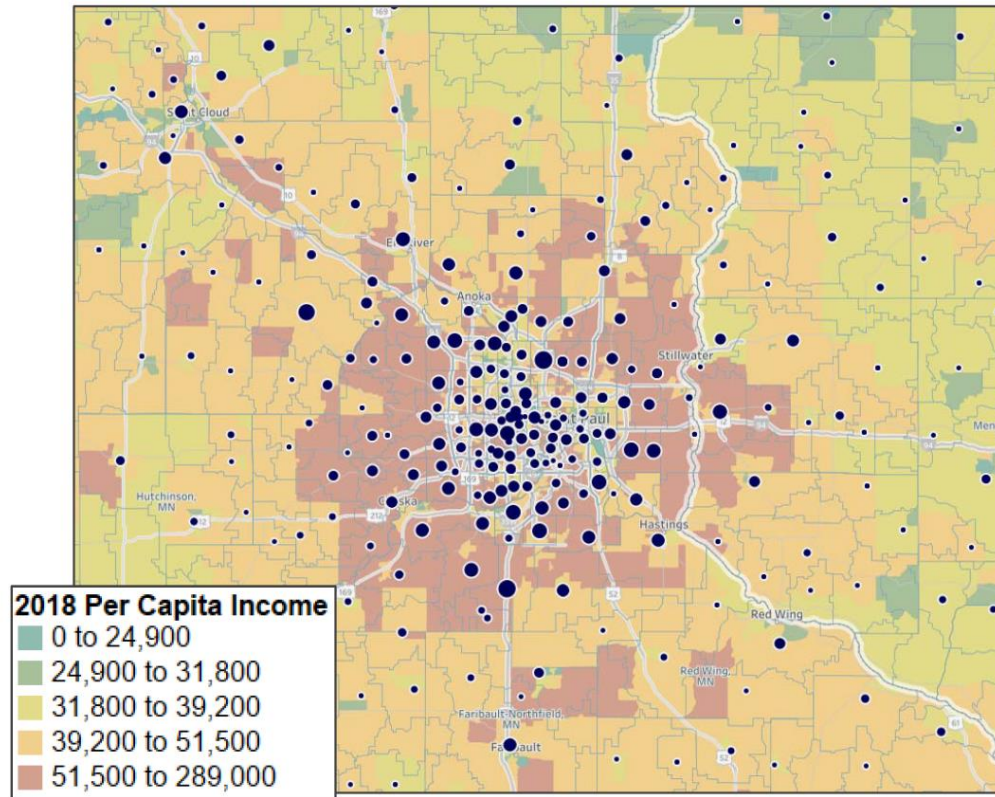
# Alternative Sources of Data

## Geo-locating, all visitors, by place of origin



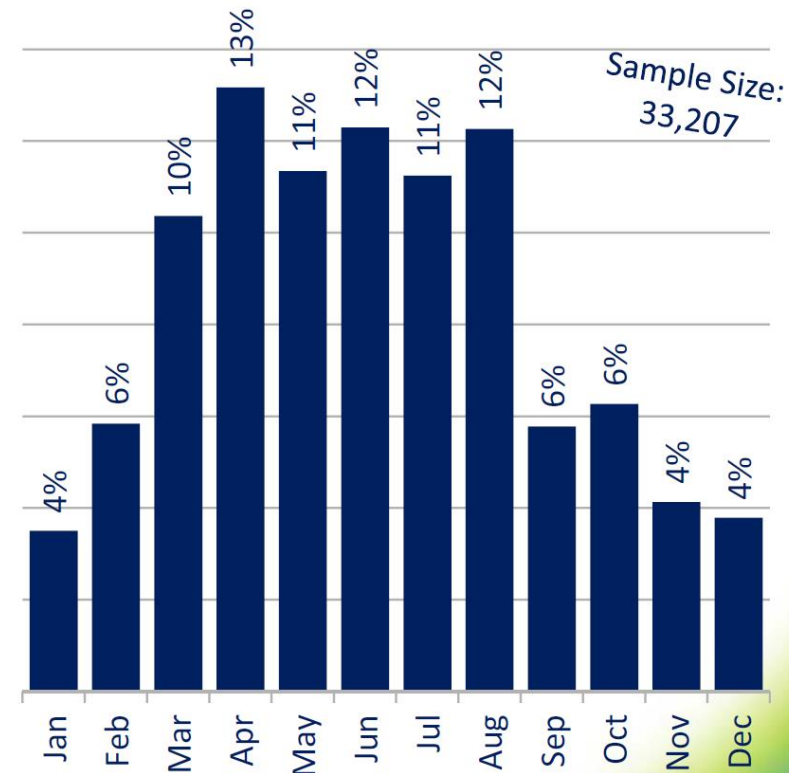
### Visitation

Minneapolis-St. Paul MN-WI MSA



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Minneapolis-St. Paul MN-WI MSA



Source: HCDA

Notes: Overall sample size (all markets): 1,685,175

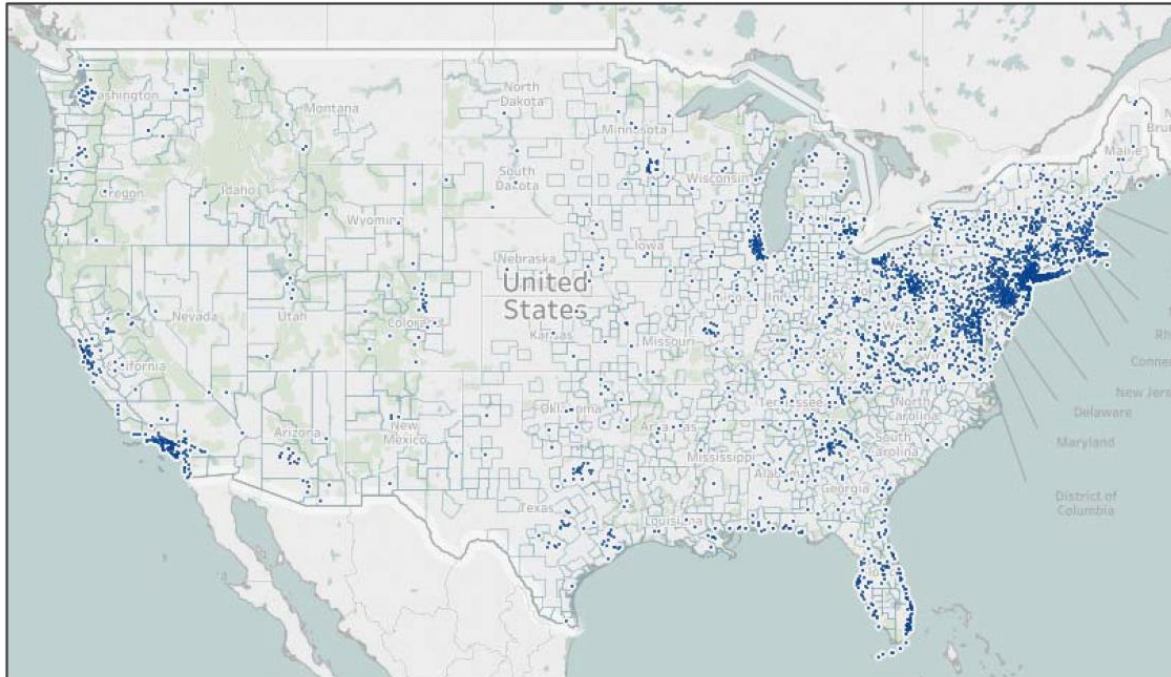


# Alternative Sources of Data

## 2<sup>nd</sup> Property ownership

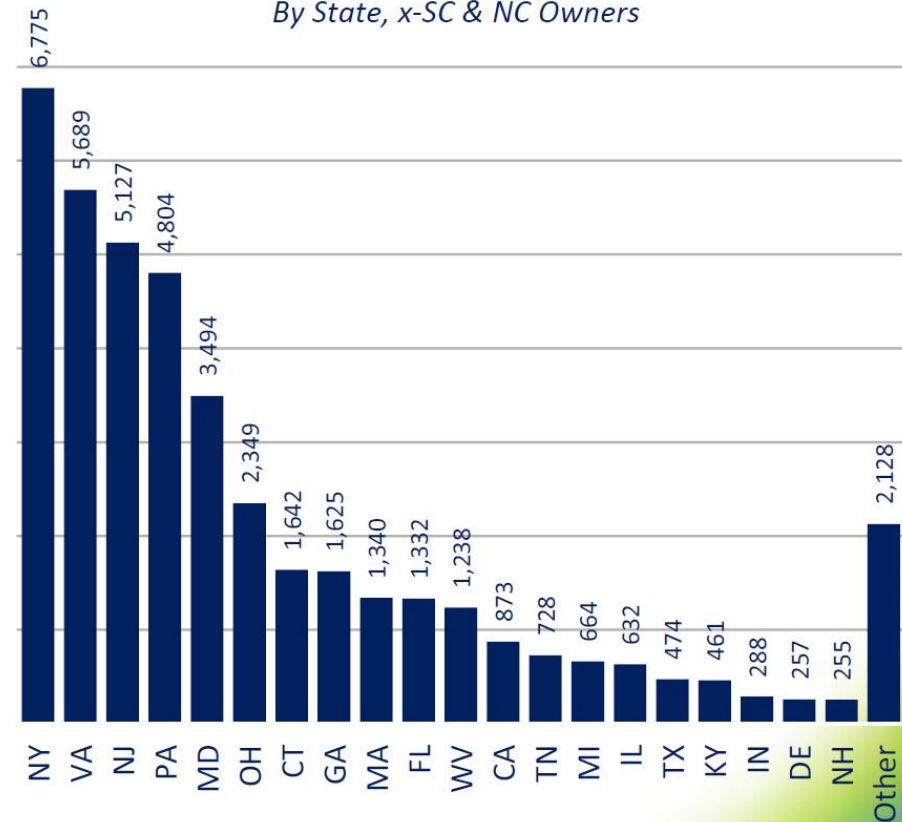


### 2<sup>nd</sup> Property Ownership *By City, x-SC & NC*



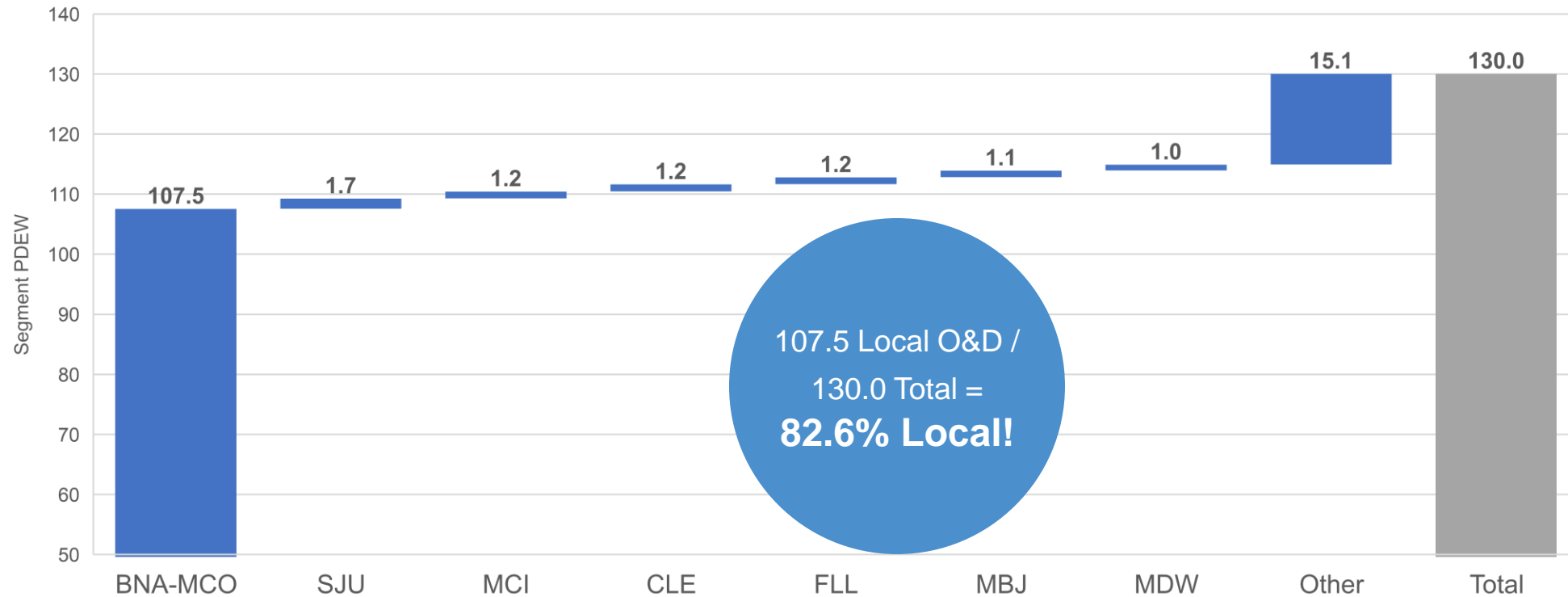
### 2<sup>nd</sup> Property

*By State, x-SC & NC Owners*



# O&D Segment breakdown

- This data from the O&D segment report indicates the market is mostly local and not as dependent on flow traffic



# Ticketing and Booking

## What's in a ticket?

Itinerary Detail Reports, Passenger volumes by carrier

True O&D or Segment O&D Reports

Booking Class Reports

Sales trends over time, Purchases by lead time

Point of Origin Sales reports

Travel by Day-of-Week and Time of Day

Agent Sales

Sales by Country

ISSUED BY <b>MALAYSIA AIRLINES</b>		CONJUNCTION TICKET(S)		ORIGIN/DESTINATION <b>PEN/PEN</b>		20300394 HOLIDAY TOURS & TRAVEL KUALA LUMPUR MALAYSIA 50450		MY	
ENDORSEMENTS/RESTRICTIONS *AJF/FLEXSAVER-MH OP FLT/MH0000 ON-NO-SHW OB/CHNG FEE		DATE OF ISSUE <b>30 OCT 2008</b>		BOOKING REF <b>1B/MBEEUF</b>		ISSUED IN EXCHANGE FOR			
PASSENGER NAME (NOT TRANSFERABLE) <b>SAMPLE TRAVELER</b>									
-X/O- NOT GOOD FOR PASSAGE FROM		CARRIER	FLIGHT	CLASS	DATE	TIME	STATUS	FARE BASIS	NOT VALID BEFORE - NOT VALID AFTER - ALLOW
X	PENANG	PEN	MH 1167	Y	31OCT	2145	OK	QL3MMYF	
O	KUALA LUMPUR	KUL	MH 2355	Q	31OCT	2355	OK	QL3MMYF	
X	LONDON HEATHROW	LHR	MH 1050	Q	16NOV	1050	OK	QL3MMYF	
	KUALA LUMPUR	KUL	MH 1138	Y	17NOV	0915	OK	QL3MMYF	
TO PENANG INTL		PEN							
FARE		FARE CALCULATION 30OCT08 PEN MH LHR MH PEN 3102.00 COAM 0.00 SPAM 0.00 END ROE 1.000000							
EQUIV. FARE/PD MYR 3102									
TAX/FEES/CHARGE MY 51									
TAX/FEES/CHARGE GB 225									
TAX/FEES/CHARGE XT 1875									
TOTAL MYR 5253									
A/L AGENT INFO									
CONTROL NO.									
<p>Payment method (including exchanges)</p> <p>CASH</p> <p>FORM AND SERIAL NUMBER 232 2598636444</p> <p>APR CODE 7766/ABAC</p> <p>TOLN CODE MYAXON08</p> <p>ORIGINAL ISSUE A 0 0 0 0 0 2 5 9 8 6 3 6 4 4 E</p>									

Fare Detail Reports:

- Net Fare
- Commissions
- Taxes and Fees
- Total Amount Paid

Ticketing Carrier Performance Reports

Single Ticket Lookup

Sales by GDS/CRS

Query sales by specific fares and agency tours



# Ticketing and Booking

## 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

# Cargo

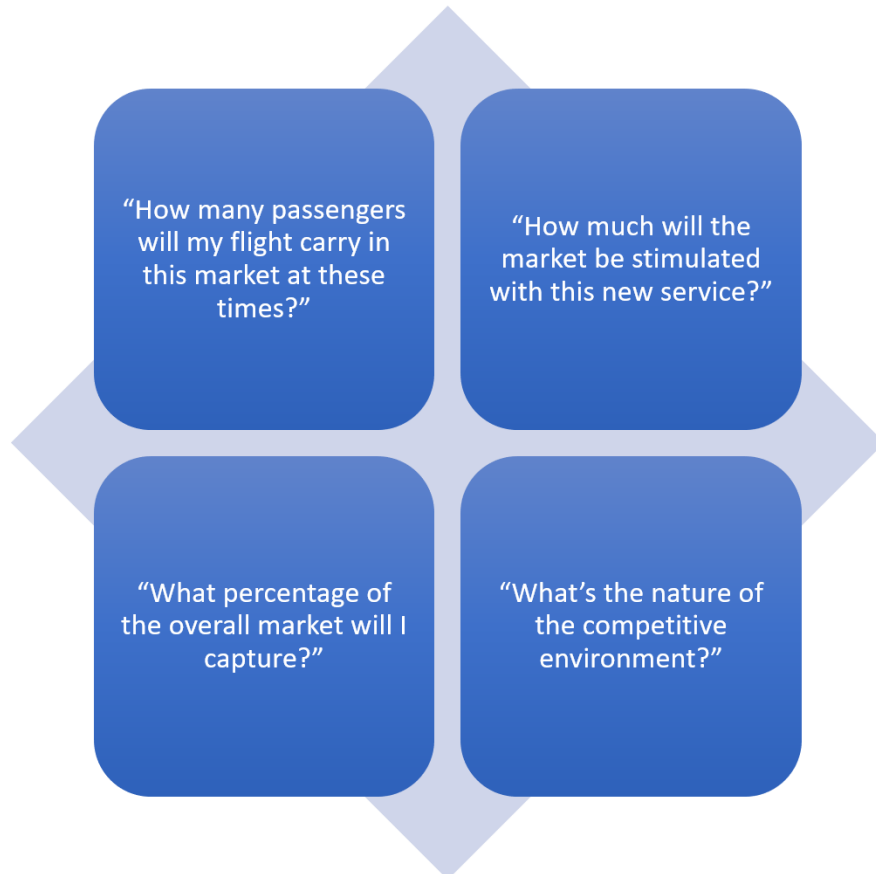


## Enable Growth

6 Growth Enablers that can help grow the Air Cargo moving through the airport



## QSI ANALYSIS FORECASTING



### Using QSI = Asking Questions About the Future

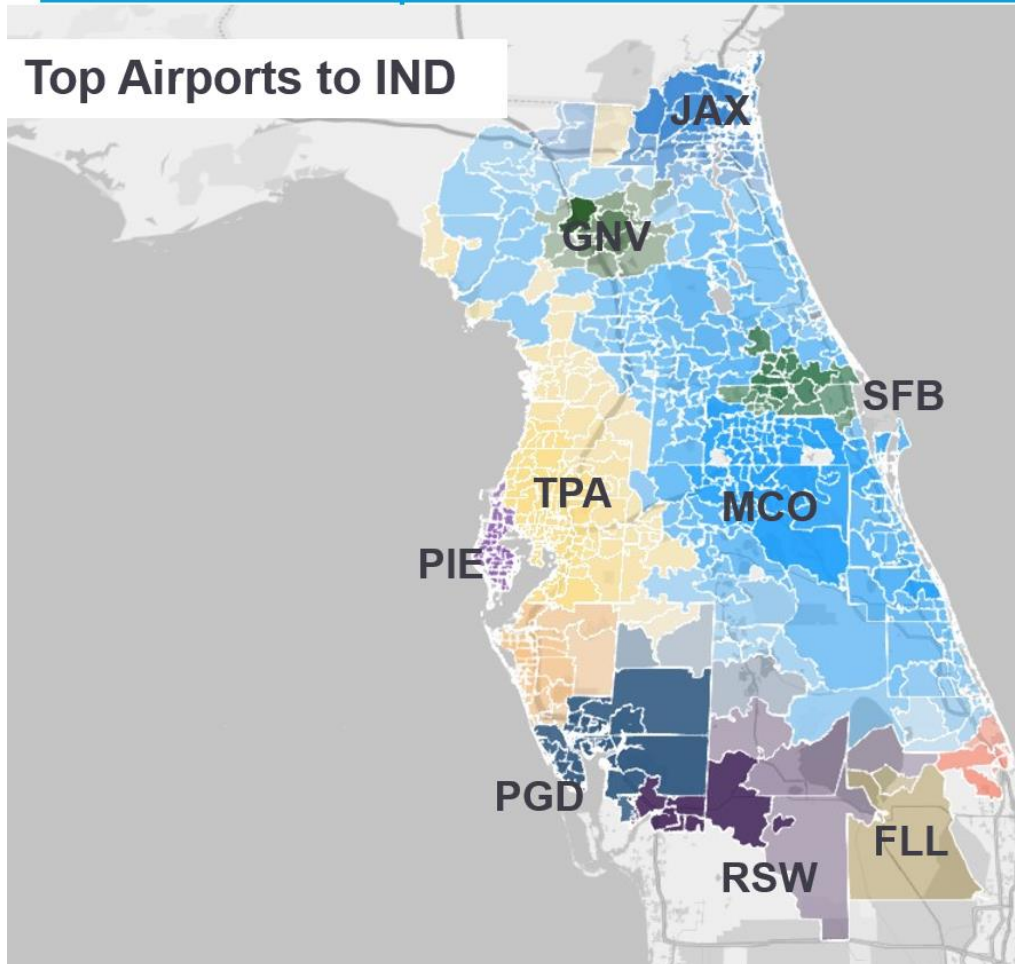
- Will we “steal” market share from another airline?
- Do we want to compete with that carrier?
- We will cannibalize traffic off one of our existing flights?
- If yes, is that worth it?



# QSI -

## USING POSTAL CODE CATCHMENT DATA FOR QSI

### Top Airports to IND



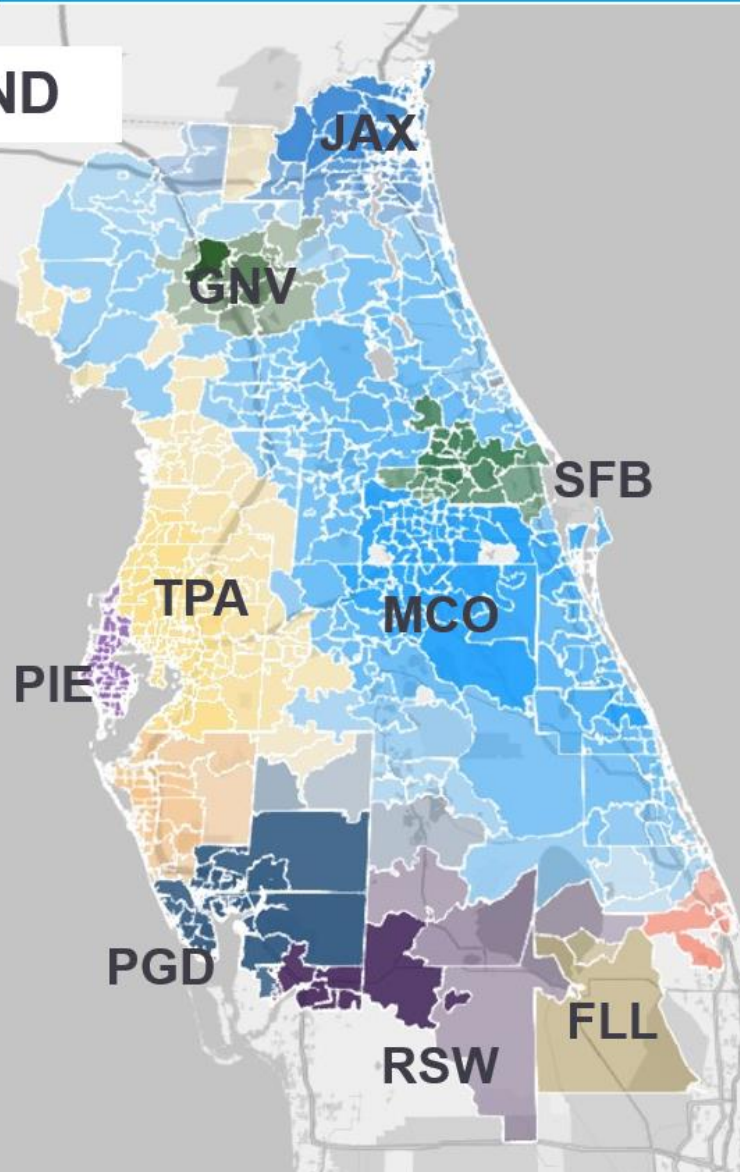
To justify new service there are two avenues to prove the market to an airline:

- Stimulation (fare, frequency)
- **Share shift from a nearby airport with existing traffic.**

The latter requires an analysis of your catchment and how much traffic is leaking between airports. Both of these traffic justifications represent risk for an airline in terms of determining what passengers will do. Anything that makes that analysis more rigorous and less of a guess improves your pitch.

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