

Sabre AirVision Market Intelligence

Global Demand Data
Insight into Global Schedule and Market Information

The Right Solution

In today's business environment, airlines are responsible for assessing large amounts of data that can impact their business in a variety of ways. From the scheduling and planning of flights to understanding passenger behavior, airlines are faced daily with information that can ultimately help determine the success of their business.

Sabre AirVision Market Intelligence Global Demand Data (GDD) is designed with these factors in mind – providing you with actionable insight that will help with your future business development and commercial planning needs.

Market Intelligence GDD is a passenger traffic flow analysis system for in-depth passenger travel pattern analysis. It provides a variety of ways to view potential market opportunities, including analyzing transit point passenger flows, trunk route feeding and onward traffic flows, and cabin and yield distribution.

Market Intelligence GDD is a comprehensive and detailed database of Origin & Destination demand for all markets worldwide. It contains a collection of industry data, calibrated and processed by Sabre AirVision Marketing & Planning. Market Intelligence GDD is produced on a monthly basis.

GDD Modules

Market Intelligence GDD connects you to robust market data, and provides advanced data analysis capabilities across multiple commercial planning areas such as network planning, revenue management, and sales.

Key Benefits

- 24/7 access to worldwide market information
- Historical, current, and future schedule and demand data
- Enhanced graphical view of table results to provide a visual snapshot of market data
- Alert notices, indicating changes in a market
- Tabbed search results for multiple and simultaneous queries
- Predictive search window functionality that shows results as users type
- Customized reports to allow automation
- Flexibility to allow changes in standard and customized reports
- Modular data customizable to the user's application

The Right Partner

As a complete business partner, Sabre Airline Solutions offers the world's broadest portfolio and the industry's largest Software as a Service platform, giving airlines and aviation organizations more choices and flexibility. Sabre Airline Solutions is part of Sabre, the world leader in the travel marketplace.

Origin & Destination

- Evaluate new markets that would drive additional revenue based on total network profitability
- Compare local airports against competitive airports in the same catchment area
- Analyze airport local and connecting traffic mix
- Improve strategic financial and operational decisions

Leg Data

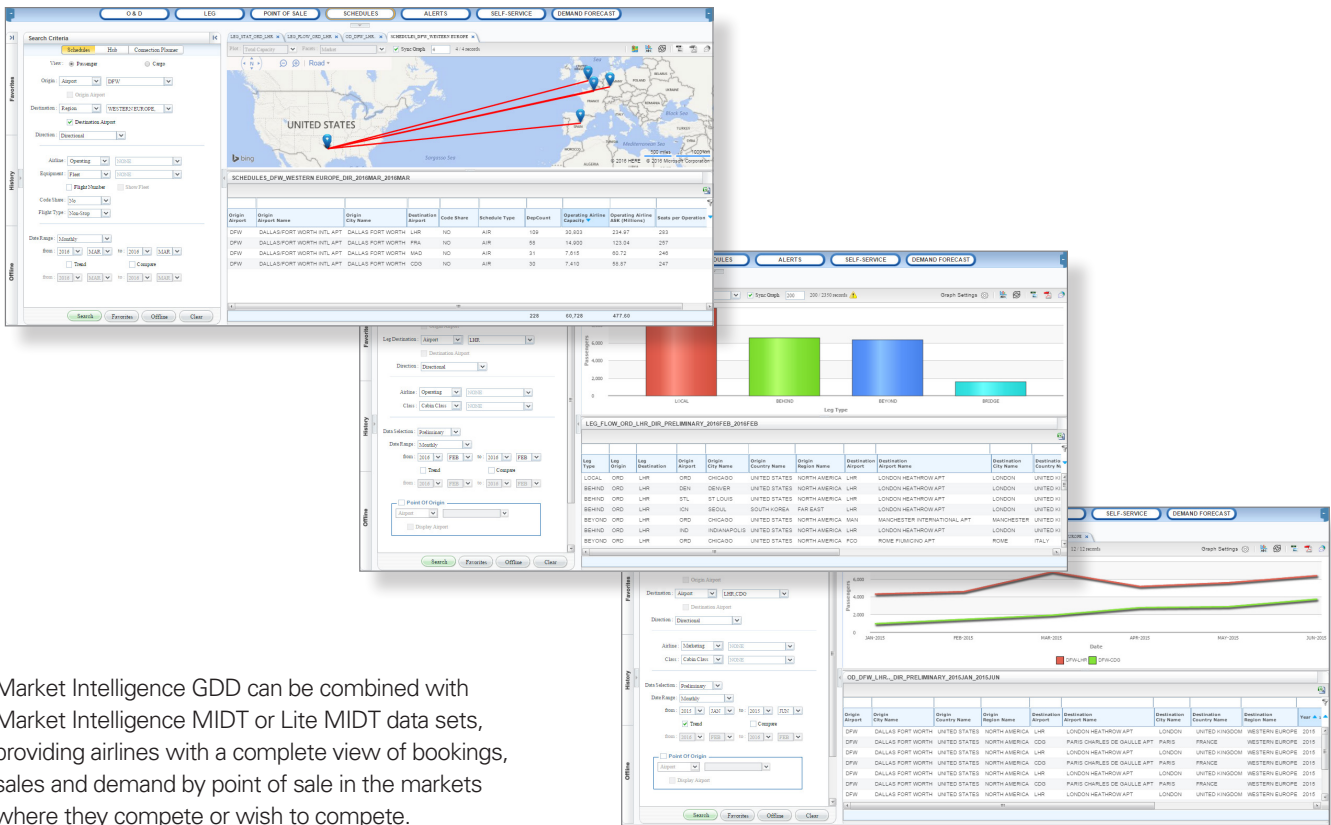
- Analyze and track passenger yields and load factors
- Observe incumbent airline data to evaluate performance
- Identify segment split traffic data based on behind, beyond, local and bridge points

Point of Sale

- Identify the location of the agency used to purchase a ticket
- Conduct market share and market growth studies
- Identifying passenger travel patterns and preferences
- Determine traveler Point of Origin Airport

Schedules & Capacity

- Access historical schedule and capacity data
- Anticipate impact associated with future schedule changes
- Benchmark capacity and schedules against other airports and airlines
- Identify Alliance, Codeshare and Marketing partner contribution and impact on key routes



Market Intelligence GDD can be combined with Market Intelligence MIDT or Lite MIDT data sets, providing airlines with a complete view of bookings, sales and demand by point of sale in the markets where they compete or wish to compete.

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