ForwardKeys
Travel data solutions

How ForwardKeys helps businesses in the travel & tourism industry understand their travel audiences, financial performance, and the impact of events on global trends.
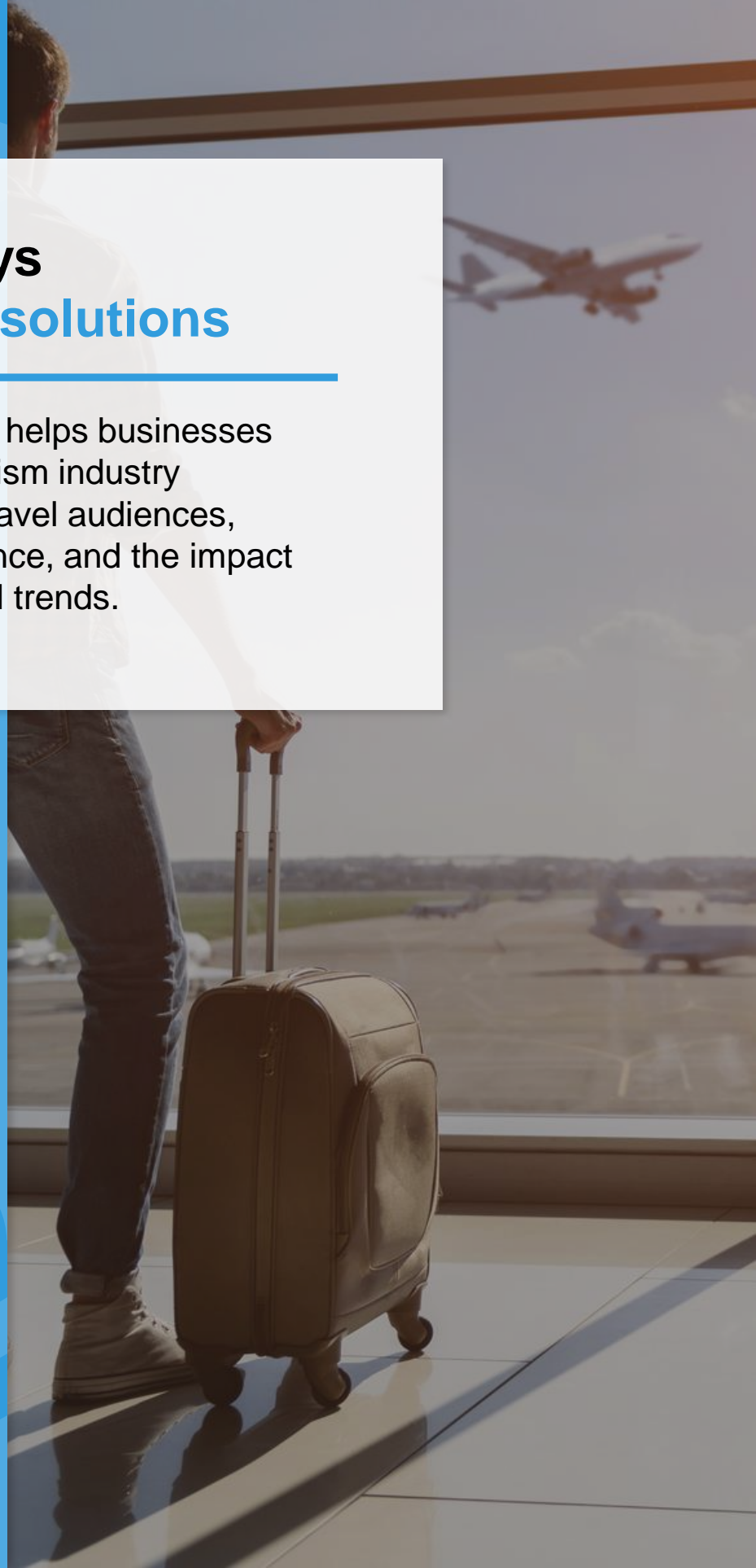
About ForwardKeys
Understanding travel trends and behaviour

ForwardKeys collates data from a variety of international sources, processing and enhancing it to offer unparalleled insight into the profile, behaviour and impact of past, present and future travellers.

Who benefits and how?

Users of the ForwardKeys platform include, but are not limited to, the following:

- companies that regard the traveller as a **tourist**: destination marketing organisations, tourist authorities and attractions and entertainment companies;
- those that regard the traveller as a **consumer of personal goods**: luxury brands, duty free operators, tax refund organisations, retailers and out-of-home media agencies; and
- those that regard the traveller as a **consumer of travel services**: hotels, car rental companies, online travel agencies and airports.

By using all or a selection of ForwardKeys' products, these organisations are able to optimise their marketing strategies, anticipate the impact of events, capitalise on future trends and more.

Understand the past, anticipate the future and act in the present – with ForwardKeys.

FORWARDKEYS SUPPORTS…

Destination Marketing Organisations and tourism boards
- To optimise Destination Marketing Campaigns & Language
- To measure and report on their performance to stakeholders
- To understand the impact of unexpected events
- To improve their connectivity when negotiating with airlines

Out-of-home Media Agencies
- To achieve optimal results in marketing campaigns by knowing what travel audiences will be at which airport terminals.

Travel Retail
- To understand global shoppers' travel corridors
- To open stores at the right airport terminals to catch their audiences
- To plan staffing: ensure that shop assistants speak the right language according to expected travellers

Hospitality
- To know who will be travelling, to optimize the revenue management process
- To understand the future travel audiences in any destination

And many other industries that have an interest in travellers.

ForwardKeys datasets

ForwardKeys draws on data from numerous sources in the aviation industry and beyond to provide a comprehensive view of traveller behaviour worldwide.
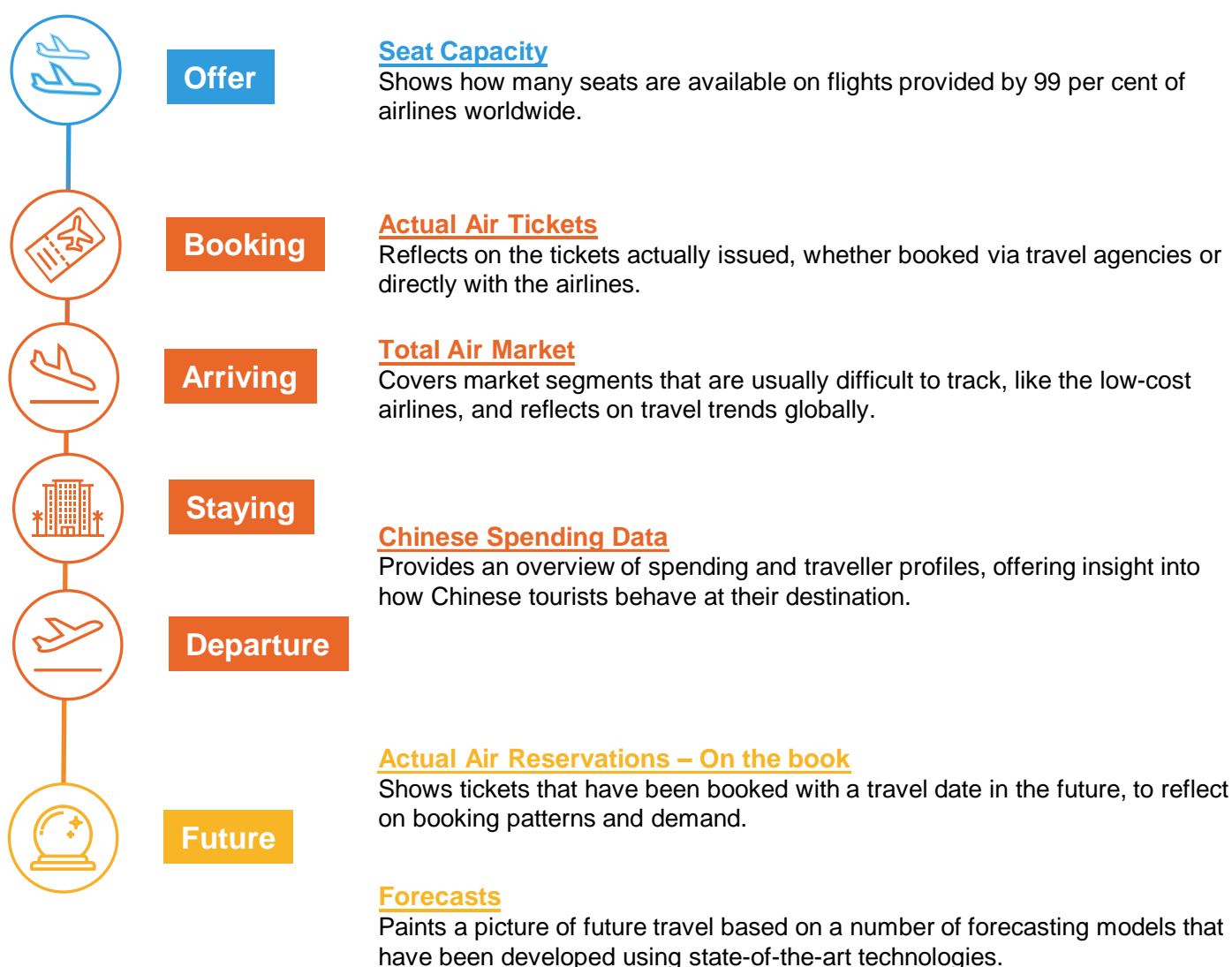
Through our unique platform, users gain actionable insight into the locations and passenger profiles that matter to their business, with a level of granularity appropriate to their specific needs.

While the information we present to our clients shows supply and demand in real time, it also predicts future trends based on past data and forward booking statistics.

Each step of the traveller journey – from flight offer to their stay in the destination and return home – is reflected across several datasets, which are available on a modular basis or as part of a full-spectrum package.

The below data map illustrates the interaction between the various journey stages and datasets.

Offer

Seat Capacity
Shows how many seats are available on flights provided by 99 per cent of airlines worldwide.

Booking

Actual Air Tickets
Reflects on the tickets actually issued, whether booked via travel agencies or directly with the airlines.

Arriving

Total Air Market
Covers market segments that are usually difficult to track, like the low-cost airlines, and reflects on travel trends globally.

Staying

Chinese Spending Data
Provides an overview of spending and traveller profiles, offering insight into how Chinese tourists behave at their destination.

Departure

Future

Actual Air Reservations – On the book
Shows tickets that have been booked with a travel date in the future, to reflect on booking patterns and demand.

Forecasts
Paints a picture of future travel based on a number of forecasting models that have been developed using state-of-the-art technologies.

Where does the data come from?

ForwardKeys gathers data from best-in-class global and regional data providers and applies its data science to standardise and enhance it.

Main sources include: major global distribution systems, major aviation organisations, a growing number of airlines, seats capacity aggregators, airports and many more.

OAG   中国航信 TravelSky   ARC

Travelport   IATA

The Suite of Products at ForwardKeys

ForwardKeys datasets can be obtained via a number of different products, whichever fits our clients' needs best.

In-depth analytics tools

ForwardKeys Nexus

ForwardKeys Nexus is our most advanced travel BI solution. The all-encompassing platform is suitable for business analysts, marketeers and hotel management to analyse the full 360 perspective on travellers' impact on their business as it includes all our datasets and tools in one platform.

ForwardKeys API

All the power of ForwardKeys Nexus delivered in an API format. This is our solution for your developers to seamlessly inject our data into your own dashboards, reports and applications.

Licensed Datasets

Ideal for businesses who want to use their own BI tools or apply their data science models on the most reliable travel data in the market.

Industry-specific data solutions

Destination Gateway

Destination Gateway our Destinations customers with use-cases-based insights, at their fingertips. Destination Gateway is where all their needs around air travel data come together. One DMO-specific dashboard with all travel needs packaged to suit your bespoke needs at the click of your mouse. Easy to use, navigate and share key information. Suitable for all users from expert analysts to marketeers and account managers.

Traveller Statistics

Traveller Statistics provides our Travel Retail, brand and OOH media agency customers with use-cases-based insights, at their fingertips.

ForwardKeys Focus

Bespoke, tailor-made reports or dashboards via an online library, which address specific questions:
- Destination Report – The ForwardKeys Destination Report shows trends from a selected period in the past and indicates what is coming up for a country/region/ city. Observe what's happening in competing destinations.
- Routes Report – This seasonal report offers a complete review of the historical data as well as the future planned status of the air capacity available to and from a selected destination.

Why choose
ForwardKeys?

TO BE MORE AWARE

ForwardKeys' state-of-the-art forecasts help you anticipate future travellers' impact on your business based on who will be travelling, when, where and for how long.

TO BE MORE AGILE

ForwardKeys near real-time data analysis delivers a better understanding of how travel trends are unravelling, affected by demand and global crisis which enables you to work in a highly responsive way ahead of your competitor.

TO BE MORE INSIGHTFUL

We can deliver a nearly complete and consistent view across the consumer journey from start to finish.

TO HAVE THE FREEDOM TO CHOOSE

Our data tools, dashboards and reports can be designed to capture the most granular of metrics to a simple top view analysis – suitable for a wider network of professionals to access and interpret from basic user to analyst level.

TESTIMONIALS

SAETA & Big Data Team Andalucía Tourism Board

"In times of uncertainty, where data becomes the key element in understanding how the situation is unravelling, it's important to have a service as fast and efficient as the one offered by the team of analysts at ForwardKeys."

Dr. Andreas Golze, Market & Business Intelligence Manager
Tourism Australia

"Through provision of robust information on booking patterns and behaviours by specific source-market, ForwardKeys plays a vital role in informing and optimizing our planning for advertising campaigns. Assisting us in enhanced targeting and maximum impact."