ForwardKeys travel data solutions

FINANCIALS

How ForwardKeys helps investors and financial institutions to monitor the performance of travel- and tourism-related businesses, understand how well connected a destination is to its source markets and gauge the impact of events on travel.

About ForwardKeys

Founded in 2010, ForwardKeys is the world's leading air travel analytics company. It holds this position by collecting, processing and enriching data from several sources to reflect the global air travel market. The resultant value-added datasets include **airline capacity** as well as **air travel bookings** made via the global distribution systems.

Our data scientists continually analyse these datasets to produce valuable insights on the profile, behaviour and impact of past, present and future travellers. This helps our customers to improve the effectiveness of their marketing to travellers, anticipate the impact of events and capitalise on future trends.
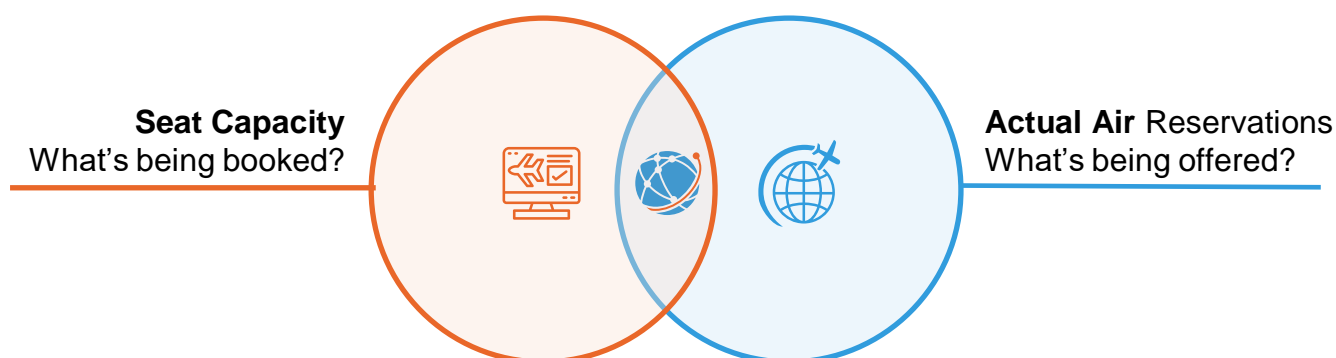
ForwardKeys' customers can be placed into three main categories: companies that regard the traveller as a **tourist** (DMOs, tourist authorities and attractions and entertainment companies); those that regard the traveller as a **consumer of personal goods** (luxury brands, duty free operators, tax refund, retailers and out-of-home media agencies); and those that regard the traveller as a **consumer of travel services** (hotels, car rentals, OTAs and airports).

Greater than the sum of its parts

While ForwardKeys offers a variety of datasets that function effectively on their own, clients benefit most when analysing two or more in conjunction.

A combination of **Seat Capacity** and **Actual Air Reservations**, for example, reveals the extent to which total airline capacity from point of origin to destination is being filled. This, in turn, provides a solid foundation on which to base key business decisions and plan marketing strategies.

With unparalleled insight into airline capacity and actual bookings, users can reliably gauge airline performance, assess the potential of source markets and destinations, identify new route opportunities and much more.

Seat Capacity
What's being booked?

Actual Air Reservations
What's being offered?

Seat Capacity and **Actual Air Reservations** are accessible via ForwardKeys' flagship product, **Nexus**, for a top-down overview of trends; **API**, for specific chunks of data; and **Licensed Datasets**, for more advanced analyses.

ForwardKeys
Nexus

A full-featured, real-time BI application for navigating our data.

ForwardKeys
API

A standard API allowing clients to inject our data into their own business processes.

Licensed
Datasets

Direct access to our datasets via our AWS cloud.

Datasets

Actual Air Reservations

Drawing on data from all the major global distribution systems (representing over 180,000 travel agencies worldwide), Actual Air Reservations enables users to analyse past traveller behaviour, gain an understanding of how events affect travel, benchmark against competing locations and predict future trends.

What's more, highly granular search options provide detailed information on the point of interest (passenger arrival time, entry/exit point, airport dwelling time and more) and on the trip itself (passengers per booking, distribution channels haul length, etc.).

DATA SOURCE
The major GDSs:
TravelPort, Amadeus, Sabre, Abacus, WorldSpan, Galileo, TravelSky (Chinese).

ForwardKeys merges data from these GDSs before enriching it with additional data columns to make it easier for users to analyse.

HISTORY DEPTH
2008 onwards.

UPDATE FREQUENCY
ForwardKeys Nexus: 48 hours behind real time.
Licensed Datasets: 72 hours behind real time.

Seat Capacity

ForwardKeys' Seat Capacity database contains information on nearly all the commercial direct flights in the world, from both scheduled and low-cost carriers.

Users therefore know how many people they can expect to travel to and from certain locations, how well connected a destination is to its source markets and whether there are enough aeroplane seats available to accommodate a major event.

This information provides insight into airline performance and can be used alongside other datasets – those that indicate demand – to identify new route opportunities. It thereby facilitates strategic decision-making.

DATA SOURCE
OAG, enriched by ForwardKeys.

HISTORICAL DATA
From 2008.

AIRLINE COVERAGE
Flight details of direct scheduled commercial flights between two airports, including legacy carriers, low-cost carriers and some charter flights.

UPDATE FREQUENCY
Weekly under normal circumstances; daily in times of high volatility. Update frequency also varies by product based on the needs of our customers.

Delivery methods

ForwardKeys
Nexus

A real-time BI application that provides a top-down view of the air travel market for navigating bookings and trends at continent or country level.

As the gateway to accessing our datasets, Nexus allows ForwardKeys clients to analyse locations of interest from all possible angles.

Users can run their own queries looking into arrivals and departures, trip characteristics, traveller profiles, specific routes and route combinations and much more.

Insights analysts are available to advise on how best to use the online platform, as well as to provide support with quality assurance. All subscriptions to the platform include training sessions.

Figure 1: An overview of traffic at Paris airport.

ForwardKeys
API

A standard API to allow clients to inject our data into their own business processes

ForwardKeys' API is the product of choice for customers who want to feed their own business applications and processes with the most comprehensive air travel data in the industry.

The solution gives clients access to all the data offered by the Nexus platform in standard API format. This allows users to build and enhance their own tools based on accurate, real-time data on global travel – without the need for manual input.

Geared towards tech-savvy employees such as analysts and developers, the ForwardKeys API offers a high level of data granularity and has been developed with a broad range of business requirements in mind.

Delivery methods

Licensed **Datasets**

ForwardKeys Licensed Datasets provide direct access to our datasets via our AWS cloud.

DELIVERY METHODS
AWS S3 (inter-bucket or Requester Pays bucket), Snowflake or SFTP

DATA FORMAT
.CSV

Seat Capacity

The Seat Capacity licensed dataset is available in two editions: *Schedules only* and *Schedules and true capacity*.

Both editions display flights for the 18 months ahead, with capacity updated weekly or monthly to account for cancellations. They cover information including flight number, date and time and departure and arrival terminal. Details are also provided on full itineraries belonging to the same flight number.

Exclusive to the *Schedules and true capacity* edition are weekly updates on the actual capacity offered – and not only scheduled.

Detailed information on each edition, including use cases, data layout and sample data can be provided upon request.

MAIN USE CASES

Airline performance
Measure an airline's performance using the data provided in Seat Capacity.

Airport performance
Gain insight into the performance and revenue streams of airports thanks to Seat Capacity's coverage of all scheduled flights.

Oil and gas
Foresee fuel requirements by using Seat Capacity as an indicator of expected flights.

Aeroplane manufacturing companies
Gauge future demand for aeroplanes based on Seat Capacity's data on aircraft type.

Delivery methods

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DELIVERY METHODS
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DATA FORMAT
.CSV

Actual Air Reservations

Like Seat Capacity, the Actual Air Reservations licensed dataset is available in two editions, with each one addressing different use cases related to the markets you are working with:

- The **Visitors** edition monitors all travellers to specific destinations, so that you can track the performance of tourism-related businesses operating in the area.

- The **Airport terminal** edition monitors travellers down to terminal level and flight time, providing insight on the potential of businesses located in airports.

Detailed information on each edition, including use cases, data layout and sample data can be provided upon request.

MAIN USE CASES

Hospitality
Gauge hotel room demand versus leakage by analysing the influx of tourists, their profile and the length of their stay.

Casinos
Assess the performance of casinos in leisure destinations based on the incoming flow of wealthy tourists.

Theme parks
Estimate the number of visitors to theme parks by monitoring travel audiences for a specific destination or destinations.

Duty free operators and travel retail stores
Anticipate the performance of duty free and travel retail stores by tracking the shopping audiences that flow through global airports. Monitor individual stores by accessing information on the airport terminals from which these audiences fly.

Airports
Gauge the performance of global airports based on increases or decreases in traffic.

Why work with ForwardKeys?

UNIQUE INSIGHTS ON SPECIFIC MARKETS

ForwardKeys' **exclusive agreements** mean that we have **access to travel data from markets that are usually difficult to track**, like the Chinese and Japanese markets.

TRACK EVENTS

ForwardKeys' **real-time data analysis** provides a better understanding of how events are affecting travel demand as they unravel, enabling you to work in a highly responsive way.

DATA QUALITY

We deliver a complete and consistent view covering **the most granular of metrics by day** to help you make your next step.

FORWARD-LOOKING

ForwardKeys' **future bookings and forecasts** enable you to predict what's coming and plan with confidence.

ForwardKeys

PREDICTING TRAVELLERS' IMPACT

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REQUEST A DEMO

CONTACT US

Check our latest analysis at
www.forwardkeys.com