



**ForwardKeys**  
PREDICTING TRAVELLERS' IMPACT

ForwardKeys travel data solutions

## **DESTINATIONS**

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How ForwardKeys helps tourist boards and destination marketing organisations to understand their performance and travel audiences as well as the impact of events on travel trends.



## The challenges:

### Transitioning from destination marketing to destination *management*

The role of a destination marketing organisation (DMO) is evolving.

Faced with issues including overtourism and climate change, DMOs are increasingly having to *manage* tourism to their destination, factoring economic, social and environmental considerations into their decision-making and planning.

Meanwhile, the Covid-19 pandemic has caused unprecedented disruption within the air travel market, meaning tourist boards can no longer rely on traditional source markets and peak seasons.

Against this background, tourism authorities require smart, reliable, frequently refreshed data that allows them to monitor the constantly changing travel landscape and anticipate new trends.

By deploying 'data smarts', ForwardKeys provides DMOs with exactly the information they require in a way that facilitates access and understanding – regardless of the user's level of data literacy or role within their company.

### ForwardKeys helps DMOs with key business requirements, including...



#### Attracting the right travellers

##### Optimise destination marketing campaigns and language

- Know who to target by source market – and when and where to target them
- Tailor your marketing activities by anticipating demand and travel corridors
- Design programmes and promotions geared to each source market



#### Measuring performance: high-level to granular data

##### Upgrade performance reviews

- Dig into your destination's historical data and its source markets, from past performance to future arrivals
- Monitor your market share in real time
- Observe what is happening in competing destinations



#### Improving crisis management

##### Enhance crisis communications

- React promptly to communicate breaking news to your audience
- Identify new business opportunities during a crisis



#### Negotiating new flight paths with airports and airlines

##### Boost connectivity

- Identify unserved routes and leverage existing routes to your destination
- Anticipate upcoming corridor changes to select the right airline partners – using our advanced routing module

## Preparing the data

ForwardKeys receives raw data from multiple suppliers every day. We clean and process this information before applying our data science and combining datasets to create added value for our DMO customers, giving them exactly the insights they need.

Since ForwardKeys offers a wide range of solutions, clients can choose the means of data output that best fits their requirements.

For example, companies that employ in-house data scientists may prefer to use ForwardKeys data to feed their own dashboards, in which case ForwardKeys API would be the ideal solution.

Yet for customers requiring an interactive and intuitive platform that allows any user to quickly access and easily digest relevant information, Destination Gateway would be the product of choice.

## The insights delivered



### TRAVEL BUBBLES

Where can people travel and where are they travelling?



### LOAD FACTORS

How do the routes to your destination perform?



### RECOVERY INDEX

How well is your destination performing compared to others?



### CAPACITY VOLATILITY

What routes can you reasonably expect to really fly?



### SMART PAX PROFILING

What traveller profiles visit your destination and what are their preferences?



### DMO PRODUCT MANAGEMENT

What products are your visitors most interested in?



### TRAVEL AGENCY CLASSIFICATION

Which travel agencies book your destination most?



### BEYOND THE AIRPORT

Where do people go when they leave the airport?

## The ForwardKeys product portfolio

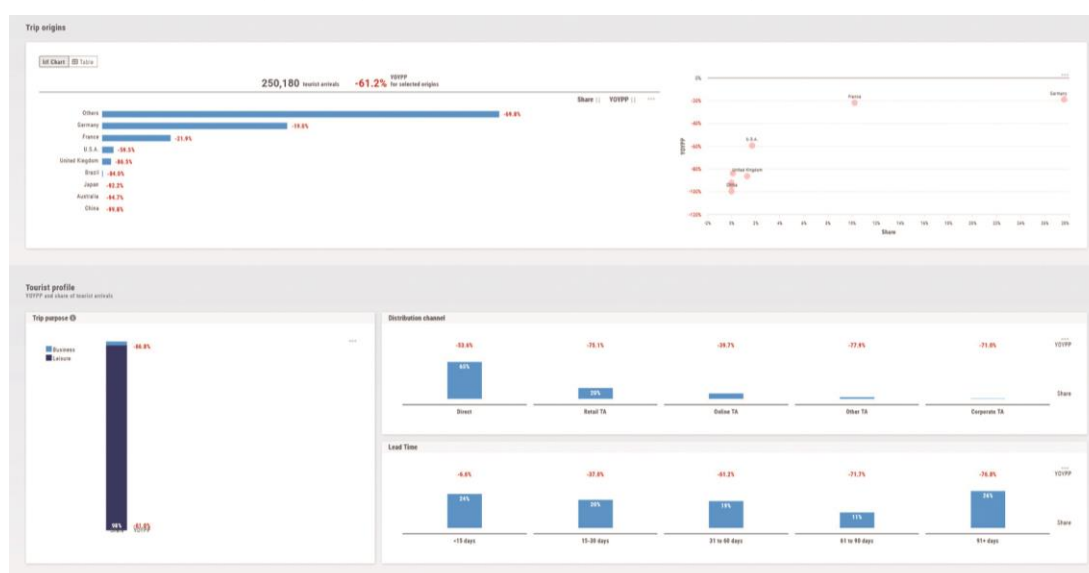
ForwardKeys' extensive product portfolio comprises solutions that meet the needs of any company relying on travel and tourism – and the corresponding data – whether they have dedicated research departments and their own dashboards or rely on insights accessed via an easy-to-use, purpose-built platform.



### Destination Gateway

Destination Gateway democratises data for easy access by marketing, product and communications managers at DMOs, helping them to identify new market opportunities, monitor performance and understand how travel trends affect their business. The platform's intuitive dashboard makes it easy to find relevant, use case-based information and share it with colleagues.

Below: A partial representation of Destination Gateway's Performance module.



### ForwardKeys Nexus

ForwardKeys Nexus is our most advanced travel BI solution. Geared towards research departments, the platform combines all of our datasets in one place, allowing business analysts, marketing professionals and hotel management to analyse the impact of travellers on their business.



### ForwardKeys API

ForwardKeys API delivers all the power of Nexus in API format. Best suited to developers and other tech-savvy professionals, the solution enables companies to inject our data seamlessly into their own dashboards, reports and applications.



### Licensed Datasets

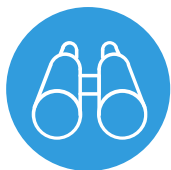
Licensed Datasets are ideal for businesses with research departments that want to use their own BI tools or apply their data science models to the most reliable travel data source in the market.



### ForwardKeys Focus

ForwardKeys Focus provides bespoke reports via an online library, addressing specific queries through one of two report types: Destination Report, which shows trends from a period in the past and indicates what lies ahead for a country/region/city – and Routes Report, a seasonal report offering a complete review of historical data and scheduled air capacity to and from a destination.

## Why choose ForwardKeys?



### TO BE MORE AWARE

ForwardKeys' state-of-the-art forecasts help you to anticipate the impact of future travellers 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 offers a better understanding of how travel trends are developing based on demand and global crises. This enables you to work in a highly responsive way and gain a competitive edge.



### TO BE MORE INSIGHTFUL

We deliver a comprehensive and consistent view of the consumer journey from start to finish.



### TO CONTROL HOW YOU VIEW THE DATA

Our data tools, dashboards and reports can be configured to reflect the most granular of metrics or provide a simple top-down analysis. This allows a wider network of professionals to access and interpret the data – from general users to experienced analysts.

## 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 the provision of robust information on booking patterns and behaviour by source market, ForwardKeys plays a vital role in informing and optimising our advertising campaigns, helping us to enhance targeting and maximise impact.”



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