



Destination Gateway

**The Control Tower for Tourism
Boards and DMOs**



Destination Gateway

REVOLUTIONARY APP FOR DESTINATIONS



Marketing Managers

Tailor your marketing activities by anticipating demand and optimizing marketing campaigns



Product Managers

Provide the right offer at the right time knowing the travelers' profiles.



Overseas Offices

Identify the key airlines and travel agencies to collaborate with



Connectivity Managers

Negotiate with airlines capacity, CO2 emissions, connectivity and more.



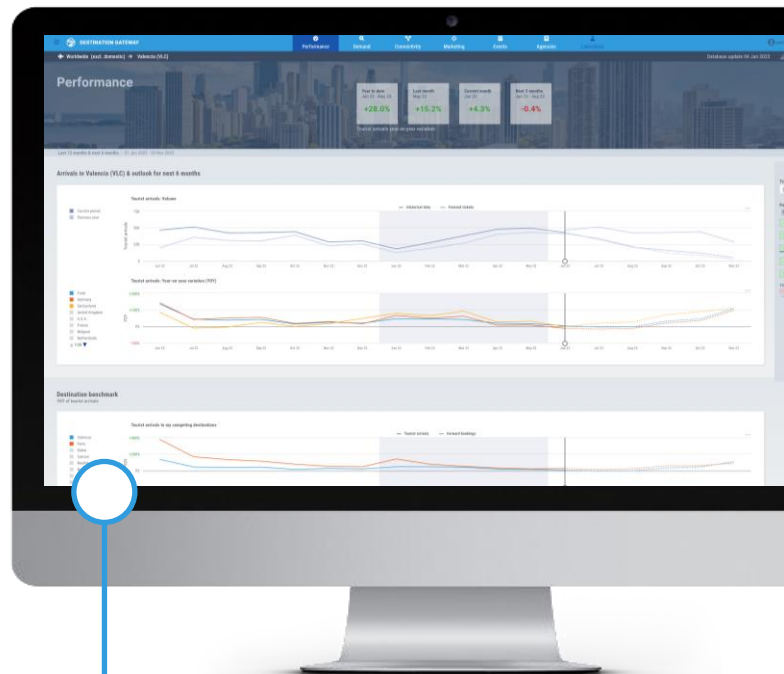
PR Managers

Benchmark your tourist arrival volumes and assess consistent seasonality trends.



Strategy Manager

Define your market strategy by understanding the historical performance and future demand.



Comprehensive data
visualization
for **everyone**
in your organization.
**Gain rapid insights
through advanced
analytics dashboards!**



Introducing: Destination Gateway

Now more than ever, Tourism Boards & Destination Management Organizations (DMOs) are prioritizing the social, economic, and environmental impact of tourism on their destinations. Hence the increasing demand in the industry for up-to-date, reliable and actionable data.

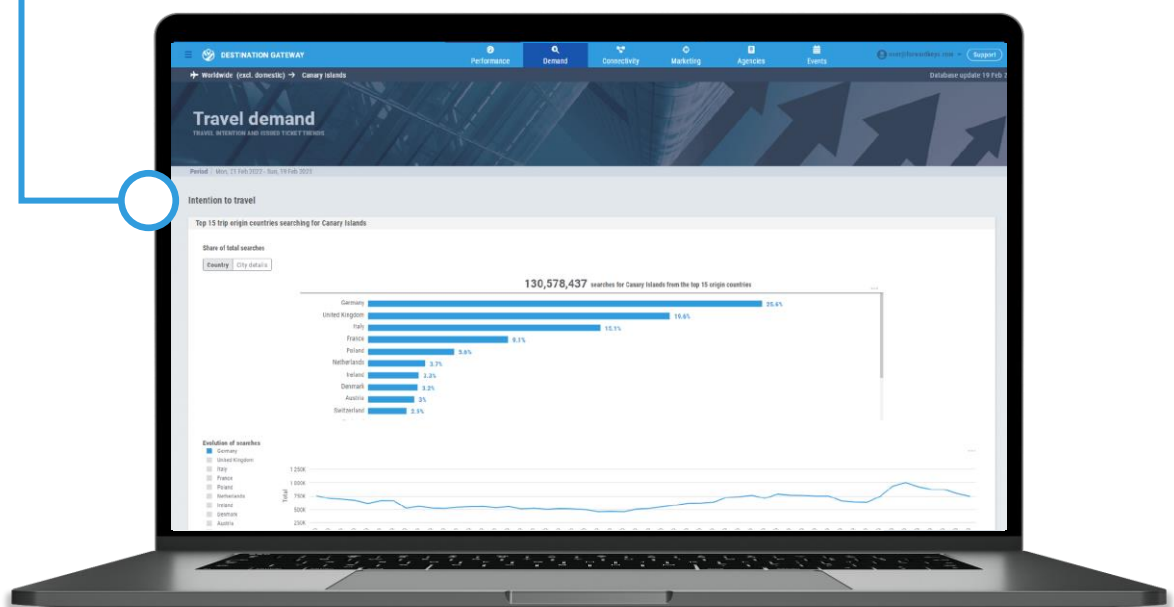
To address this gap in the market, ForwardKeys has developed Destination Gateway, a revolutionizing application that directly caters to such needs. Destination Gateway offers a range of powerful insights and comprehensive analytics which will empower Tourism Boards and DMOs in their decision-making and planning processes:

- 1 Understand the performance of specific travel audiences to your destination** by analyzing historic trends and current patterns with the future outlook. This information allows you to tailor your marketing plans and campaigns effectively.
- 2 Enhance your negotiation strategies with airlines and airports** by gaining insights into airline capacity and supply to your destination. This knowledge empowers you to optimize your air travel offerings and partnerships.
- 3 Gain a deep understanding of your source markets' travel behaviour and profiles.** This information enables you to make informed decisions and develop targeted marketing strategies in a timely manner.

The Destination Gateway consolidates all these comprehensive analytics features into advanced dashboards, ensuring easy access to valuable insights for all members of your organization.

With the Destination Gateway, DMOs can benefit from the power of data to drive tourism growth and manage the impact of sustainable tourism on their destinations effectively.

**Swift answers to all
your questions!**





Empowering Tourism Boards and Destination Management Organizations

1 TRACK

Continuously monitor and gather air traveller insights on travel intent: searches, capacity, bookings etc.

2 ANALYSE

Use advanced analytics dashboards and Data Smarts to extract meaningful patterns, trends, and actionable insights on performance, demand and connectivity of your destination.

3 ADAPT

Adjust marketing strategies, campaigns, events and offerings based on the identified trends and evolving visitor's profile.

5 EXCEL

Excel in seasonality, benchmarking, competitor identification, visitor profiling filtering, and in-depth source market analysis.

4 ENGAGE

Deliver tailored experiences, offers, and content that resonate with your target audience.



Unlocking insights and analyzing air travel potential



Optimizing environmental, social, and economic impact



Crafting effective destination strategies



Maximizing ROI: driving marketing campaigns and events



Get on track with the data insights modules in Destination Gateway



PERFORMANCE

- ▶ Enhance destination ROI
- ▶ Report on performance
- ▶ Empower strategic decisions

CONNECTIVITY

- ▶ Anticipate the market potential
- ▶ Identify underperforming routes
- ▶ Drive CO2 reduction (soon)

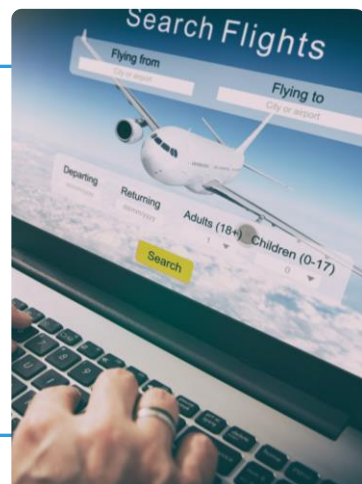


MARKETING

- ▶ Understand your visitors
- ▶ Benchmark competitors
- ▶ Optimize marketing campaigns

DEMAND

- ▶ Predict demand patterns
- ▶ Analyze consumer intent to travel
- ▶ Anticipate low and high seasons
- ▶ Track campaign impact





EVENTS THAT TAKE YOUR BUSINESS TO THE NEXT LEVEL



EVENTS

NEW

Event performance tracking

Monitor the success of your MICE, entertainment, cultural or sports events.

Accurate ROI Assessment

Measure the true return on investment by tracking travel impact during event dates.

Define competitive advantage

Stay ahead with insights and capture the demand driven by holiday periods in your key source markets





How does the Events module work?

1

Set up your own events, whether football World Cups, Carnivals or important travel periods like the summer holidays or Ramadan.

2

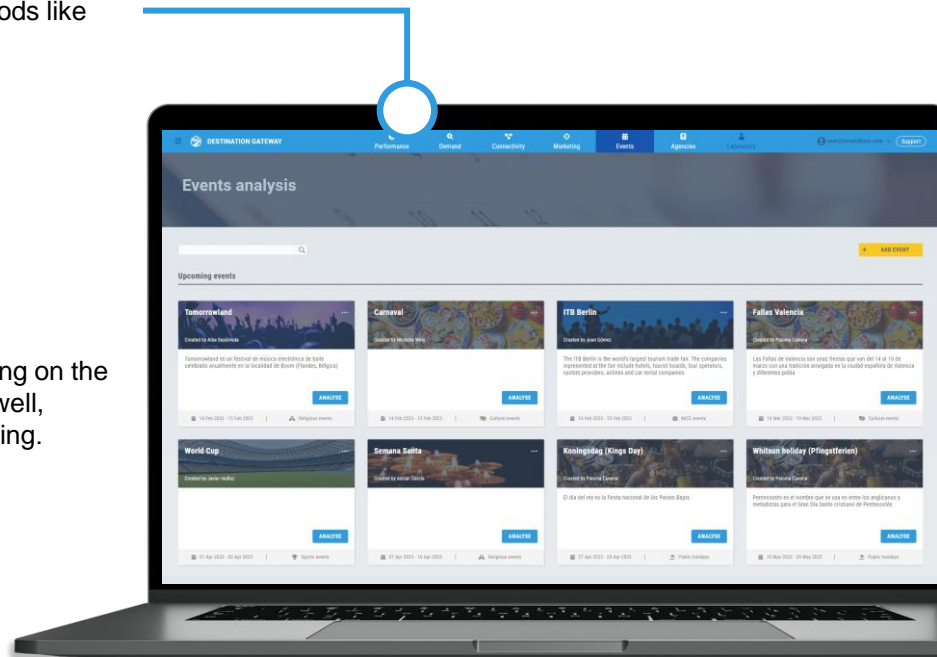
Compare your events to those of other destinations, or of different dates.

3

Adapt your marketing strategy depending on the trends: whether the campaign is going well, or you don't see enough travellers booking.

4

Share the results with your peers.



ANALYSE:



The **number of arrivals** per event edition.



When people arrive in the destination to take part in the event.



From **which markets** the event attracts most visitors.



The pace of **searches & sales** before the event: how many people have searched for and have already booked their trip?

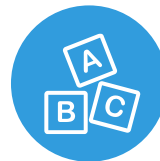


Destination Gateway: True recognition from Industry Leaders



PROVEN BY EXPERTS

Unparalleled metrics to monitor Performance, Marketing, Demand, Events and Flight Connectivity



EASY-TO-USE

Intuitive navigation for every user of all skills and/or business department



UNMATCHED DATA

Delivering the most comprehensive and timely airline insights for enhanced visitor examination.

“As the global tourism industry works towards recovery and looks towards markets with opportunities, ForwardKeys will be critical not only for accessing the data but also for analysing the findings and driving destinations towards viable source markets.”

Carol I. Lay

Business Development Director,
Caribbean Tourism Organization



“UNWTO and ForwardKeys have had a strong partnership since March 2020 when monitoring the effects of the Covid-19 pandemic worldwide became crucial. ForwardKeys provides the UNWTO with regular insights to help the team understand specific trends in the market and key regions as changes unfold. These are included in the UNWTO Tourism Recovery Tracker.”

Sandra Carvao Chief

Market Intelligence & Competitiveness,
UNWTO





PREDICTING TRAVELLERS' IMPACT

CONTACT US

Customer Service Excellence



Timely

Providing timely, accurate, and helpful responses to your inquiries.



Proactive

Taking a proactive and innovative approach to meet your unique needs.



Guided

Interactive product documentation and user guides.

View our latest analysis at
www.forwardkeys.com

