THE TRAVELLER STATISTIC DASHBOARD:
Helping the TR industry monitor and understand travel recovery as it unfolds

Monitor travel recovery with one, easy to use dashboard using smart visual travel analytics. Built using a multitude of datasets with live ticketed data, including flight bookings and airline capacity.

It provides a global overview indicating which countries are leading the road to travel recovery.

The supercharged PowerBI dashboard can be used by analysts, marketeers and sales professionals to explore recovery of the travel and be better equipped for departures down to airport terminal level regarding staffing, sampling and even your product selection by the hour.

With a network of 552 airports around the world, it’s your one-stop-shop for passenger numbers and nationality mix.

How can TR clients use our data?

- Estimate market penetration per nationality
- Adjust staffing, inventory & product mix based on projected volumes of visitors
- Optimise retailer revenue planning through departure forecast data
- Be informed on the estimated volume of potential shoppers per nationality
- And much more..
THE BENEFITS OF THE TRAVELLER STATISTICS DASHBOARD

Traveller Statistics, our travel retail BI solution providing in-depth flight data for Travel Retail and Brands clients down to the airport terminal level of 552 airports, worldwide. Traveller Statistics is fed with ForwardKeys Total Air Market data – based on the most comprehensive ticketing data available in the market – making your analysis more accurate and exact.

Understand which traveller nationality is departing from your airport terminal, when and for how long. Be better equipped in staffing, in samples and even your product selection by the hour.

We help our travel retail clients by making them prepared and ready for tomorrow’s traveller by examining carefully the historical data and past trends to move more effectively into the future.

1. BEST MARKET COVERAGE
Examine key nationalities such as China Domestic and outbound booking data. Traveller Statistics provides seamless access for travel retailers to the Global Recovery Dashboard and Chinese Shopper Tracker, which are built-in to the dashboard.

2. 552 AIRPORTS
Get traveller statistics by nationality, airport and terminal at 552 airports.

3. ROUTE DATA
Discover detailed route data for the next 6 months

4. TIME OF DAY/DAYS OF WEEK
Get passenger data regarding time and days of week your travellers are at the airport.

5. ANNUAL FORECASTS
Gain a birds-eye view of the next 5 years or 10 years.

6. PAX RANKING TABLES
WHAT CAN YOU ACCESS AND DISCOVER?

The Traveller Statistics Dashboard was built in PowerBI, a powerful data visualisation tool to help you make sound science-led business decisions which is easy to understand.

What modules are available?

**Executive Summary**
Key passenger and nationality metrics in simple one-page summaries.
- Airports
- Nationalities
- Airport Infographics

**Advanced Analytics**
Data for the top 550 airports covering historical, scheduled and forecasted passenger intelligence.
- Passenger Analysis
- Daily and Hourly
- Short-term forecasts (next 6 months)

**Forecasting**
Medium and long-term passenger forecasts for all 552 airports.
- Annual Forecasting for 5 & 10 years
- Global Monitor Dashboard

**Seat and Route Capacity**
Scheduled seat capacity data for over 4,000 airports down to terminal level.
- Departures
- Destinations
- Airlines

**Comparison Reports**
Compare passenger rankings and growth from a regional level down to the terminal.

Filter the information!

Zoom in on the destinations, source markets and travel periods of your interest.
- **Origins**: regions, subcontinents, countries.
- **Destinations**: regions, subcontinents, and countries.
- **Travel period**: history and forward looking.
- **Travel months**.
- **Carrier type**: charter, LCC and legacy.
- **Airline company**.
TRACK THE TRAVEL RECOVERY AS IT UNFOLDS

ForwardKeys have created a bespoke and easy-to-use dashboard to monitor and track the weekly results of passengers and seat capacity as new travel restrictions, agreements and flight corridors are created.

Introducing the Global Monitor Dashboard, the ForwardKeys solution to adding clarity to business day-to-day transactions that depend on travellers arriving, flying, shopping and travelling.

Make your business decisions based on:

**Airline Seat Capacity**
- Can travellers get to your destination?
- Which airports can your travel audiences fly to?
- Which airlines are flying to/from your destination?

**Bookings to travel**
- Are travellers really making bookings?
- Which type of travellers are booking: business or leisure?

**Recovery of travel**
- When can you expect your business to turn around?
- When can you see a return to the ‘New Normal’?
- Which cities/ regions/subcontinents will bounce back quicker?

The Solution

The team at ForwardKeys have taken a step back for you to see how their array of data sources can be welded into one easy to use platform for their clients.

**SAY HELLO TO THE GLOBAL MONITOR DASHBOARD**
**OUR COVID-19 TRAVEL RECOVERY SOLUTION.**

LEARN MORE