

Amadeus Market Information (MIDT)

Business Management

Every business needs to be able to respond quickly and accurately to changes and challenges - but airlines need to be even faster and smarter. That's built into the nature of the business. However, you can only be faster and smarter if you know what the market and your competition are up to.

Amadeus Market Information (MIDT) covers all travel agency bookings created in Amadeus on all carriers in every market. Accurate and complete data on your own and your competitors' activities can even be customised to your specifications.

Amadeus Market Information enables you to:

- > Identify your most productive agents and then see how they book your competitors
- > Develop effective and targeted sales incentive plans
- > Monitor the impact of your promotions versus those of your competitors
- > Determine how and where to focus marketing spend
- > Identify the best airline partners for strategic alliances
- > Evaluate the true potential of new sales opportunities
- > Define the profit potential of new routes
- > Select appropriate aircraft for specific routes based on market size
- > Align flight slots and schedules to traffic flow
- > Forecast traffic and monitor the evolution of booking levels
- > Analyse performance by fare class to inform your pricing strategy
- > Measure the impact of new entrants
- > Measure the impact of code shares
- > Understand the real potential and the risks before entering new markets
- > Look at O&D traffic flows



Pinpoint business opportunities, boost the effectiveness of your marketing activity and plan viable strategies for expansion, alliance building and route and inventory development.

Increase your revenue

Amadeus Market Information offers a comprehensive view of the global airline industry. As the leading GDS, Amadeus' extensive, global distribution activities provide exceptionally complete and accurate data which can be processed and analysed using any industry-standard tool, enabling you to benchmark performance and identify profitable opportunities for your business.

Grow your market share

Amadeus Market Information is provided in an industry-standard format that can be integrated with data from other GDSs, enabling you to build a full picture of travel agency activities worldwide. Use Amadeus Market Information to extend your share in existing markets, reduce risks when entering new markets and improve return on your sales and marketing investment.

Whether you are flying globally or regionally and whether your distribution requirements are worldwide or market-specific, Amadeus Market Information can be defined to suit your operation and support your strategy.

Amadeus World MIDT

- > Detailed reservation data on all air bookings made by Amadeus travel agencies on all participating carriers

Ideal for airlines that

- > Operate on worldwide networks
- > Rely on global distribution
- > Analyse overall market trends for planning

Amadeus International MIDT

- > All extra European bookings made by EU travel agencies, plus all bookings created by non EU travel agents

Ideal for airlines that

- > Operate on worldwide networks
- > Rely on non-European distribution
- > Analyse overall market trends for planning



Amadeus Network MIDT

- > A comprehensive marketing data product accessible to all carriers
- > Amadeus does the market selection on your behalf, identifying all traffic relevant to the markets you currently serve

Ideal for airlines that

- > Operate on restricted networks
- > Rely on global distribution
- > Analyse overall market trends for planning

Amadeus Custom MIDT

- > A flexible marketing data product accessible to all carriers
- > Amadeus fully customises the marketing data to your requirements, enabling an unlimited selection of markets

Pre-packaged custom options with 100, 200 and 300 O&D data for close alignment with data from other GDSs are available upon request

Ideal for airlines that

- > Operate on worldwide networks
- > Rely on global distribution
- > Analyse overall market trends for planning

Pre-packaged custom options with 100, 200 and 300 O&D data are ideal for airlines that align Amadeus data with pre-packaged options from other GDS sources

Amadeus Xpress MIDT

- > Amadeus data and online analytical tools available at a low monthly fee
- > The complete solution for easy, low-cost access to integrated GDS MIDT data
- > Limited to 50 O&D data
- > No further processing or software installation required

Ideal for airlines that

- > Operate on limited networks
- > Rely on global distribution
- > Analyse specific market trends for planning

Amadeus Market Information is flexible enough to meet the needs of international, regional and smaller carriers. Whether you need global information or customised data for your target markets, whether you have the tools to deal with raw data or whether you require ready-made reports to your specifications - Amadeus has the solution.



Add value to your data - make use of the analysis tools!

Amadeus has the tools that allow you to process and analyse the MIDT data feeds from all GDSs: Amadeus Information Data Analysis (MIDAS) powered by DOB Systems* offers you comprehensive, precise, processed and analysed data. All you need is an internet browser and you have instant access to crucial information for your various business areas.

*DOB Systems is the world's most experienced provider of Marketing Information Data processing and analysis for the airline industry. For more than 20 years, DOB Systems has pioneered the processing and analysis of MIDT, providing clients with accurate, flexible and timely competitive information.



Zoom into the analysis tool:

- › Sales Focus - enables sales representatives and managers to target agencies and markets with the greatest revenue potential. Trending analysis and market performance benchmarks reveal performance fluctuations and expose lagging market shares.
- › Market Focus - allows planning and scheduling personnel to comprehend flows of traffic in the context of their business areas and helps identify new network, scheduling, airline alliance, and code-share opportunities.

Do something different today!

Amadeus Market Information is a powerful tool that can provide you with a comprehensive, accurate and objective view of your business and the market in which it operates. Contact your Amadeus Travel Intelligence Consultant now for a free demonstration of what it could do for your business.

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