

The new **Amadeus Cars Eyesight** report provides you not only with full data on your historical car reservations, but also future visibility of your 'on-the-books' business. Such insight ensures you can optimise the location of your rental fleet based on forecast bookings, and adjust rates to capture any untapped demand.



Amadeus Cars Eyesight

Upload your Amadeus Cars Eyesight data file on a daily basis and gain instant access to two distinct types of business intelligence:

- > **Detailed information on your previous month's car bookings** to build up an accurate picture of your customers (their location, booking patterns and contribution to revenue), as well as compare your market position to key competitors
- > **'Booked' business for future dates** provides you with a single view of forecast demand for the next 90 days, in order to maximise the efficiency of your car rental locations and implement direct marketing tactics to capture additional business
- > **Amadeus Cars Eyesight** is an enhancement to the existing Amadeus Cars MIDT product which features historical car booking data only.

Why is this important to your business?

With regular use of Amadeus Cars Eyesight you can:

- > **Analyse** your market position and examine competitor behaviour – making any necessary adjustments to future sales strategies to maximise market share.
- > **Implement** targeted marketing campaigns with data from 'future' customers, and track the success of completed rate promotions or new location launches.
- > Obtain an **accurate view** of your business mix from corporate and leisure customers with key booking indicators: rate code, length of stay, advance purchase window.
- > **Improve** yield management and budgeting with accurate, dynamic booking data – updated daily for maximum reliability.

Amadeus Cars Eyesight:

Analyse historical booking patterns, and foresee your expected business mix for the next month(s), to fine tune rental rates and efficiently allocate your fleet.

Technical features of amadeus Cars Eyesight:

Customer Group	> Cars Providers
Business Area	> Sales & Marketing
Other information	> Amadeus Cars Eyesight uses existing MIDT fields and new data on future booked business, rate totals and customers
Frequency	> Daily
Report Distribution Media	> FTP file
Report Formats	> Text



Contacts

To discuss how Amadeus can help you analyse your business mix and maximise future booking opportunities, please contact:

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