

Amadeus Cars Sales & Provider Market Share Reports

Cars

The **Amadeus Cars Sales & Provider Market Share Reports** provide you with a full spectrum of business data to analyse and monitor your car rental performance globally. Our detailed reports facilitate a comprehensive view of where your customers are based, what they are booking and for whom. In addition, you can make useful comparisons of market share within each of the territories you operate.



Amadeus Cars Sales Report

With the Amadeus Cars Sales Report you can conduct an in-depth analysis of your car sales activity, and monitor any trends regarding the source, destination and timing of your bookings.

In addition, a summary view of total reservations by booking channel, gives a practical insight into the most profitable distribution partners (by country and worldwide).

Amadeus Cars Provider Market Share Report

The Amadeus Cars Provider Market Share Report indicates how the top 8 car rental providers are performing in each country, displaying total bookings as well as percentage of market share. Both monthly and YTD statistics are provided, giving you the opportunity to track and monitor your competitive position over a determined time period.

Real questions answered!

With online access to our data warehouse, it is a simple process to request the car reports that are relevant to you from the many options available. For example:

- > Do you want to know your total car business production by an individual agency or an entire agency chain?
- > Shall we display total car bookings by country or worldwide? Daily or Monthly?
- > What is the average number of rental days your clients book? And with what lead time?
- > Do your agents record a high number of passive bookings that require attention and assistance from your local Amadeus Commercial Office (ACO)?
- > Is your market share below or above expectations in a specific territory? In what countries do you need to focus promotional efforts to improve your position?

Amadeus Cars Custom Report

In addition to our established reports, Amadeus can generate custom-prepared queries based on your unique business requirements. Please provide us with a set of variables, and we will produce your unique report.

Why are these reports important to your business? The Amadeus car reports provide you with user-friendly business intelligence to:

- > Accurately **monitor** car reservations (gross, cancelled, net) and agency performance (single, multiple, multi-national)
- > **Measure** the booking activity from your on and off-line distribution channels
- > **Examine** how you and your competitors are performing in shared operating markets
- > Be **better informed** to negotiate future rate contracts with corporations and agencies
- > **Analyse** and **compare** historical data to forecast demand patterns and set future booking targets.

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Amadeus Cars Sales & Provider Market Share Reports:

A snap-shot of your daily, weekly and monthly bookings, including distribution channel and territory split, to perform a concise analysis of business activity.

Technical features of Amadeus Cars Sales & Provider Market Share Reports:	
Customer Group	> Cars Providers
Business Area	> Sales & Marketing
Amadeus Cars Sales Reports	
Other information	> The data in the reports is captured End of Transaction (EOT)
Report Distribution Media	> Email > Online via the Amadeus Online Business Intelligence website (defined access using dedicated User Id and password)
Report Formats	> Excel (.xls) - for data manipulation > Text (.txt) - for uploading > Acrobat (.pdf) - for presentation purposes > HTML (.htm) - for website viewing
Amadeus Cars Provider Market Share Reports	
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Contacts

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

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