



2020 Data & Analytics

The essential products and services for route analysis

Including new products



asm-global.com

Contents

Introduction	3
Data Products	4-5
Data Insight	4
Data Dashboard	5
Passenger Route Forecasting	6-7
Route Traffic Forecast	6
Forecast One	7
Route Business Case and Head Office Meeting	7
Airport Passenger Forecasting	8
Long Term Passenger Traffic Forecast and Peak Hour	8
Airport Catchment & Leakage	9
Catchment Area and Leakage Analysis	9
Destination Leakage	9
Partner Data Systems	10
Sabre AirVision™ Global Demand Data	10
TravelSky	10
Airline Data Inc (Formerly Database Products)	10
Recent ASM Clients	11

An Introduction to Data & Analytics



It's been a busy year for ASM, and I'm delighted to share with you our expanded 2020 Data and Analytics portfolio. Since joining Aviation Week Network in late 2018, along with CAPA and our sister company Routes, we've been combining forces to kick-off a **New Era of 360° Solutions for Airports** which includes deeper data sets, more robust platforms and an even wider team of analysts and industry experts – so that we can serve you better than ever before.

Alongside our consultancy services and training program, ASM understands the challenge of route development and the dependency on accurate and relevant data and analytics to present clear and informative business cases to airlines. ASM's proprietary methodology of interpreting industry data will provide you with the evaluation of credible route opportunities and provide the justification you need for route development decisions.

New in 2019, ASM expanded our Leakage Studies from North America to include Western Europe, Japan and most recently Australia - allowing users to see the true potential of an airports market by origin and destination down to zip code level.

Our expertise can turn data into insight, crucial to your business development. Whether it is a simple report on your airports performance, your competitors performance, your catchment area dynamics, a routes presentation, airline head office meetings or a long-term view on the future, our outputs will enable your business to capture an airline's attention and achieve your route development objectives.

I look forward to working together soon.

Best regards,

A handwritten signature in black ink, appearing to read 'David Stroud'.

David Stroud
Managing Director, ASM

Our ASM Solutions

With all our data and analytics and services we guarantee our customers:

1. Accuracy and transparency
2. Client consultancy and clear communication
3. Cost-effective analysis that provides the insights you require

Data Products

With a range of products and services, we can provide bespoke airport traffic and airline capacity data which will add an extra level of detail to your analysis and presentations.

Data Insight

Data Insight is designed to provide you with a specific piece of data that might be required as a one-off or a regular report, presenting the required insight and answers to a specific issue quickly and efficiently on request.

We can answer a one-off question, providing a regular update on a topic you don't have the data available to answer, such as connecting traffic flows or your airport's market share. We will take your data request and produce a suitable output report in a format of your request, such as a simple table, a pivot table or a chart.


Cost: From £500 / \$650

Who needs Data Insight?

- Airport personnel with limited experience of route development
- Tourism professionals
- Civil aviation authorities
- Government agencies and departments

Our customers have benefitted from Data Insight on a whole variety of topics, from competitor capacity, airline traffic mix and final destination, connecting flows, indirect flows, air fares, yields and seasonality.





“Data Dashboard is a key tool for our business development team.”

Marius Loan Gîrdea
General Manager
Sibiu International Airport

Why Data Dashboard?

- No more ‘number crunching’ of raw spreadsheets – produce graphs and tables easily without manipulating data
- View market information not only for your airport but your neighbouring airport regions too
- Identify trends that might not be obvious from just passenger numbers
- Quickly copy and paste charts and tables into your reports and presentations

The Data Dashboard has proven to be a simple, fast and effective way of analysing data and provides meaningful insight to expedite business development and management reporting.

Data Dashboard

Data Dashboard is an interactive tool which allows you to easily analyse and query the market data of your airport and a selection of nearby competitor airports of your choice. With all the number crunching done in the background, there’s no more raw data manipulation or cleansing, saving you valuable time.

Market data, such as monthly passenger traffic by final destination (taking into account connections and indirect flows), average fares and yield data, country of origin and airline market share is drawn from Sabre Global Demand Data. This can be calibrated against your internal statistics and is displayed in an interactive format with a large selection of graphs and charts to represent the data in a clear visual format, using simple button-click filters. The model allows multiple airports and years to be loaded enabling the user to interrogate and compare the data reported on all the variables and produce specific outputs and results on the market’s performance.

Cost: From £3,500 / \$4,500

Passenger Route Forecasting

Whether you are evaluating a new market or preparing your own route development presentations, ASM's passenger traffic forecasting tools and services range from a relatively quick traffic forecast with fixed assumptions and methodologies, to a detailed review of a market's potential. The in-depth analysis examines both the qualitative and quantitative elements of the market and how these might impact on a new air service.

Passenger Route Forecast

The Passenger Route Forecast is a customised, in-depth look at the market potential of a selected route development opportunity. It examines the traffic data, air fares, schedules, alliances, connecting flows, circuitry and segment distance to generate a detailed passenger forecast.

The Passenger Route Forecast considers all the variables, including observing and questioning connections, reviews sector lengths and passenger flows to reflect the specific dynamics of an individual's flow. Stimulation is examined on a case-by-case basis where the specified carrier's impact on a market is examined and tested to replicate the effect it should have in the chosen opportunity.

The results are delivered in a report format that clearly sets out the assumptions made and the methodologies adopted in the process. This report allows the user to see how the forecast has been built, and how ASM has applied their knowledge and expertise to replicate the processes the airlines undertake in forecasting a market's potential.

Cost: £4,500 / \$5,750 per forecast

Why Passenger Route Forecast?

- Demonstrates the potential of the chosen route and carrier
- All elements are observed manually, checked and validated to ensure they are credible and realistic
- Provides transparency on how the passenger forecast has been built

Passenger Route Forecast has helped many of our clients to realise the true potential of a market development opportunity. They have been widely shared with the world's airlines to demonstrate the true opportunity that a route offers, detailing the local market share, connecting flows and the corresponding yields and revenues anticipated.

"Using ASM traffic forecasts has helped Tenerife to explain the true traffic potential to airlines. The forecasts are accurate and presented in an easy to understand format."

Stephanie Wear
Economic Development Director
Tenerife Tourism Corporation

Forecast One

Forecast One is a cost-efficient traffic forecast solution that incorporates all the elements of ASM's detailed passenger route forecast process into a simple user model. The user can adjust variables relating to aircraft seats, frequency of operation, local market stimulation, flight times, MCT's, and the share of traffic from competitor airports to assess the size of market share required to deliver a sustainable route.

Forecast One can also guide your internal management decisions helping you to prioritise the high potential markets, check route development strategies and provide insight on opportunities to develop further.

Cost: £1,500 / \$2,000 per route

Why Forecast One?

- Enables multiple scenarios to be tested quickly and easily
- Simple to use — all the data, analysis and forecast methodology is built in
- Helps prioritise the high potential markets and avoids spending time on unviable opportunities
- Cost efficient

Forecast One is a tool for use at all levels across your organisation. It's a quick and cost-efficient way to gauge the potential of a route development opportunity.

Why Route Business Case?

- In-depth analysis beyond the passenger forecast
- Provides an understanding of the drivers of demand
- Saves the airline time by conducting detailed research

The Route Business Case is the ideal product to give an in-depth understanding of a market's potential if investment or risk sharing is being considered. It is also the ideal output to take to airline meetings, giving a comprehensive view on the market, the drivers, trade and commerce links and how this translates in to traffic demand.

Route Business Case and Head Office Meeting

The Route Business Case progresses the passenger traffic forecast, building on the analytical evaluation with an in-depth review of the markets around the origin and destination markets. It explores the demand and qualitative factors including the economy, industry, demographics, trade links, diaspora and other key areas that might have an impact on route viability.

These elements are then considered in the route forecast to build an advanced business case that details the opportunity and offers insight into the factors driving this demand, giving the target airline a far more in-depth view on the market drivers. ASM will work to secure a head office meeting with your target airline to present your Route Business Case.

Cost: From £7,800 / \$10,000 per business case

Airport Passenger Forecasting

An Airport Passenger Traffic forecast, be it Short Term, Medium Term or Long Term, enables the airport operator, owner or investor to understand in detail the future size and shape of the airports business. Whether its just planning for the future to ensure resources can be factored into budgets and strategic plans or evaluating the future value for a sale or a purchase, the passenger traffic forecast delivers the insight needed.

Long-Term Airport Passenger Traffic Forecast and Peak Hour

When looking to the future, evaluating infrastructure needs and creating an airport's Master Plan, the key driver required is the Long-Term Passenger Traffic Forecast, providing a view of predicted passenger potential.

The forecast can be broken down into multiple segments to enable a variety of different outputs, primarily for planning or valuation purposes. These include segments such as long-haul, short-haul, domestic, carrier type, aircraft category, etc.

A long-term forecast will be built from a short-term 'bottom up' analysis, building on the known planned capacity and anticipated short-term developments at an airport, usually involving engagement with airlines and stakeholders to gain their views on the specific market and it's potential.

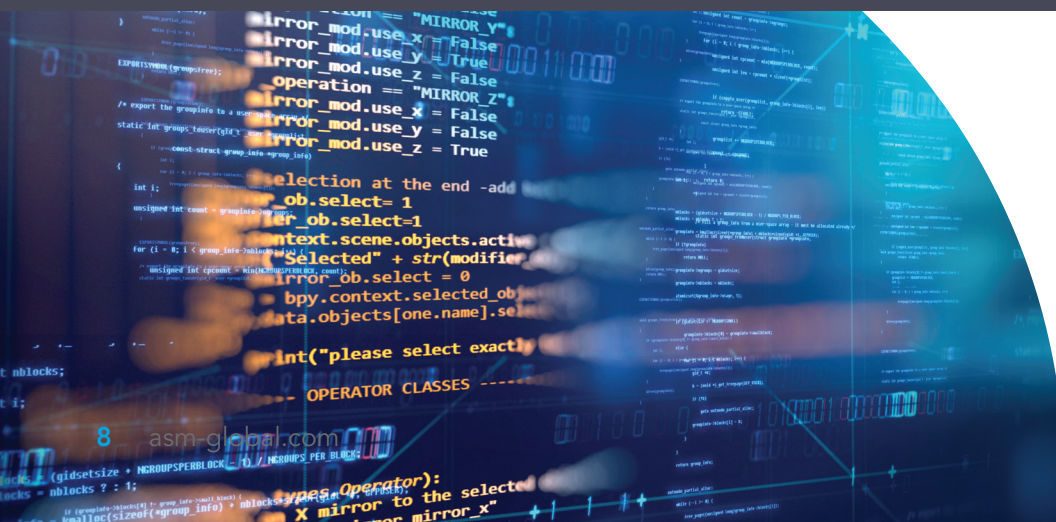
Cost: Price on application

Why Long-Term Airport Passenger Traffic Forecast and Peak Hour?

- Plan effectively for the future requirements of an airport
- Use the insight as an investment case
- View the impact of different scenarios on passenger traffic forecasts

A long-term passenger forecast is a key tool to future planning and development, not just for airport infrastructure and capacity planning but also to inform on where and when business is expected from. This enables development strategies to be formulated for the competitive route development market.

Please email aidan.mooney@asm-global.com or call +44 (0)161 234 2740 for more information.



Airport Catchment & Leakage

Leakage studies are becoming increasingly important as they enable airlines to see the true potential of your market. Data systems have been slow to evolve, but thanks to the new products from ASM, you are now able to accurately detail passenger origin and destination on a zip code level.

Available in US, Canada, Western Europe, Japan, and now Australia.

Catchment Area and Leakage Analysis

The ability to define an airport's true catchment area and analyse leakage is proving more valuable than ever. Until recently, data has not allowed airports or airlines to access accurate market data to make informed decisions.

By merging MIDT, DOT (U.S. only) and Census with zip-code based search data, ASM can now provide zip code-based numbers that are fully adjusted, using a proprietary methodology that adjusts to the market.

The end result is a fully normalised data set of records comprising resident zip codes, departure airport, and arrival airport for all traffic.

Cost: Price on application

Why Airport Catchment and Leakage?

- Detect areas of leakage to granular detail
- Present your true airport catchment to airlines
- Analyse clean data with no sample skewing

Airport Catchment and Leakage data is the only product that will highlight your true market potential. Through the use of MIDT, DOT (U.S. only) and zip-code based search data, key areas of leakage are identified, enabling you to create targeted marketing campaigns.

Why Destination Leakage?

- Understand both the origin and destination of your passenger to zip code level
- Identify alternate new route opportunities to better serve your catchment demand specifics
- For destinations, pinpoint your source markets with true accuracy

This data will showcase, in full, accurate data, detail of destination demand and market sources for accuracy in air service development analysis.

Destination Leakage

This is the first product aimed at showing customer travel patterns at a zip code level from both their origin and their destination.

Previously, passenger leakage studies have been purely origin-based, with information only about where they live or work, with varying degrees of accuracy!

Through use of search data, hospitality industry data and Google zip code data, ASM are able to provide destination leakage information. Not only will you be able to see where your passenger is travelling from, but you will also be able to see where they are travelling to at zip code level.

Cost: Price on application

Partner Data Systems

ASM has unique partnerships in place with market leaders Sabre and TravelSky to provide you access to their data platforms, so you can be in the best position possible to secure new air services.

Sabre AirVision™ Global Demand Data

ASM is licensed to sell Sabre AirVision™ Global Demand Data – a passenger traffic database which gives access to global bookings data and market information. The database allows the analysis of historical, advanced bookings, schedule, capacity, segment and origin and destination information which can be used to identify potential new routes and ones that are underperforming. It also provides an insight into the traffic and market share of competitor services.



TravelSky

ASM have agreed a global strategic collaborative relationship with TravelSky that allows us to both support and market each other's products and services within new markets, growing their distribution network and developing new business opportunities. TravelSky is the leading provider of information technology solutions for China's air travel and tourism industry and provides airlines with a Passengers' Service System (PSS). TravelSky is the fourth largest GDS (Global Distribution System) provider in the world, and the largest provider in China.



Airline Data Inc Formerly Data Base Products

As a licensee of The Hub by Airline Data Inc, ASM is able to provide detailed reports on US passenger traffic (including O&D traffic flows and T100 segment bookings) and airline schedules, from the past and future to North American customers. This resource is invaluable for air service planners wanting to know about airport catchment analytics and flight profitability, as well as critical leakage information.



As part of Aviation Week Network, ASM also utilizes data and intelligence from our partners below.



Recent ASM Clients

ASM works closely with clients to truly understand the level of detail they require and the answers they need. Our customers span the world and demonstrate how we can meet a range of different requirements. The insight provided has contributed to new routes being operated and comprehensive longer-term views for the organisations.





**GLOBAL ROUTE
DEVELOPMENT**

ASM

Acresfield
8-10 Exchange Street
Manchester
M2 7HA
UK

T: +44 161 234 2740

E: data@asm-global.com

asm-global.com

ASM North America

2 Penn Plaza
New York
NY 10121
USA

T: +44 161 234 2700

asm-global.com/north-america