

25th Meeting of the ACS Special Committee on Sustainable Tourism

Antigua, Guatemala

May 23, 2014

Why OAG data is essential to Tourism Authorities and Ministries of Tourism

It's not just air passengers to your destination you want to know about, but also how people travel to your destination and how your destination compares with others.

There are several activities for which Traffic data is essential for tourism authorities:

- Strategy and market positioning
- Destination marketing
- Engagement with stakeholders

You therefore need to:

- Identify market sizes
- Monitor passenger flows
- Review competitors
- Build your own forecasting models

Tourism authorities also need to understand :

- Who travels to their destination
- How they reach the destination and
- How their destination fares compared to 'competitor' destinations



Why OAG data is essential to Tourism Authorities and Ministries of Tourism

Tourism authorities and Ministries of Tourism regularly use traffic data to:

- Identifying new origin market.
- Take action where their destination is losing market share to other destinations
- Understand the seasonality of visitors

Once factors are identified for the development of tourism, the next step is to seek new government policies.

- Point-of-sale data enables Tourism Authorities to better understand the directionality of passenger traffic to their destination, or your competitors' destinations.
- The ability to see the difference between direct and indirect traffic flows enables Tourism Authorities to identify potential new non-stop air services.

The Trusted Source for Tourism Authorities

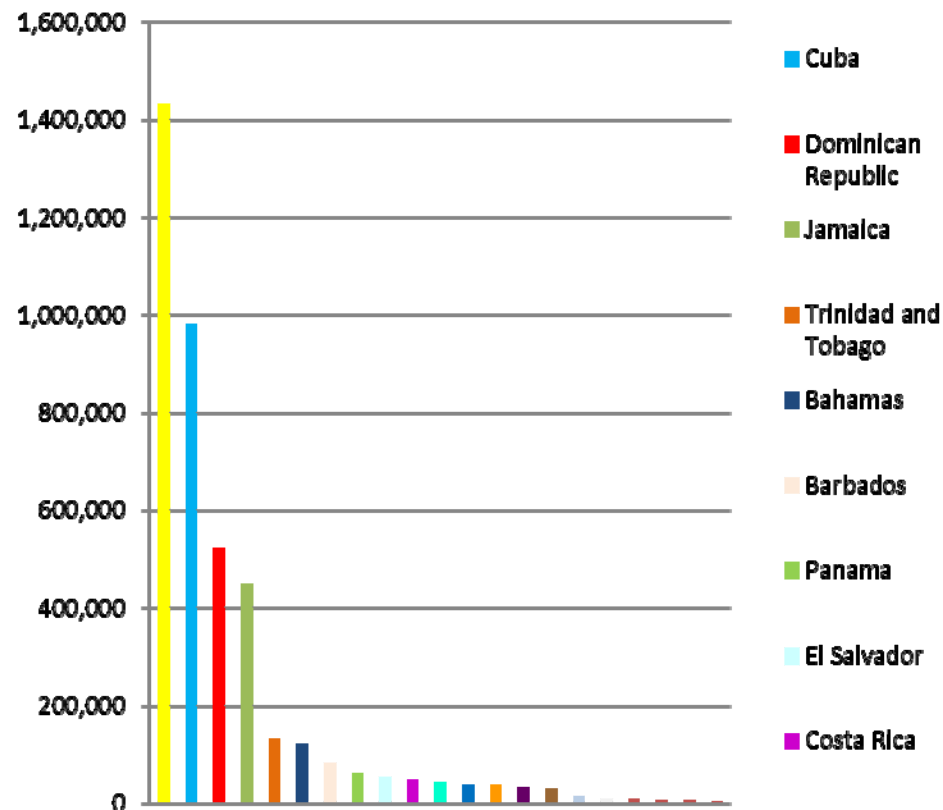


Using the OAG Analyser Suite, here's just a few examples of how OAG tools can help ACS members

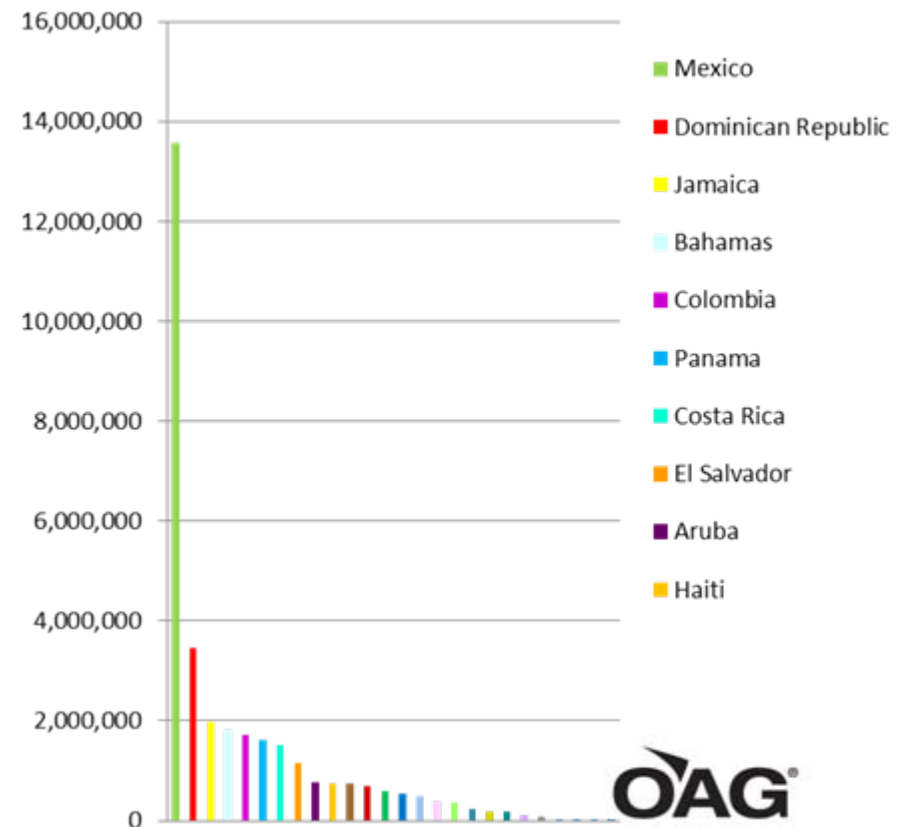


Top 10 Markets From Canada and the USA to ACS Countries

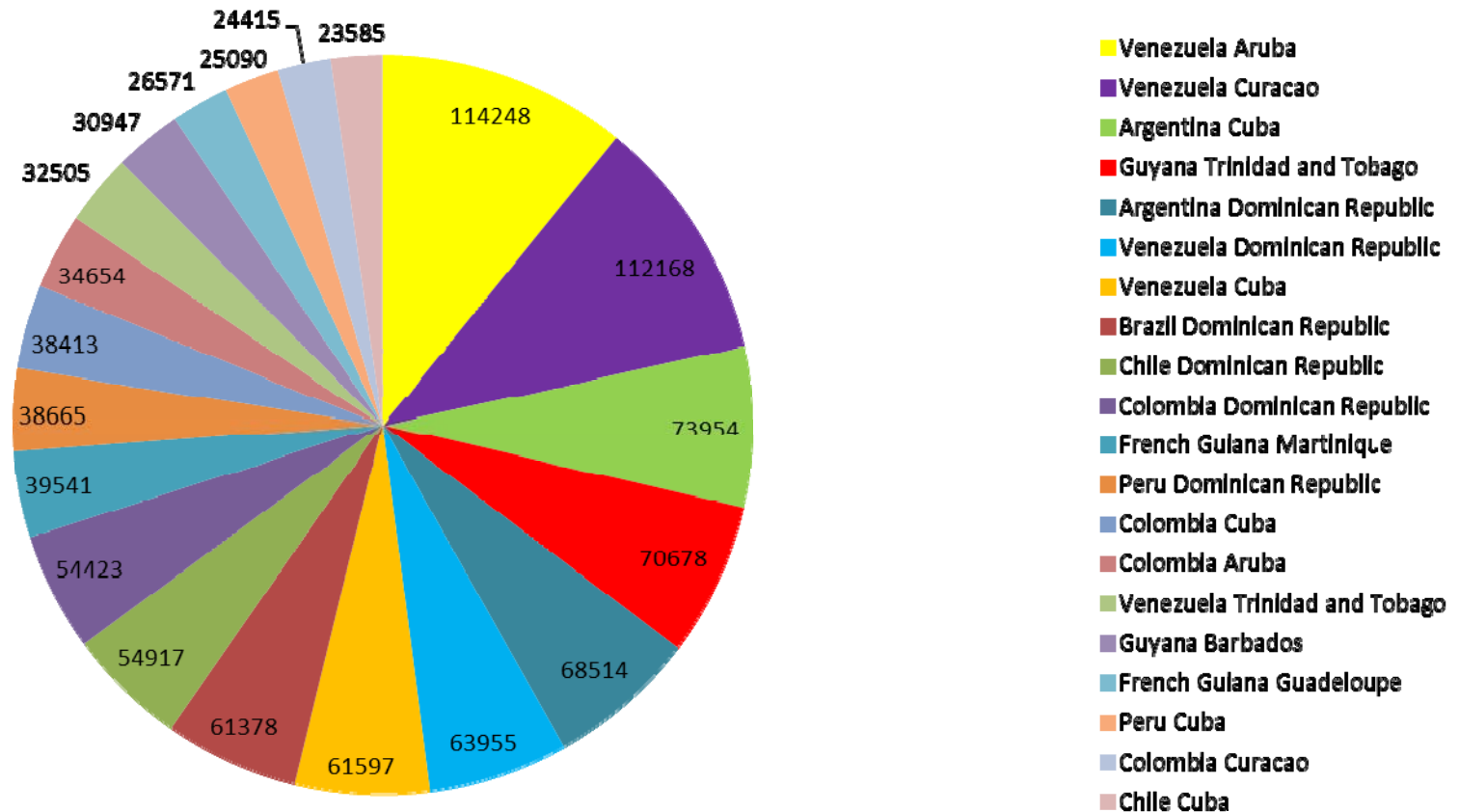
Top 10 Markets From Canada - 2013



Top 10 Markets From USA - 2013

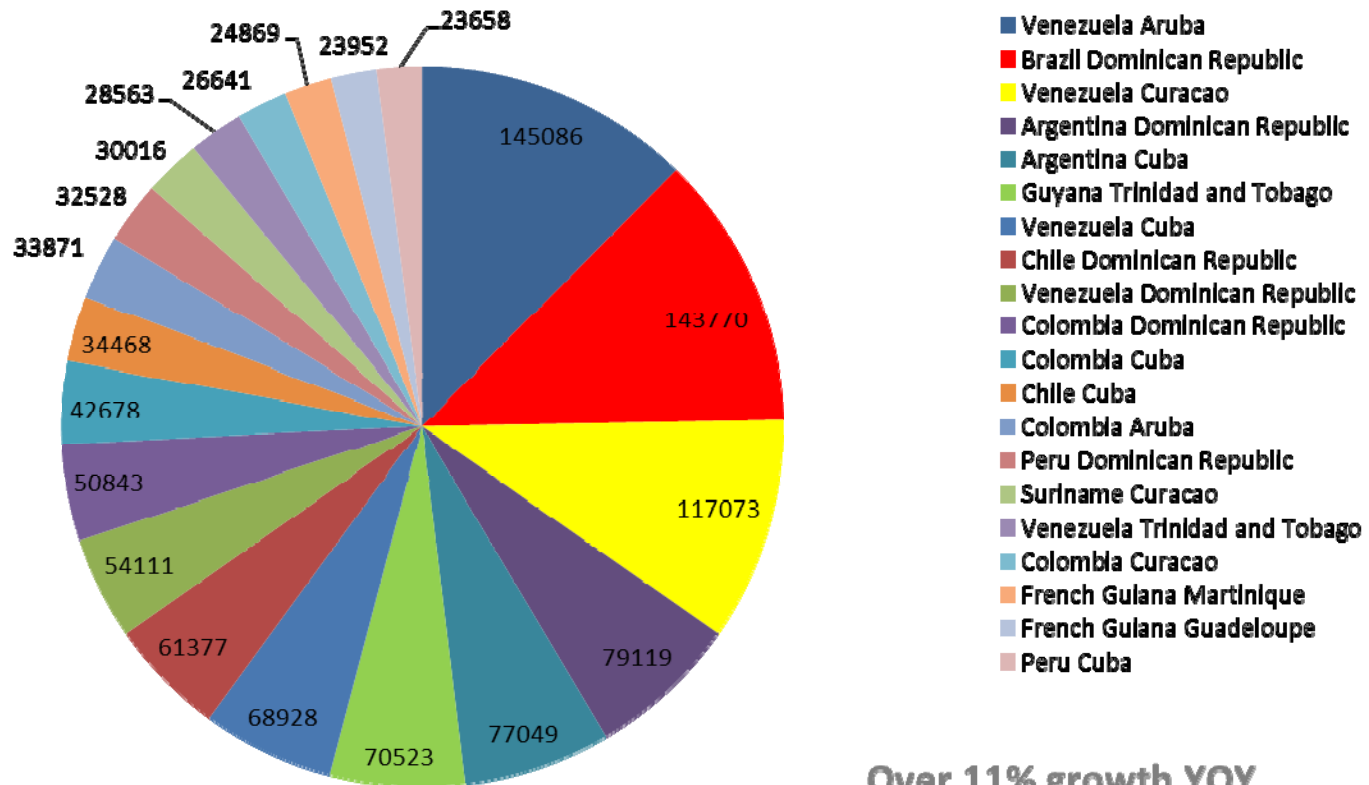


Bookings from South America to the Caribbean Region (by pairs) during 2012: TTL 1,458,288



Source OAG Traffic Analyser

Bookings from top South American markets to the Caribbean Region (by pairs) during 2013 TTL: 1,628,857



Over 11% growth YOY

Source: OAG Traffic Analyser

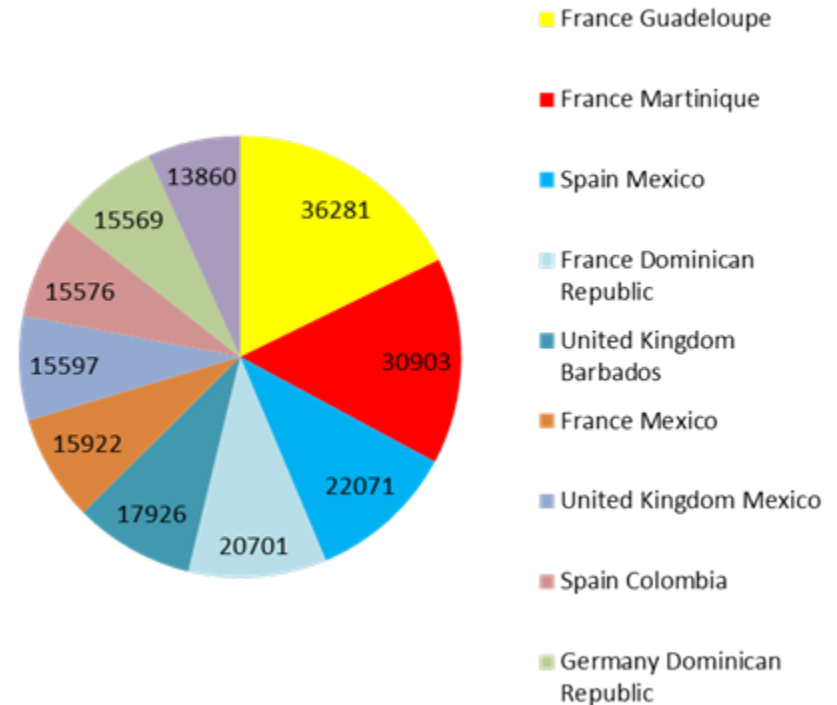
Top 20 Asia to ACS Member Countries – 2013 traffic

Origin code	Connecting over	Destination code	Total pax
HKG	FRA	CCS	6286
HND	JFK	CUN	6117
PEK	FRA	CCS	4723
PEK	CDG	CCS	4202
ICN	LAX	MEX	4111
MNL	TPE,AMS	PTY	3894
HKG	CDG	CCS	3471
PEK	SVO	HAV	2979
HKG	SFO	MEX	2659
CAN	LAX	PTY	2615
CAN	CDG	CCS	2530
NRT	DFW	CUN	2487
NRT	LAX	MEX	2200
PVG	CDG	BOG	2190
PVG	CDG	CCS	1979
NRT	DFW	MEX	1979
NRT	YYZ	HAV	1886
ICN	DFW	MTY	1840
PEK	CDG	BOG	1817
HKG	FRA	BOG	1759
TOTAL			61,724



Top 10 – Europe to ACS Member Countries – Traffic 2013

Origin country	Destination country	Indirect	Non-stop	Total
France	Guadeloupe	7287	28994	36281
France	Martinique	6280	24623	30903
Spain	Mexico	6794	15276	22071
France	Dominican Republic	4357	16345	20701
United Kingdom	Barbados	816	17110	17926
France	Mexico	7368	8554	15922
United Kingdom	Mexico	4183	11415	15597
Spain	Colombia	8332	7244	15576
Germany	Dominican Republic	3892	11678	15569
Russian Federation	Dominican Republic	734	13127	13860
Total Bookings		50,043	154,366	204,406



Source: OAG Traffic Analyser

Connectivity

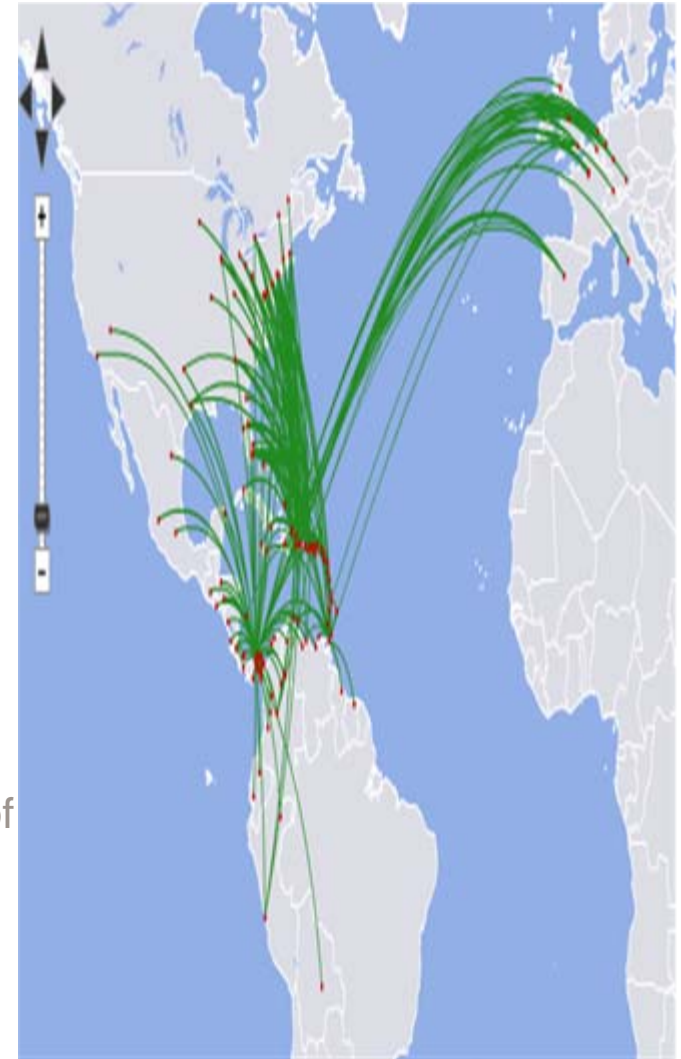
➤ Connectivity is driven by ethnicity and cultural ties or just geographical location of an airport. What is important to know is that Air Connectivity is the key to economic growth and the development of aviation is therefore crucial to each and every country.

➤ Here is a quick look at selected Caribbean country markets – Dom Rep, Puerto Rico, Saint Lucia, Trinidad and Tobago and also added Panama, to North America, Central America, Upper South America and Europe.

- Lack of Connectivity in the Caribbean
- Dominance of Panama in the North South corridor and Dominican Republic and Puerto Rico for Eastern Seaboard.

➤ The issue for the other Caribbean Islands, in terms of intra-regional connectivity again goes back among other factors to the airlines in the market. The Complexities of ownership and national interests for Caribbean Airlines and LIAT make the connectivity issue very difficult but NOT impossible.

Source: OAG Connections Analyser and OAG Mapper



OAG

Absolute Aviation Advantage

In Conclusion

- This is a constantly changing and evolving industry which needs to be agile and reactive in order to grasp opportunities
- The need for this level of data and analysis is growing
- Easy to access and use, timely information is essential
- OAG has the most comprehensive Schedules database in the world, it powers the most sophisticated OAG Analyser Suite

OAG the power behind the best decisions in global aviation



Testimonials

*"With respect to **OAG Schedules Analyser**,*

*I would like to highlight how easy it is for us to do **comparative analysis of connectivity** to and within Mexico during various time periods.*

*Utilizing the **Power Table option**, I create pivot tables to obtain and analyze information about international flights and routes to Mexico as well as domestic service. I use a variety of available filters within the tool to determine origin, destination, routes, stopping points and the airlines operating these flights and then I download this information into Excel to do further data manipulation. By doing this, I am able to get very specific scenarios by market segment."*

Victor Quintero Morales

Gerente de Sistema Integral de Información de Mercados Turísticos
Consejo de Promoción Turística de México

*"We first began working with OAG in the fall of 2013. We purchased **OAG Traffic Analyser** with a goal to using it to **gauge trends** in the volume of visitors flying into our airport, particularly in terms of where they were originally from. This was something of an experiment for us and I have been very happy with the results. The data itself seems very reliable and the trends we found align with what we would have expected and appears more reliable than the other data sources we've seen.*

*The data is updated quickly – we are able to see how volume performed within a month or so of when it occurred. The tool is also **extremely flexible** and gives us access to a lot more information than we could ever use. And to top it off, the team from OAG has been extremely available to help us better understand the data and answer our questions. I'm so glad OAG reached out to us to introduce themselves and their tools to us."*

Eric Johnson

Director, Research
Atlanta Conventions and Visitors Bureau



Thank you