

Route Development 3.0

PlanetOptim.**Future**

Market Opportunities Finder



Looking for New Traffic Opportunities?

Try our HOT – MILD – COLD reports!

HOT

**ONE AIRPORT TO WORLD:
INDIRECT VS DIRECT TRAFFIC**

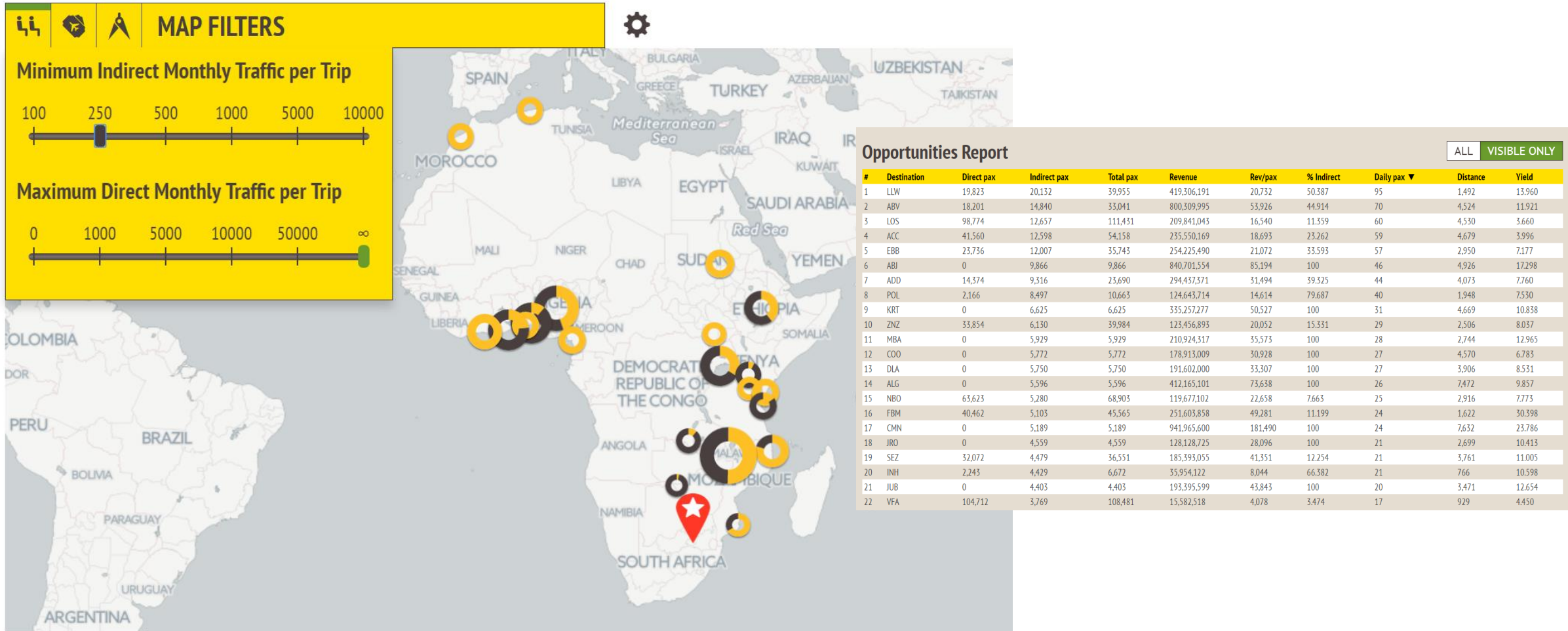
MILD

**ROAD TO SUCCESS: MAX LOAD
FACTOR / YIELD / RASK**

COLD

**TOP 5 COMPETITORS
SCHEDULE BENCHMARKING**

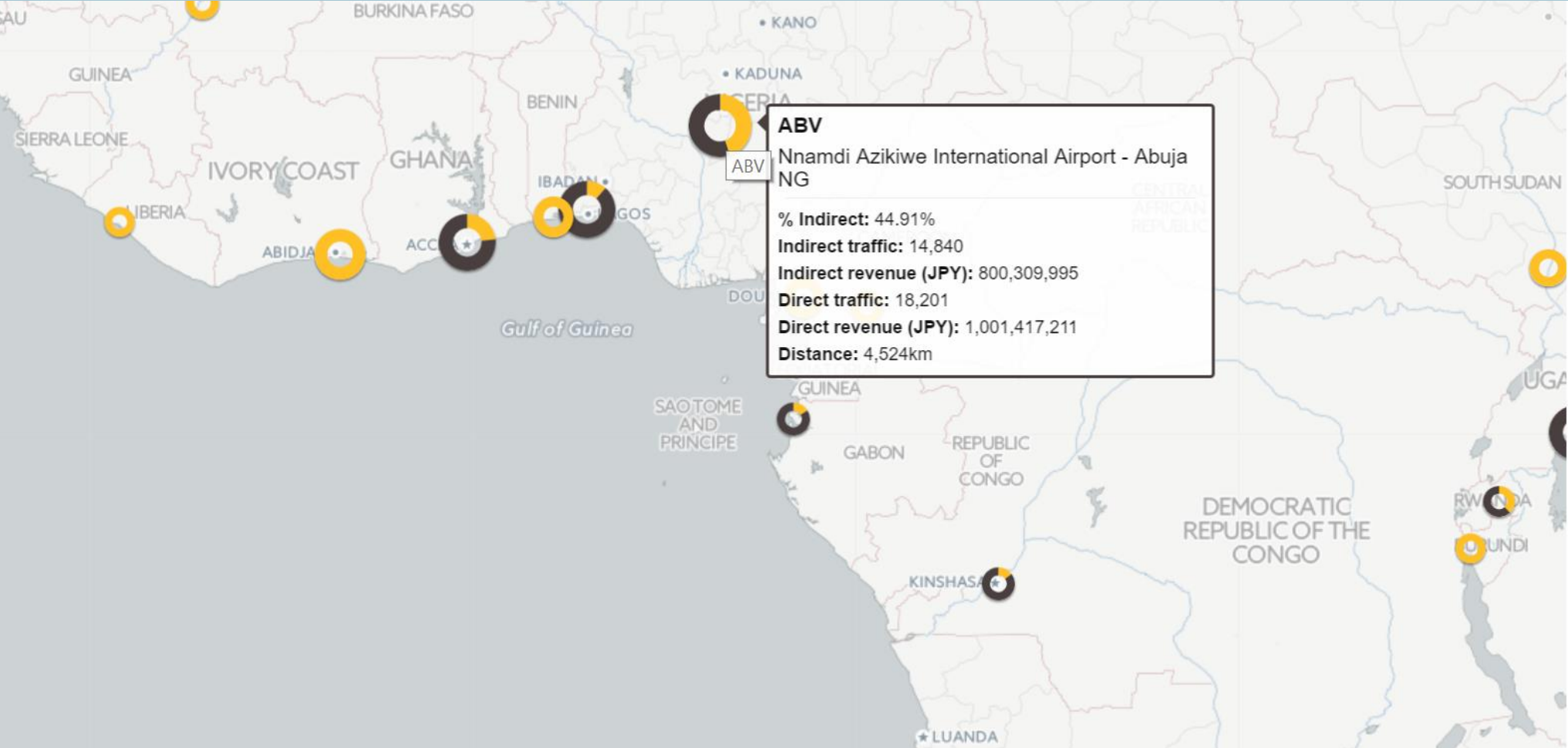
From the world to any region or country, set up your specific report to determine where underserved markets are available!



HOT

**ONE AIRPORT TO WORLD:
INDIRECT VS DIRECT TRAFFIC**

Scroll by country / city / airport to visualize the traffic and revenue not served by any direct operations!



HOT

**ONE AIRPORT TO WORLD:
INDIRECT VS DIRECT TRAFFIC**

Compare the scheduled capacity for up to 5 airports or airlines at the country / airport level, over a single or two periods of time

Destinations count: ● SCL: 50 ◆ EZE: 55 ◆ GRU: 92 ◆ MEX: 107 ◆ BOG: 82

STATS

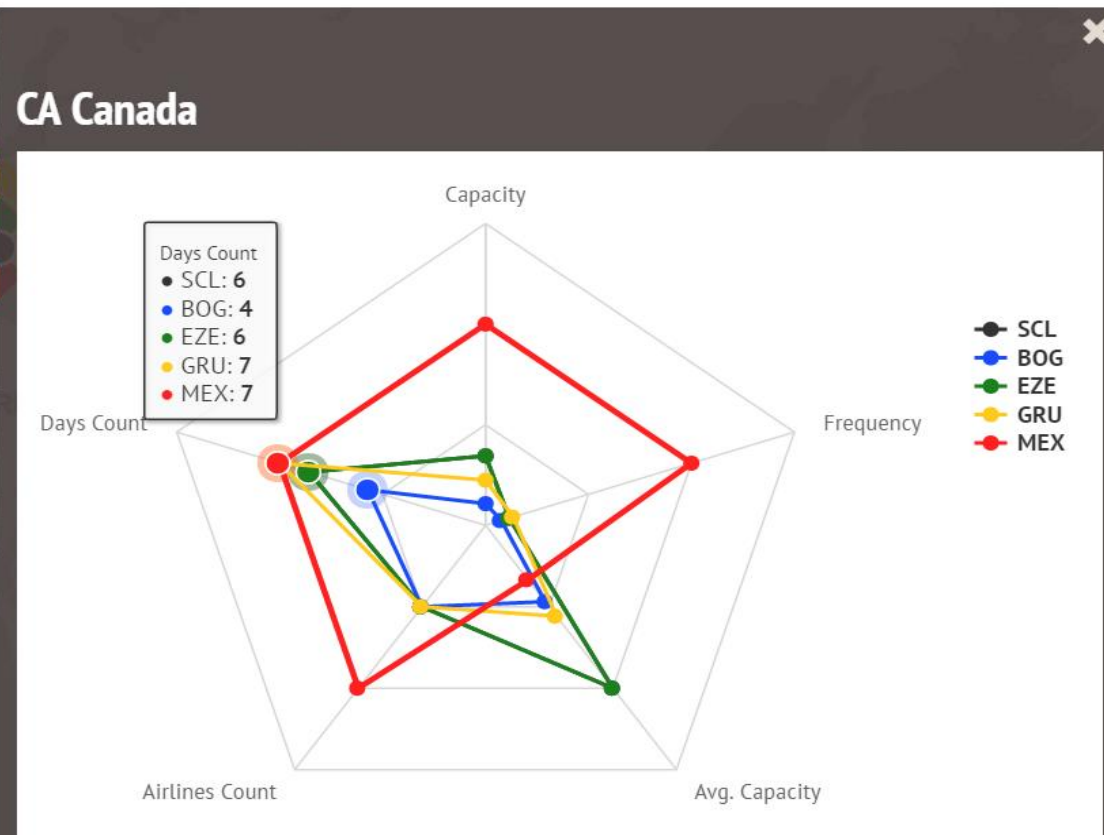
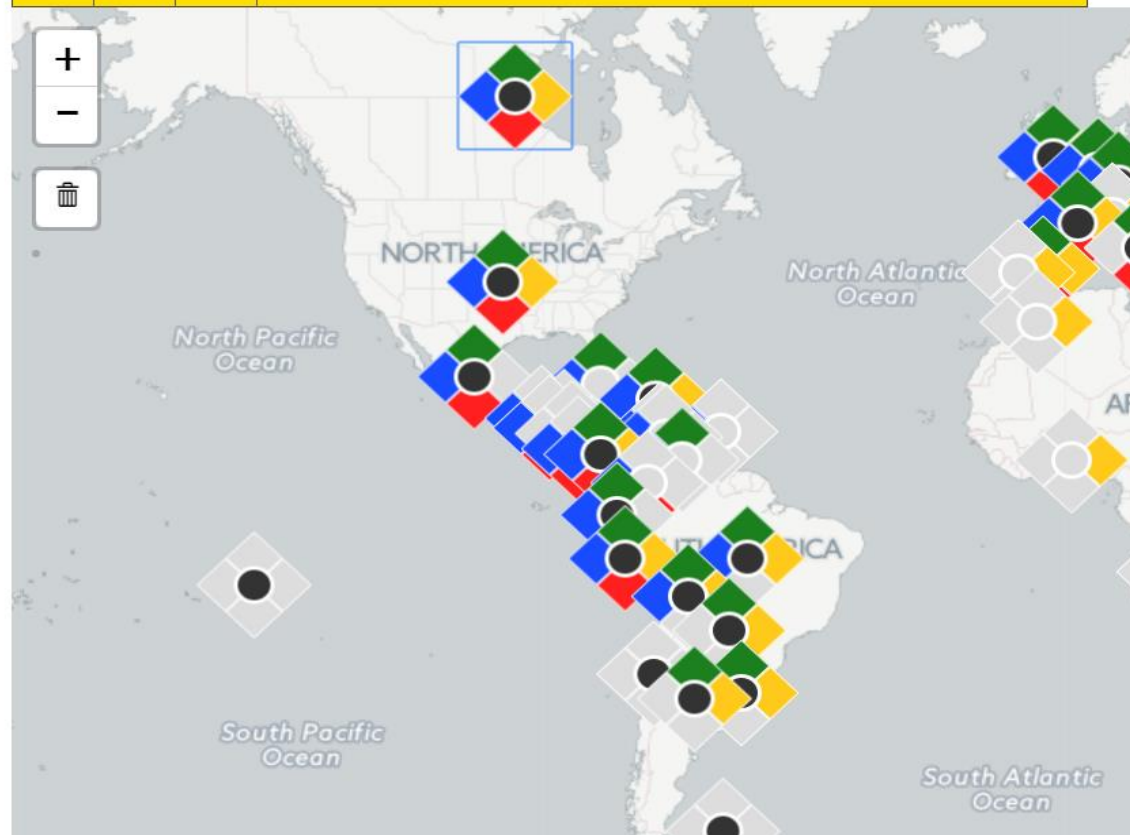
W7-2017

W40-2016

NEW

DROP

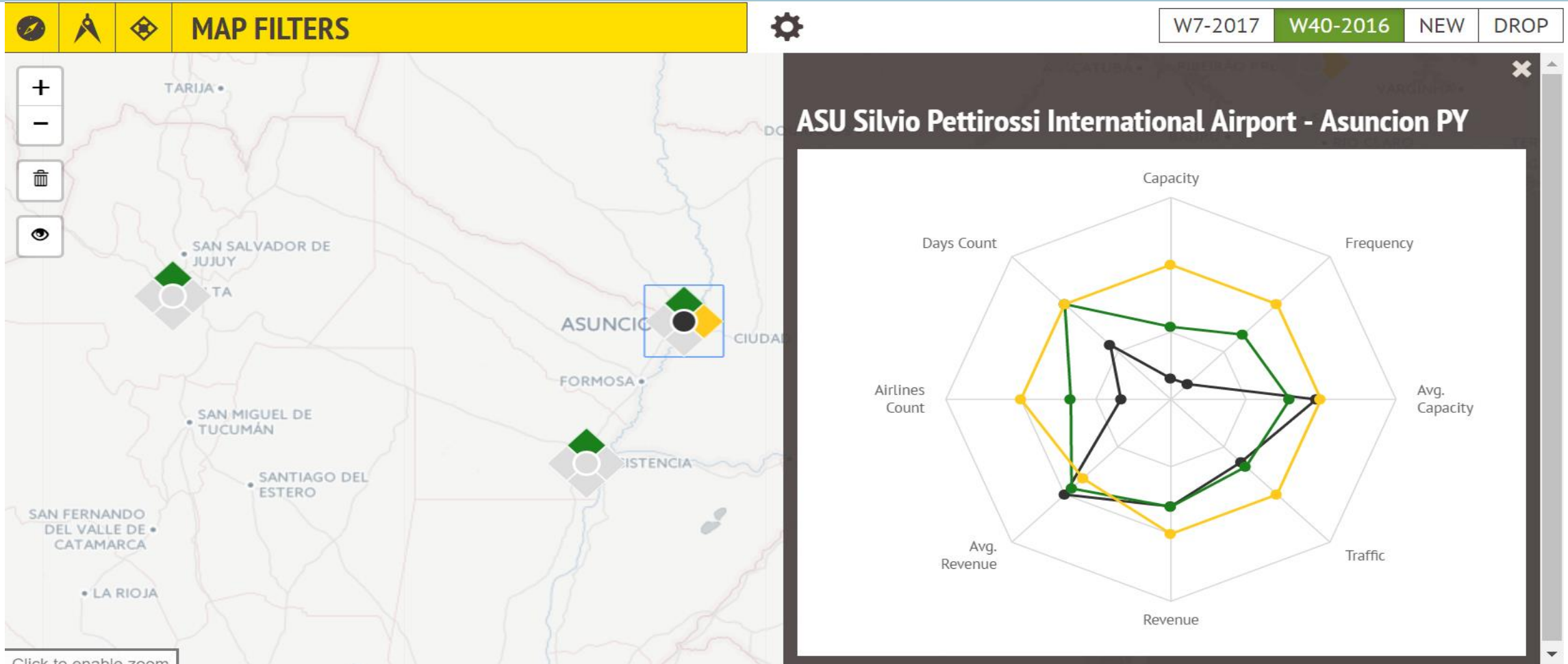
MAP FILTERS



COLD

**TOP 5 COMPETITORS
SCHEDULE BENCHMARKING**

Zoom-In using the map and quickly evaluate the performance of your competitors: traffic, revenue, capacity, frequencies, etc

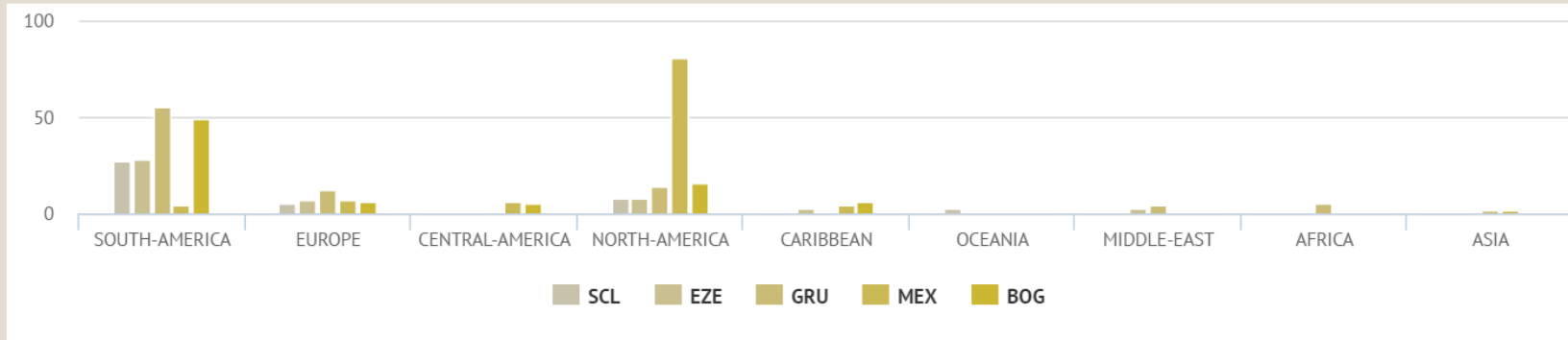


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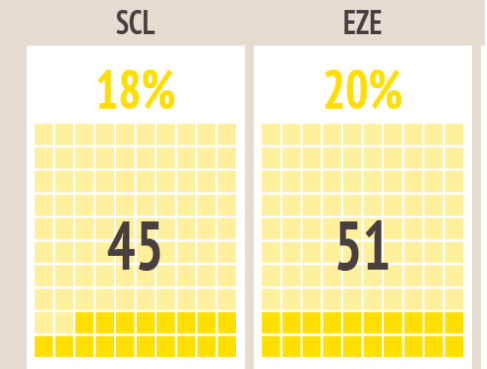
**TOP 5 COMPETITORS
SCHEDULE BENCHMARKING**

Results are can be filtered and a detailed table is available to deep dive your analysis – from regions to countries to airports

Regions distribution



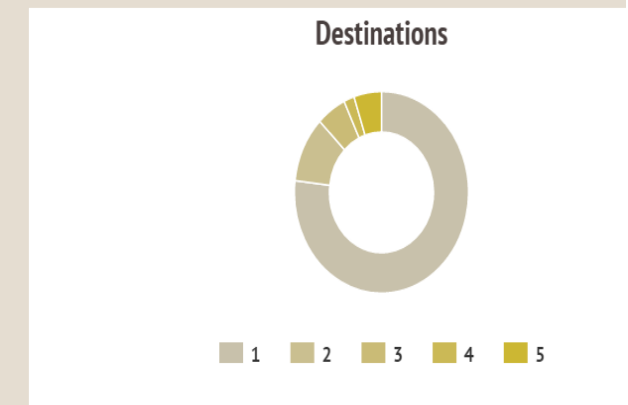
Destinations coverage



Destinations data

	SCL	EZE	GRU	MEX	BOG
+ AFRICA			5 / 236 / 26		
+ ASIA			2 / 262 / 5	2 / 242 / 8	
- CARIBBEAN	1 / 247 / 1	3 / 275 / 6	1 / 170 / 4	4 / 132 / 45	6 / 129 / 53
+ AN					1 / 111 / 7
+ AW					1 / 153 / 9
+ BB					1 / 100 / 2
- CU		2 / 282 / 2		3 / 136 / 40	1 / 109 / 13
CCC		(CU) - 282 / 1			
HAV		(CU) - 282 / 1		(40, CU, AM) - 143 / 34	(CU, P5, AV) - 109 / 13
SNU				(40) - 93 / 2	
VRA				(40) - 93 / 4	

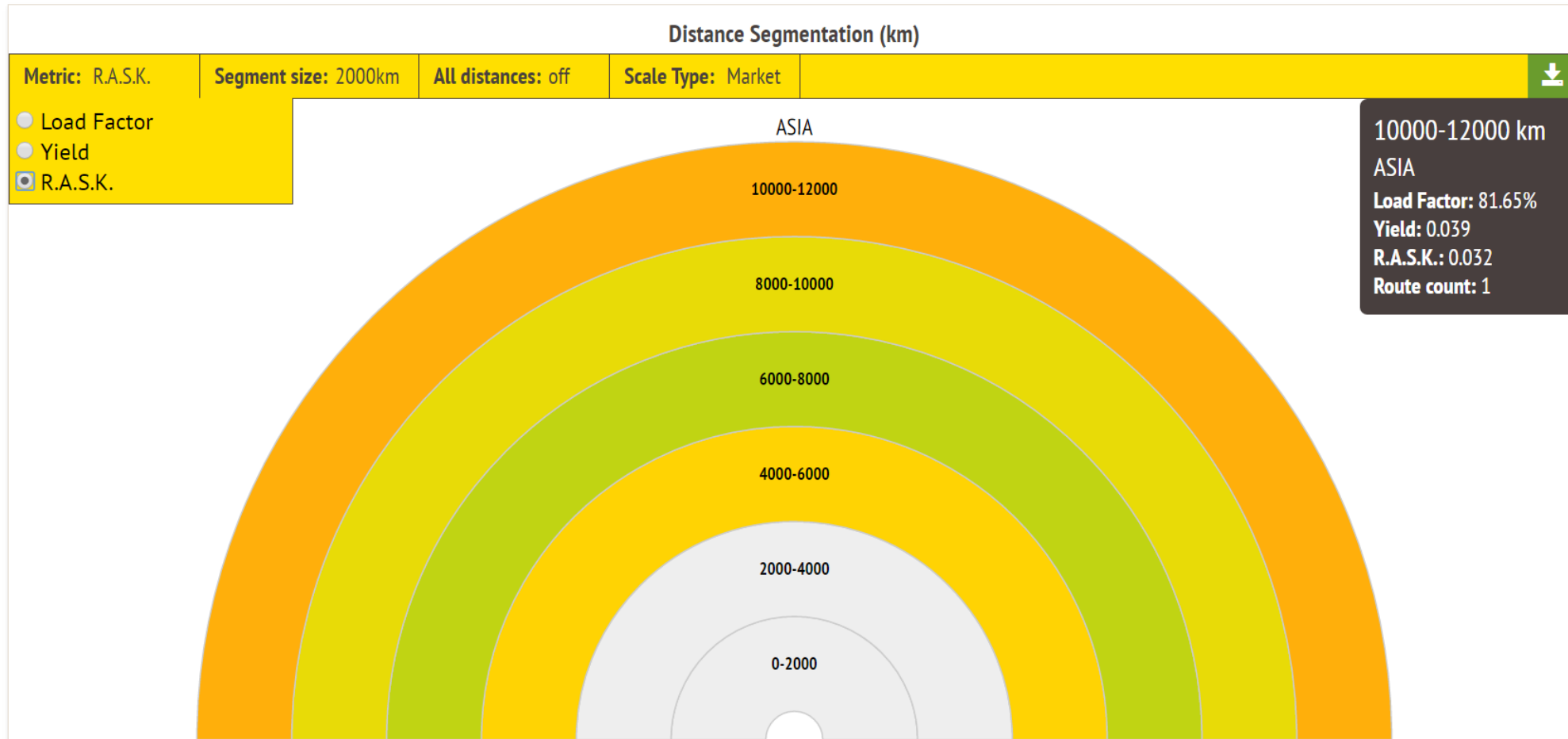
Diversity ⓘ



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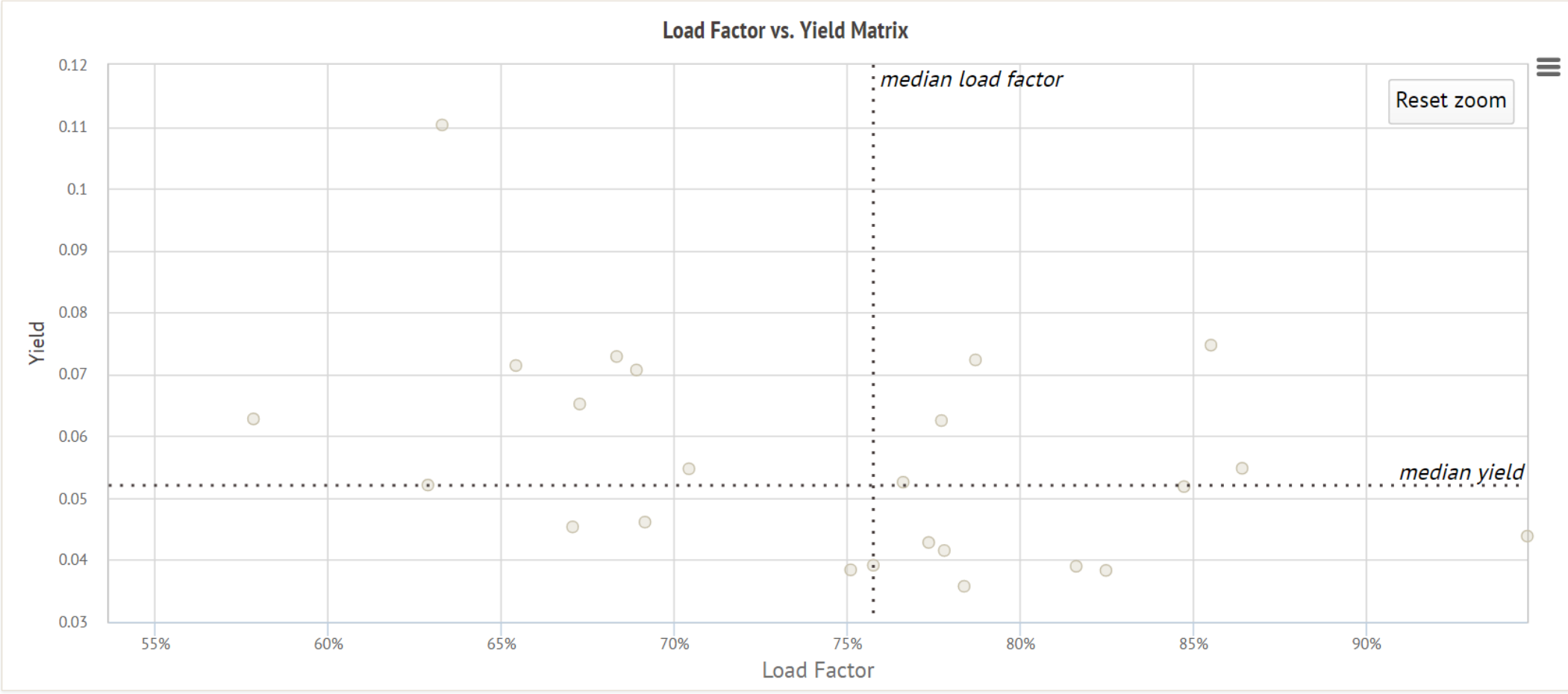
The Strategic view on any airport and airline to evaluate their strengths and weaknesses



MILD

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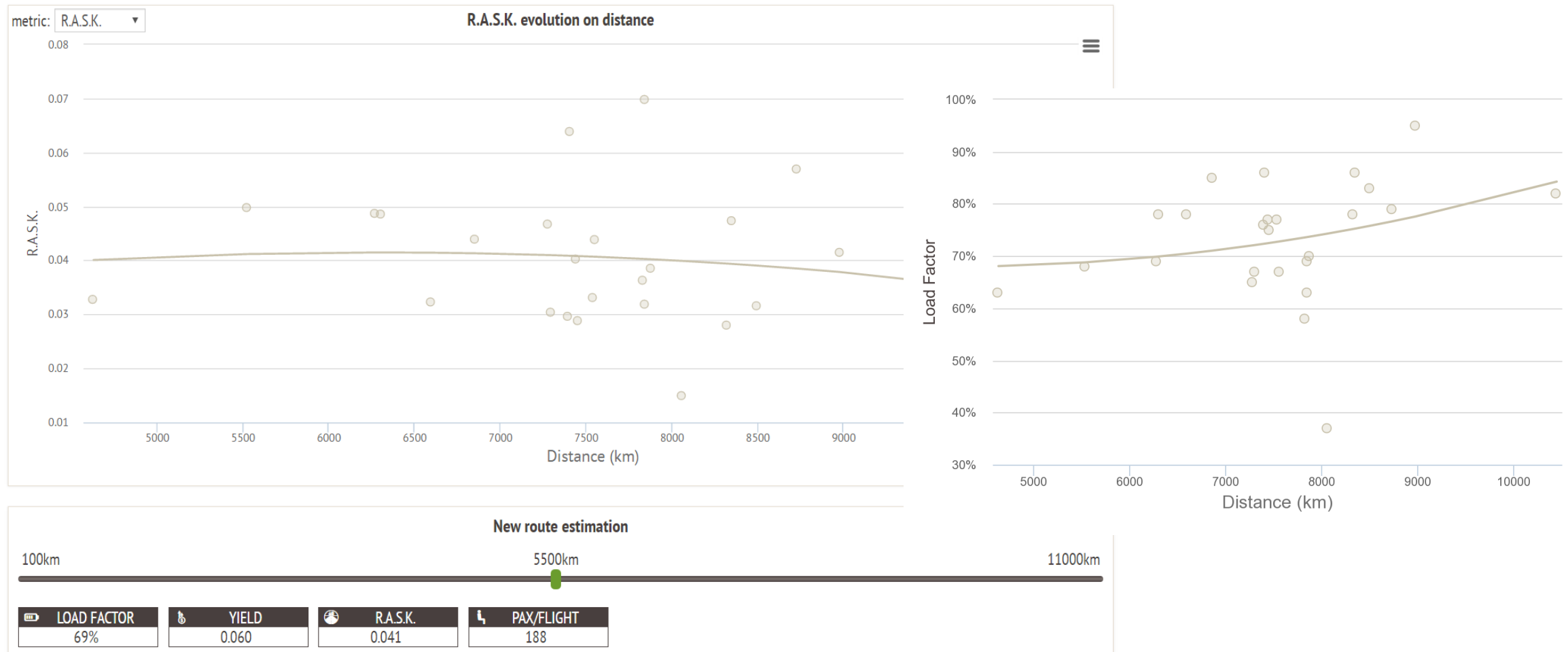
Cluster your markets to determine your focus areas in order to growth your network and market reach!



MILD

**ROAD TO SUCCESS:
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Determine the best path for success and quickly evaluate any market potential by distance!



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