

# Route Development 3.0

PlanetOptim.**Future**

**Analysis & Forecasting**





**MEASURE**

**MONITOR**

**ANALYZE**

**FORECAST**

**Traffic**

**Revenue**

**Capacity**



# 15 years of historical data available, at the segment and O&D levels

## Traffic – Revenue – Capacity

RESULTS FROM BOG TO MIA (2013-01 TO 2014-12)

Data: O&D Group by: Dep/Arr Both ways

Total Pax: 782,190 – Total revenue (JPY): 28,000,892,593 – Revenue/Pax: 35,798

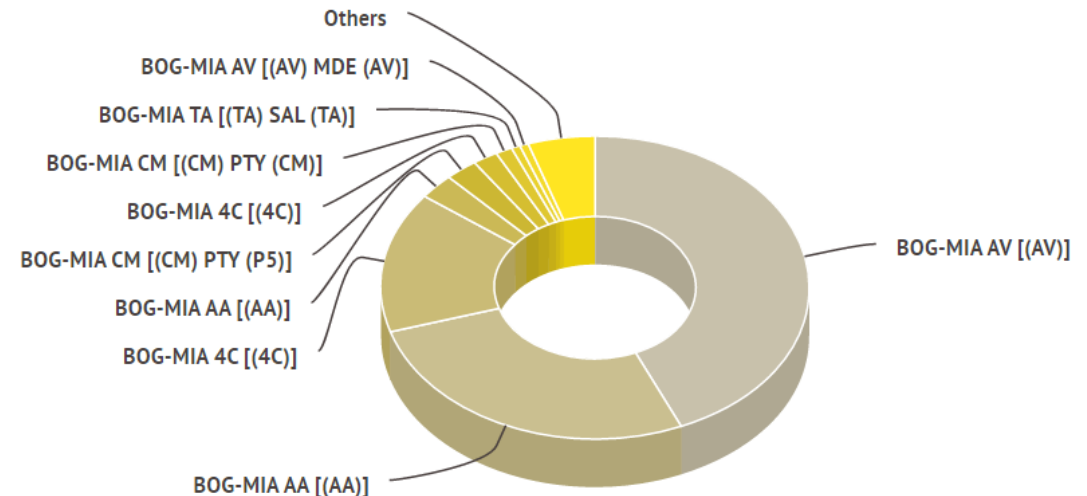
Group operating airlines by ☐ Parent ☐ Alliance

Group marketing airlines by ☐ Parent ☐ Alliance



Dep	Arr	Op	Mk	Via	Pax	Rev (JPY)	Rev/Pax	%Pax	%Rev	
⇒ BOG	MIA	AV	AV	(AV)	339,590	14,959,615,303	44,052	43.42	53.43	YM
⇒ BOG	MIA	AA	AA	(AA)	210,083	5,309,097,281	25,271	26.86	18.96	YM
⇒ BOG	MIA	4C	LA	(4C)	117,514	3,471,442,689	29,541	15.02	12.40	YM
⇒ BOG	MIA	AA	LA	(AA)	21,235	651,419,723	30,677	2.71	2.33	YM
⇒ BOG	MIA	CM	CM	(P5) PTY (CM)	19,117	724,530,309	37,900	2.44	2.59	YM
⇒ BOG	MIA	4C	AA	(4C)	14,858	380,036,085	25,578	1.90	1.36	YM
⇒ BOG	MIA	CM	CM	(CM) PTY (CM)	9,881	368,417,794	37,285	1.26	1.32	YM
⇒ BOG	MIA	TA	AV	(TA) SAL (TA)	5,154	171,501,384	33,275	0.66	0.61	YM
⇒ BOG	MIA	AV	AV	(AV) MDE (AV)	5,147	208,524,619	40,514	0.66	0.74	YM
⇒ BOG	MIA	AV	AV	(AV) CTG (AV)	4,294	176,357,878	41,071	0.55	0.63	YM
⇒ BOG	MIA	AV	AV	(AV) CLO (AV)	4,187	180,644,299	43,144	0.54	0.65	YM
⇒ BOG	MIA	AA	LA	(4C) MDE (AA)	3,332	101,630,764	30,501	0.43	0.36	YM
⇒ BOG	MIA	AA	US	(AA)	3,025	69,131,066	22,853	0.39	0.25	YM
⇒ BOG	MIA	AV	AV	(AV) BAQ (AV)	2,555	114,545,314	44,832	0.33	0.41	YM
⇒ BOG	MIA	AV	UA	(AV)	1,963	184,861,275	94,173	0.25	0.66	YM
⇒ BOG	MIA	AA	AA	(4C) MDE (AA)	1,945	48,965,988	25,175	0.25	0.17	YM
⇒ BOG	MIA	DL	DL	(DL) ATL (DL)	1,708	134,842,148	78,947	0.22	0.48	YM
⇒ BOG	MIA	TA	TA	(TA) SAL (TA)	1,637	75,282,346	45,988	0.21	0.27	YM

Top 10 by PAX for BOG⇌MIA





# User friendly interface, multiple graphs available: because you need an immediate answer, because one chart says everything!



## SELECT MARKET

From:    

To:

Via:

Airlines:

Date from:  

to:

Both ways: ☒

Data: ☒ O&D ☐ Segment

Group by: ☒ Dep/Arr ☐ Airlines

### IATA Seasons

SUMMER 2016	WINTER 2016
SUMMER 2015	Set WINTER 2014
SUMMER 2014	WINTER 2014
SUMMER 2013	WINTER 2013
SUMMER 2012	WINTER 2012

RESULTS FROM BOG TO MIA

Data: O&D Group by: Dep/Arr

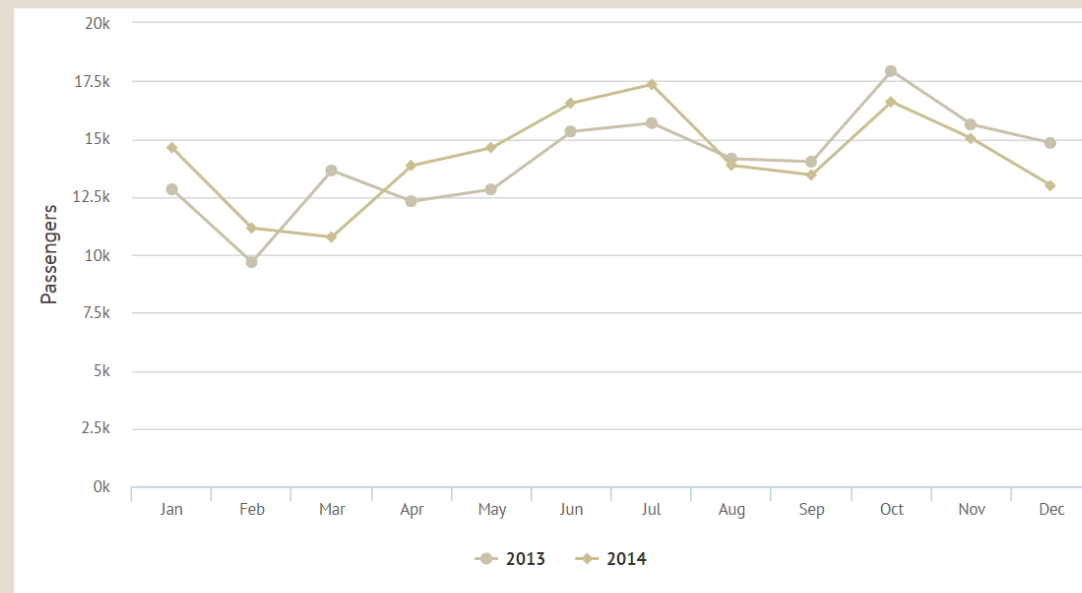
Total Pax: 782,190 – Total

Group operating airlines by

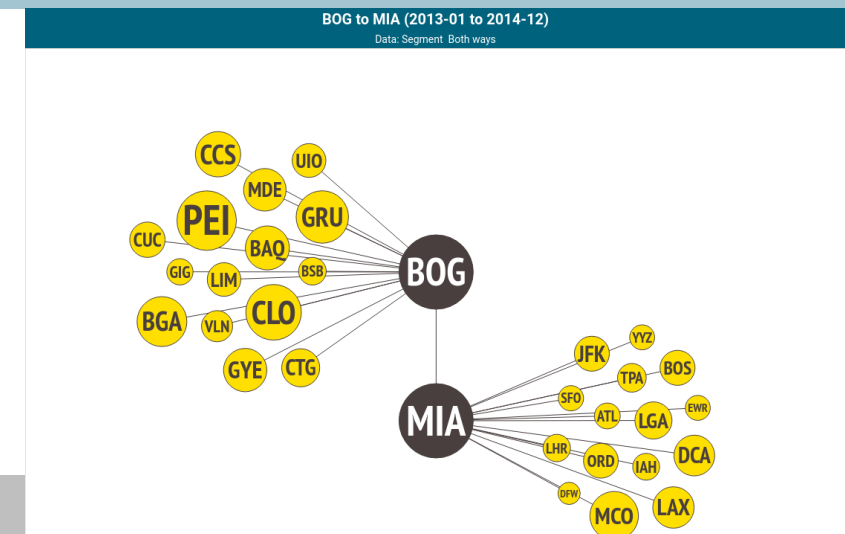
Group marketing airlines by

Dep	Arr	Op	Mk
BOG	MIA	AV	AV
BOG	MIA	AA	AA
BOG	MIA	4C	LA
BOG	MIA	AA	LA
BOG	MIA	CM	CM
BOG	MIA	4C	AA
BOG	MIA	CM	CM
BOG	MIA	TA	AV
BOG	MIA	AV	AV
BOG	MIA	AV	AV
BOG	MIA	AA	LA
BOG	MIA	AA	US
BOG	MIA	AV	AV
BOG	MIA	AV	UA
BOG	MIA	AA	AA

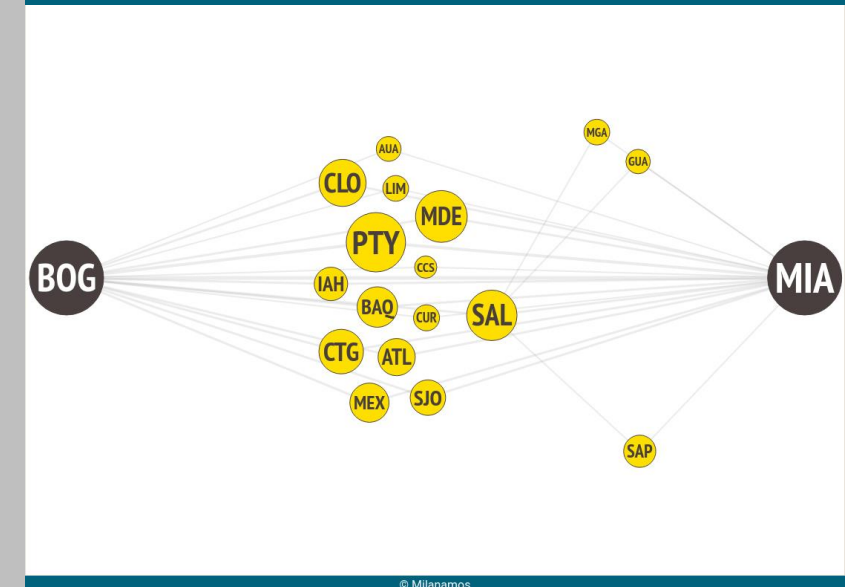
## BOG⇌MIA ~ mk:AV op:AV ~ via: (AV)



CLOSE



© Milanamos

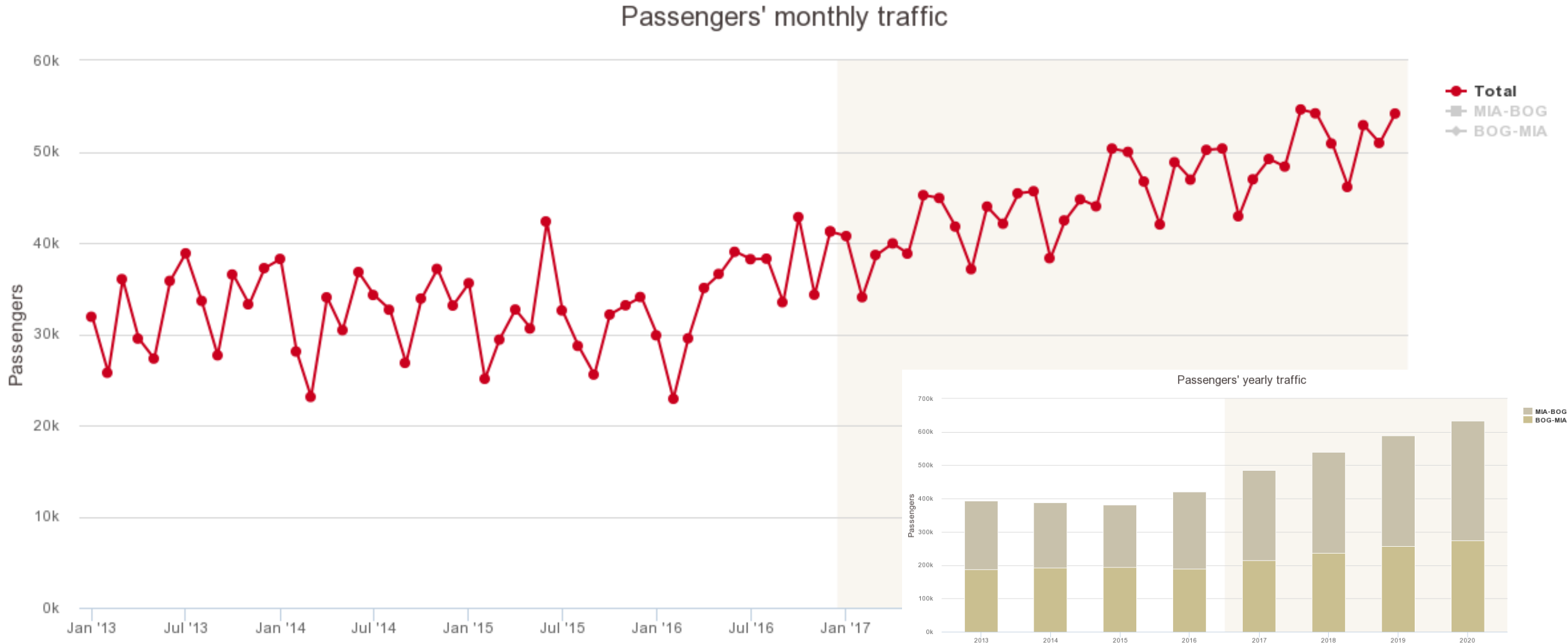


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# 10 Years of Forecasts – 4 Levels of Sensitivity

## Seasonal and Annual Views



5 Methodologies are used to forecast market demand and revenue for more robustness of the projections



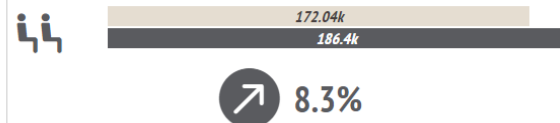
# Draw your Custom Region – 60 Market Alerts

## Detailed Key Performance Indicators – Map View

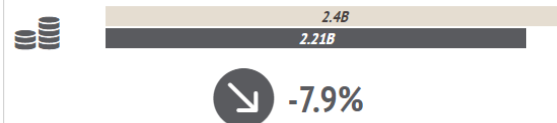


### O&D MARKET OUTLOOK

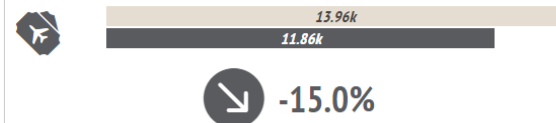
Total passengers



Total revenue (JPY)



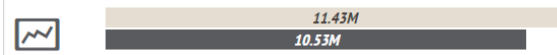
Average revenue / Pax (JPY)



Average daily passengers



Average daily revenue (JPY)

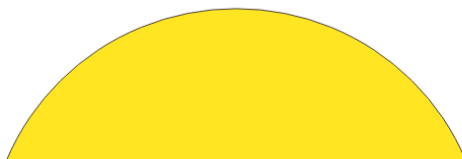


Distance (GCD)



### KEY MARKET OVERVIEW

Traffic split per airport



Market share per airline



ALERTS ☐ MATCHED ONLY

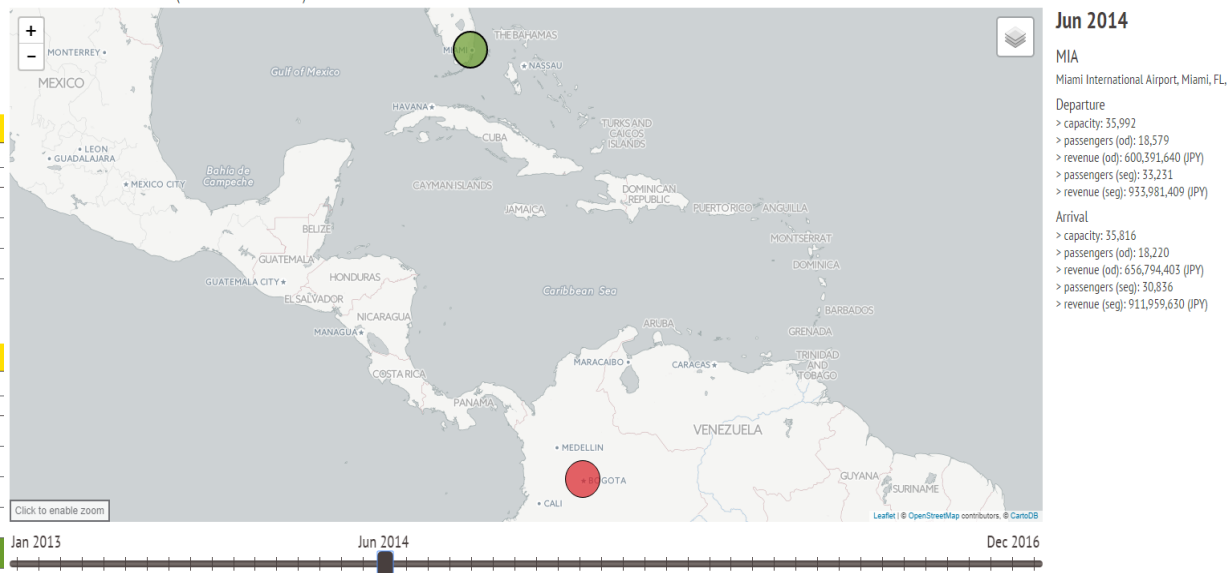
### CAPACITY GROWTH

Origin	Destination	Airline	Results																							
			2016						2015						2014											
			apr	mar	feb	jan	dec	nov	oct	sep	aug	jul	jun	may	apr	mar	feb	jan	dec	nov	oct	sep	aug	jul	jun	may
KGL	ECOWAS	KQ	✗	✗	✗	✗	✗																			
NTE	EUROPE	V7																								
WAW	EUROPE	W6																								

### HIGH LOAD FACTOR

Origin	Destination	Airline	Results																							
			2016						2015																	
			aug	jul	jun	may	apr	mar	feb	jan	dec	nov	oct	sep	aug	jul	jun	may	apr	mar	feb	jan	dec	nov	oct	sep
CDG	*OCEAN-INDIEN	AF														✓										
CTA, CIY, PMO	IT	AZ	✓	✓	✓	✓																				
DXB	ASIA	EK					✓																			
FCO	RO	AZ																								
FRA	EUROPE	LH														✗	✗	✗								
JNB	EUROPE	SA														✓										

RESULTS FROM BOG TO MIA (2013-01 TO 2016-12)





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