Airline module propels m1nd-set research to new heights
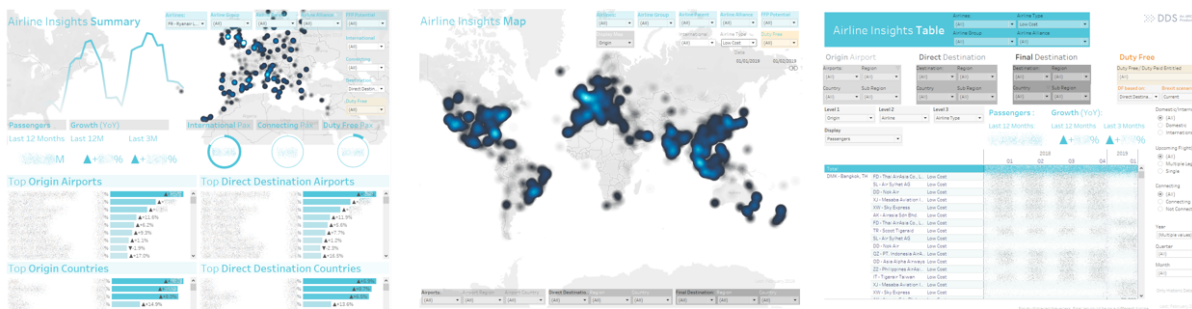

New **Airline Traffic Data** Module

- **Monthly** Historic Data since 2016 (updated once per month)
- **+850 Airlines** (including **150 Low Cost Carriers**)
- **4.5 Million** unique **Flight Paths** (Airline-Origin-Direct Destination-Final Destination)
- **+150K City Pairs** (Airline-Origin-Direct Destination)
- **75K Routes** (Origin-Direct Destination)
- **Multiple Filters**: International/Domestic, Duty Free/Non-Duty Free, Schengen/Non-Schengen, Connecting/Not Connecting, Brexit Scenarios, Low-Cost/Traditional, Airline Alliance, Origin/Direct Destination/Final Destination

BUSINESS 1NTELLIGENCE SERVICE
by m1nd-set
DDS An ARC/IATA Product

Travel retail researcher m1nd-set's Business 1ntelligence Service (B1S) has added a new module to help travel retail stakeholders gain greater insights on customer profiles, nationalities, destinations and travel behavior.

The company's Business 1ntelligence Service, which already includes traffic data from IATA's Direct Data Solutions, now incorporates data on airlines and the major airline alliances. It shows all the major carriers, including legacy and low-cost carriers, for all major international airports, as well as traffic information by airline alliance.

m1nd-set's B1S consists of two modules, Air Traffic and Behavioural Insights, and comprises a database of over 85,000 interviews with international travelers undertaken at airports across the globe. It will now be able to correlate shopper behavior at all major airports based not only on nationality, origin or destination, but also based on the airline, airline type and alliance.

The new module, according to m1nd-set, will enable subscribers to gain greater visibility on traveler information, which, when combined with the shopper behavior data part of B1S, will provide "unparalleled and unprecedented depth and analysis possibilities for travel retail marketers".

IATA's Direct Data Solutions is the most comprehensive market intelligence data for strategic decision-making for airlines and airports worldwide. Now, exclusively through the B1S platform, it is also available for the first time to the travel retail industry.

Updated every month, IATA's traffic data includes data sourced from both airlines directly and indirectly, aggregated from multiple sources. It incorporates traffic data on over 850 airlines, including 150 low-cost carriers, around 75,000 routes and 4.5 million flight paths.

The airline module also enables subscribers to B1S to fine-tune the data with a series of filters,

including international and domestic flights, duty free qualifying passengers versus non-duty free, legacy and low-cost carriers, connecting versus non-connecting passengers, airline alliance and even using different Brexit scenarios.

The module is particularly useful, given the developments in inflight duty free and the increasing focus on digital retail, according to m1nd-set's B1S Director Pablo Saez-Gil.

"As airlines shift their focus from traditional onboard duty free to e-commerce solutions offering a broader range of products with home delivery or pick-up-on-arrival services, airports and airport duty free retailers will be increasingly challenged by airlines," Saez-Gil explained.

He continued: "B1S can now demonstrate the changing patterns of international travelers and their shopping behavior, not only from one airport to another but also by airline. With historical data over a certain timeframe, B1S will help analyze and determine how passengers on specific airlines are changing their shopping behavior and spending levels in airports, identifying which carriers and alliances are greater competition to airports, and which are the more profitable carriers to airports."

Saez-Gil concluded: "This is the only solution available today which is able to track traffic for so many airlines and around 4.5 million flight path combinations. Previously only airlines subscribing to IATA's Direct Data Solutions were able to access the information. Thanks to m1nd-set's B1S, this is now also available to the travel retail industry."

For information on m1nd-set's B1S solutions, contact Pablo Saez-Gil psaezgil@m1nd-set.com.