ForwardKeys to release update of its Traveller Statistics platform

ForwardKeys has announced an upgrade to its travel retail solution, Traveller Statistics, to enhance performance, usability and functionality for travel retailers and brands.

The platform, now fully integrated into the ForwardKeys portfolio, is significantly faster and more powerful than previous versions. Its new user interface better reflects company branding and facilitates navigation, while a re-designed filter window means that filters can be applied more easily for faster analysis.

"This upgrade ensures that our customers in travel retail continue to benefit from ForwardKeys' advanced analytics capabilities, but with a better user experience than ever before. Thanks to its fresh look and feel, Traveller Statistics is easier to navigate, allowing users to pinpoint the data they need with greater agility and precision," says Marina Giuliano, Director of Travel Retail & Brands, ForwardKeys.

The re-vamped platform also builds on the state-of-the-art forecasting model launched in March, integrating short-term (six-month) and long-term (ten-year) forecasts in the same forecast module.

"At ForwardKeys, we are constantly striving to enhance our offering to clients by taking their suggestions on board and developing unique, purpose-built solutions. The newly launched upgrade to Traveller Statistics is an embodiment of this approach, addressing the needs and desires of our audience with a product that is fully representative of the ForwardKeys brand," adds Jérôme Goldberg, Retail & Travel Retail Customer Success Manager, ForwardKeys.

Visit the following link to learn more about Traveller Statistics and the full suite of datasets at ForwardKeys: www.forwardkeys.com