

# New Data for Airports

*powered by ADARA*

January 9th 2018



# UNLOCKING CO-MARKETING INSIGHTS FROM ADARA DATA

Based on **billions of data points** across the **global travel ecosystem**, we know **travelers relevant to your market**

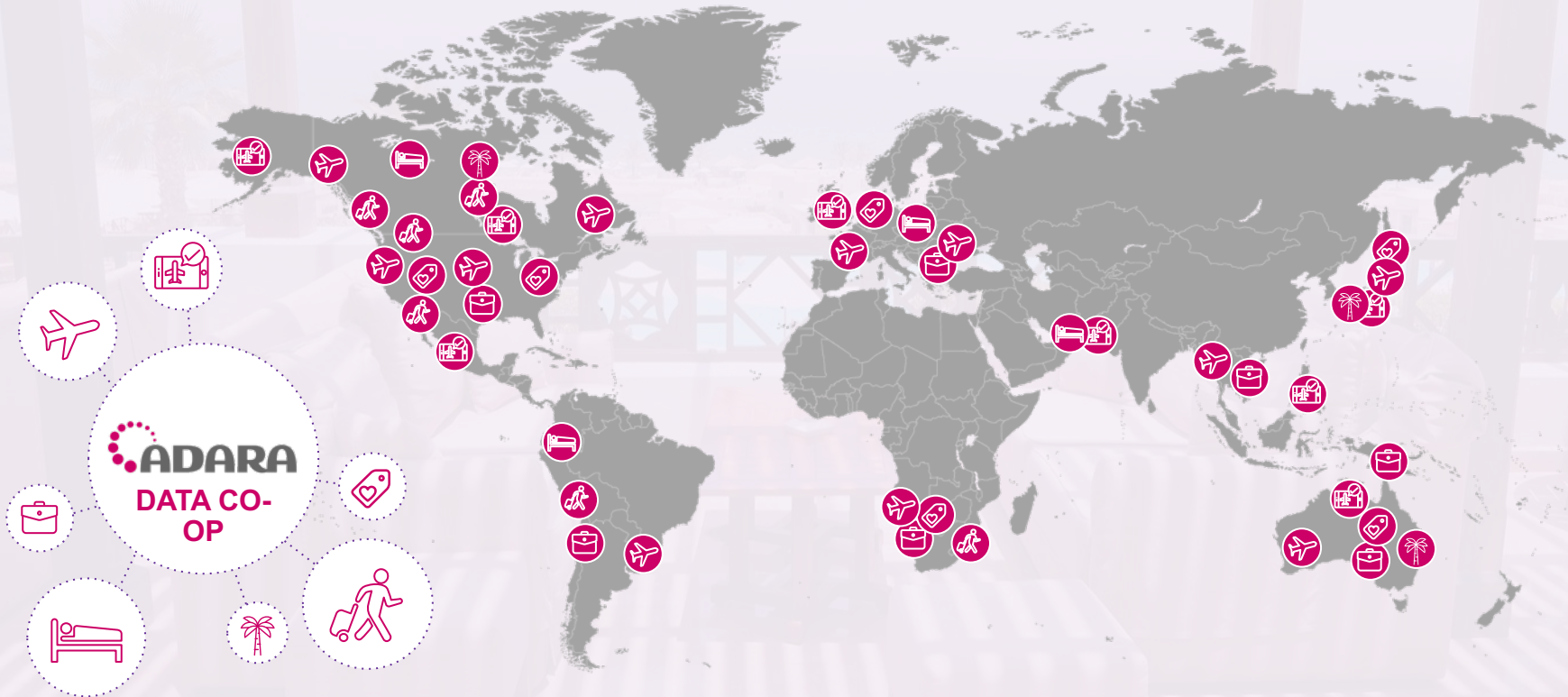
- SEARCH DATA
- BOOKING DATA
- PROFILE DATA





## WE CALL IT THE WORLD'S TRAVEL GRAPH

It provides a unique, holistic understanding of patterns, trends and behavior, and we're adding to the bigger picture partner by partner



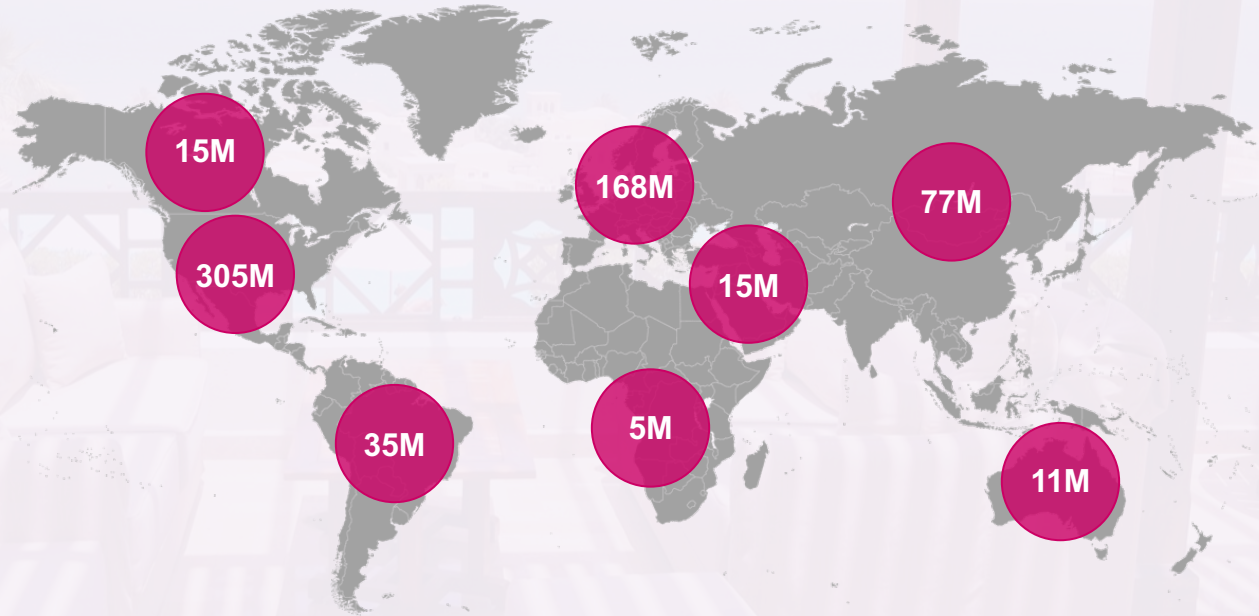
## ACCESS TO 650M TRAVELERS EACH MONTH

Over **650 Million**  
monthly uniques

**1 Billion** rich profiles  
that include, on average:  
30+ data points per profile

**9 Billion** travel  
searches annually

**500 Million** air and hotel  
bookings annually





# Airport Solutions



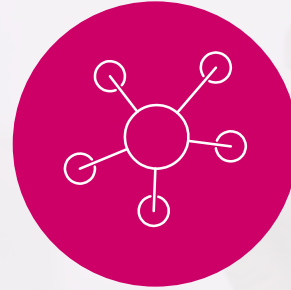
## Traveller Insights

Who are your customers?



## Audience Extension

Reach your customers before or after their airport visit



## Impact

Measure the effectiveness of your co-marketing campaigns



## Route Development

Attract new airlines based on actual demand

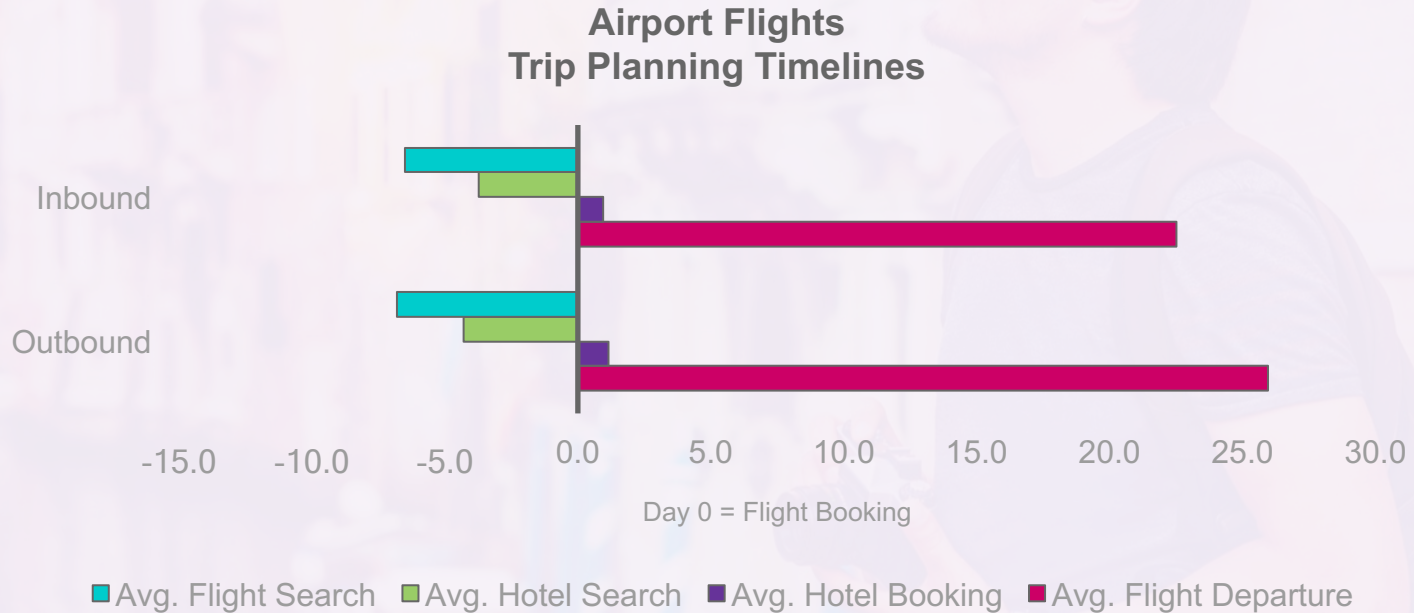


## ● Traveller Insights

Detailed **insights** of **your customers**  
incl. preferences & loyalty status



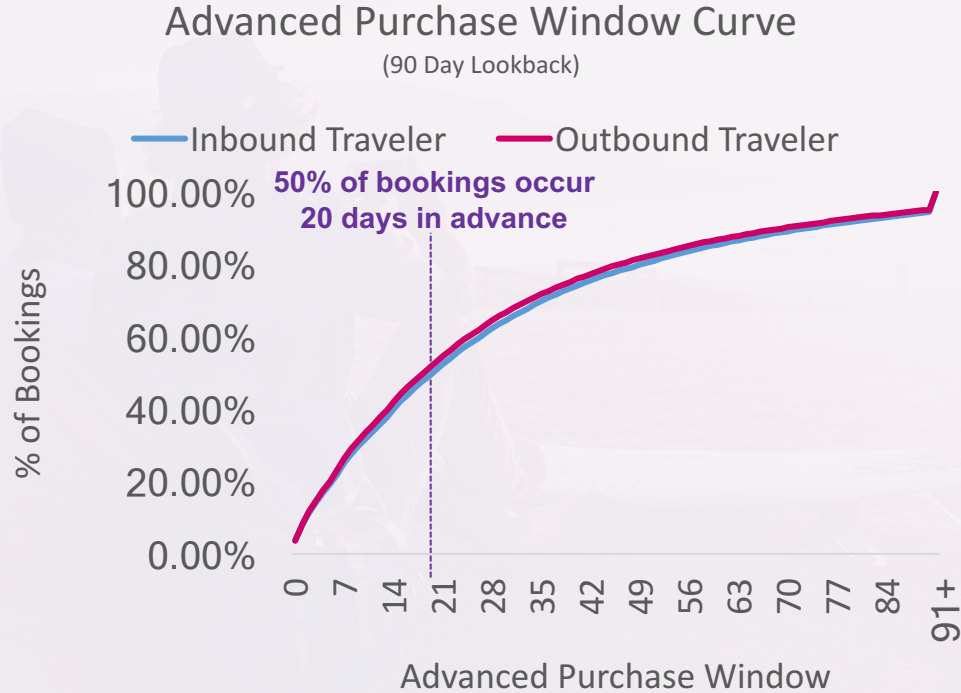
# TRIP PLANNING TIMELINES BY FLIGHT TYPE



<sup>1</sup>Date Range: Apr. 2017 – Jul. 2017

<sup>2</sup>Insights based on ADARA travel network data

# LEVERAGE BOOKING CURVES FOR SEQUENTIAL MESSAGING

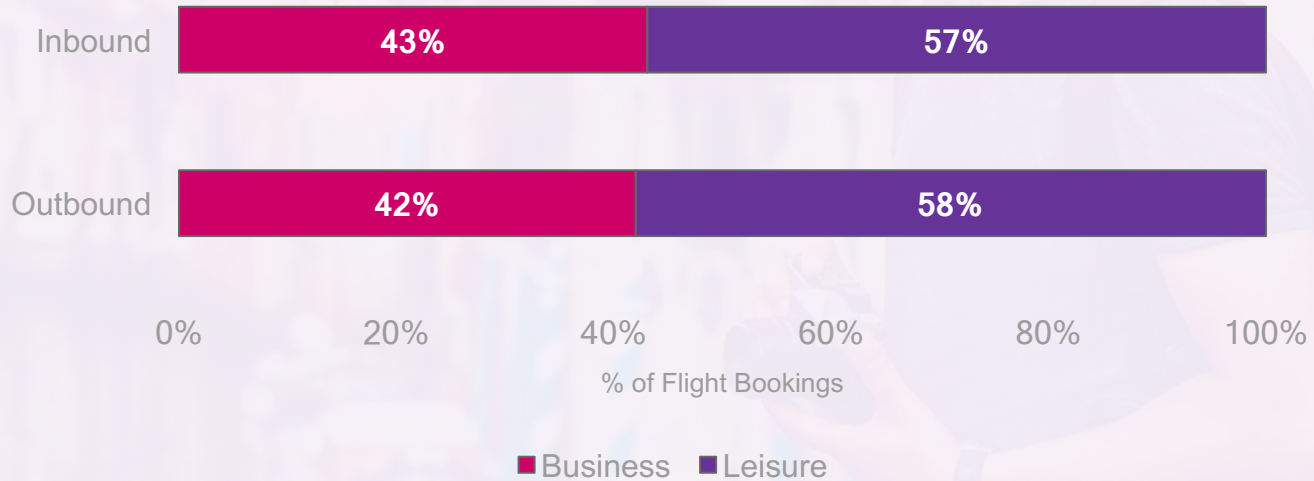


Message travelers post-purchase to reinforce their decision, before they take off and after they land



# BUSINESS VS. LEISURE ANALYSIS

## Airport Flights Business vs. Leisure Travel

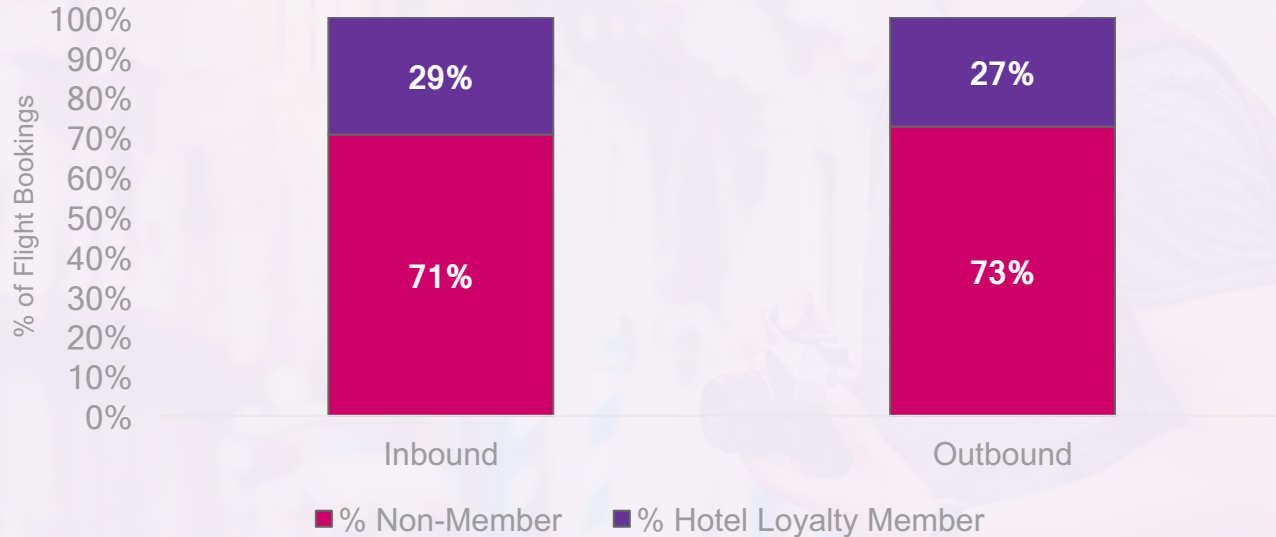


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# HOTEL LOYALTY MEMBERSHIP ANALYSIS

## Airport Flights Hotel Loyalty Membership Rates

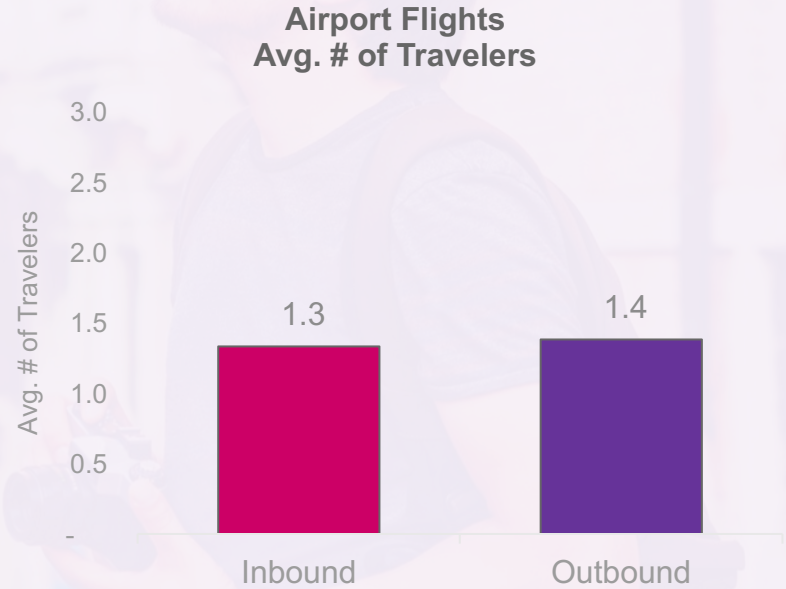
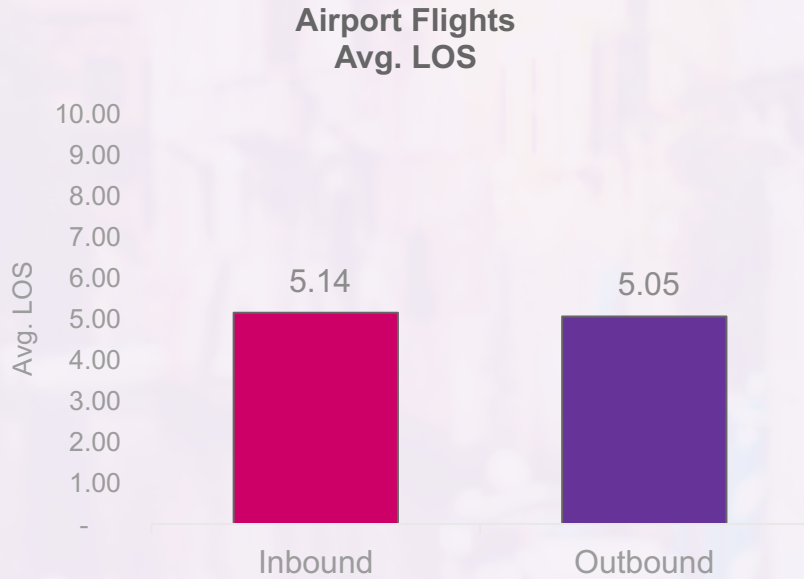


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## FLIGHT TRIP DURATION AND PARTY SIZE



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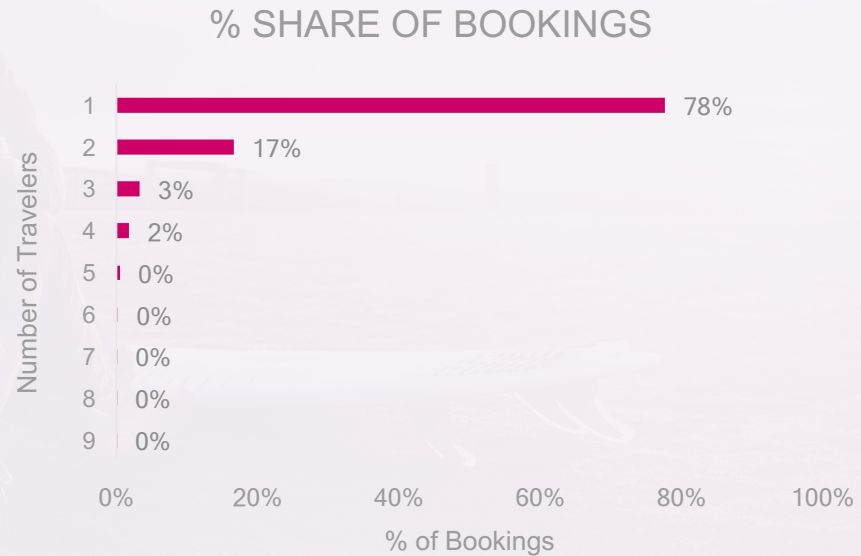
<sup>2</sup>Insights based on ADARA travel network data

## UNDERSTAND TRAVELER TYPES IN EACH AIRPORT

Are they traveling **solo**?

As a **couple**?

With a **family**?

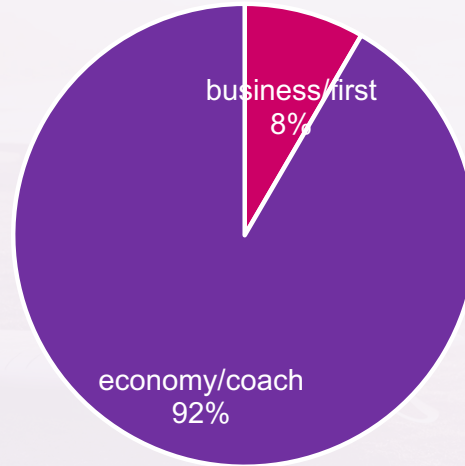


## FIRST CLASS OR ECONOMY?

**Knowing which travelers are flying front-of-cabin gives you insight into the spending power of your audience.**

View by airline / route to determine the most valuable origin and destination pairings and allow for tailored creative.

### BOOKINGS

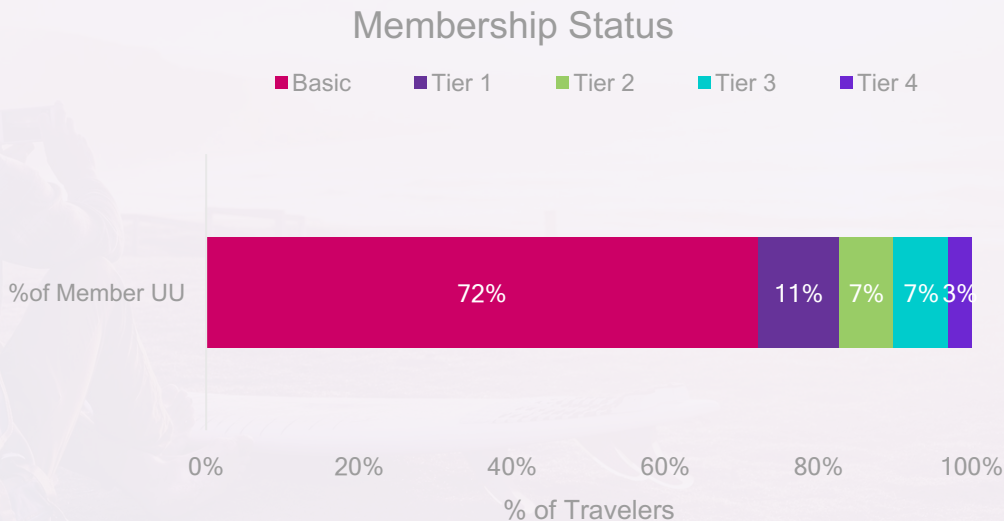




# AIRLINE LOYALTY TIER

Insights into loyalty tiers give you a view of frequency of travelers to determine how often someone is exposed to your messaging.

View by terminal for the most actionable insights.



**60%** of flyers do not have loyalty status  
**28%** are **earned** tiers

A young couple is standing next to a dark-colored car with its top down. They are both looking at a smartphone held by the man. The woman is smiling. They are outdoors, with a beach and ocean in the background. The scene is bathed in a soft, golden light, suggesting late afternoon or early morning. The overall mood is relaxed and happy.

## ● Audience Extension

Reach your customers **before** or **after**  
**the airport visit**

# AUDIENCE EXTENSION

Allow your concession partners...



**SAN JOSE AIRPORT - LONG TERM AIRPORT PARKING**  
**SELF-PARK** 24-7 ALWAYS OPEN  
NO HIDDEN CHARGES. NEW SHUTTLE BUSES.

Your first choice for fast, friendly and reliable parking.  
Rate per 24 hours. Rate does not include an additional one-way 24 hour authority residential fee.

**\$\$ OFF**  
**LOWEST DAILY RATES**

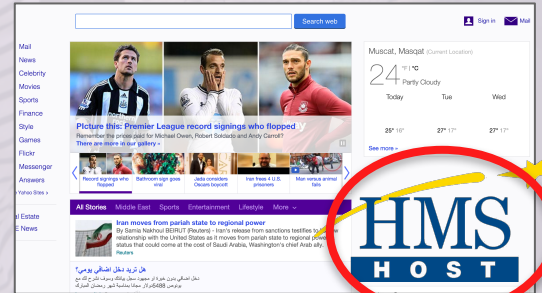
**GET A DISCOUNTED RATE >>>**  
Click here to make a reservation.



... to target your travellers...



...before they arrive at your airport.



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Picture this: Premier League record signings who flopped

24°C Party Cloudy

Today Tue Wed

25° 17° 27° 17° 22° 17°

**HMS HOST**

Iran تیزه پهلوان جهانی بومرنگ  
عادل حمادی پهلوان ایران از زمین بازی با یک تیر تمام شد و در حالی که او در آن روز در ۱۵۵ کیلوگرم وزن کشته شد.

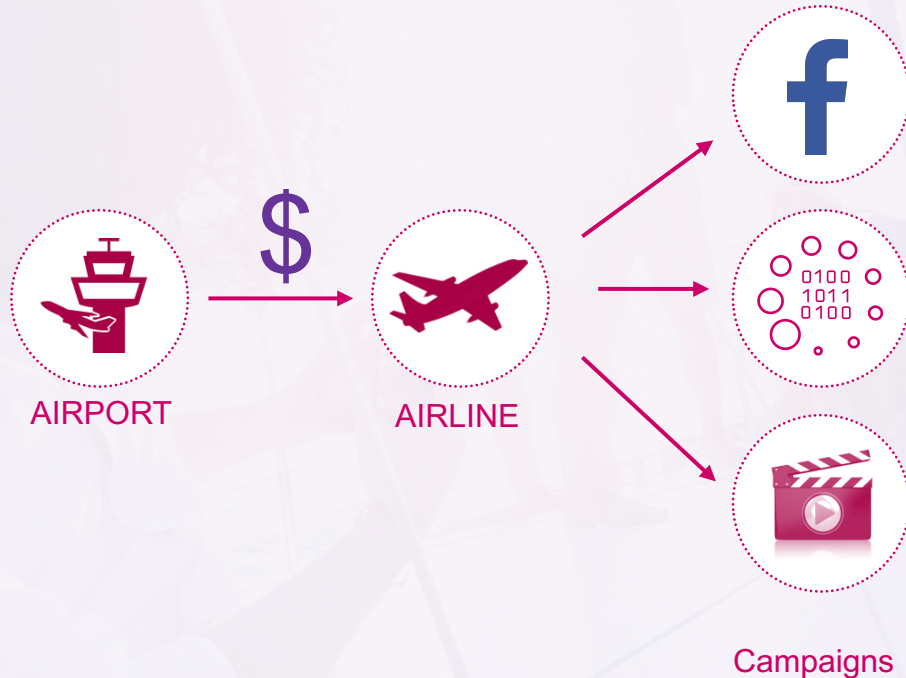


A woman with dark hair is in the foreground, looking through a camera lens. The background shows a city skyline across a body of water, featuring a large bridge and a distinctive white building with a curved roof. The scene is bathed in a soft, purple light.

● ADARA™ Impact

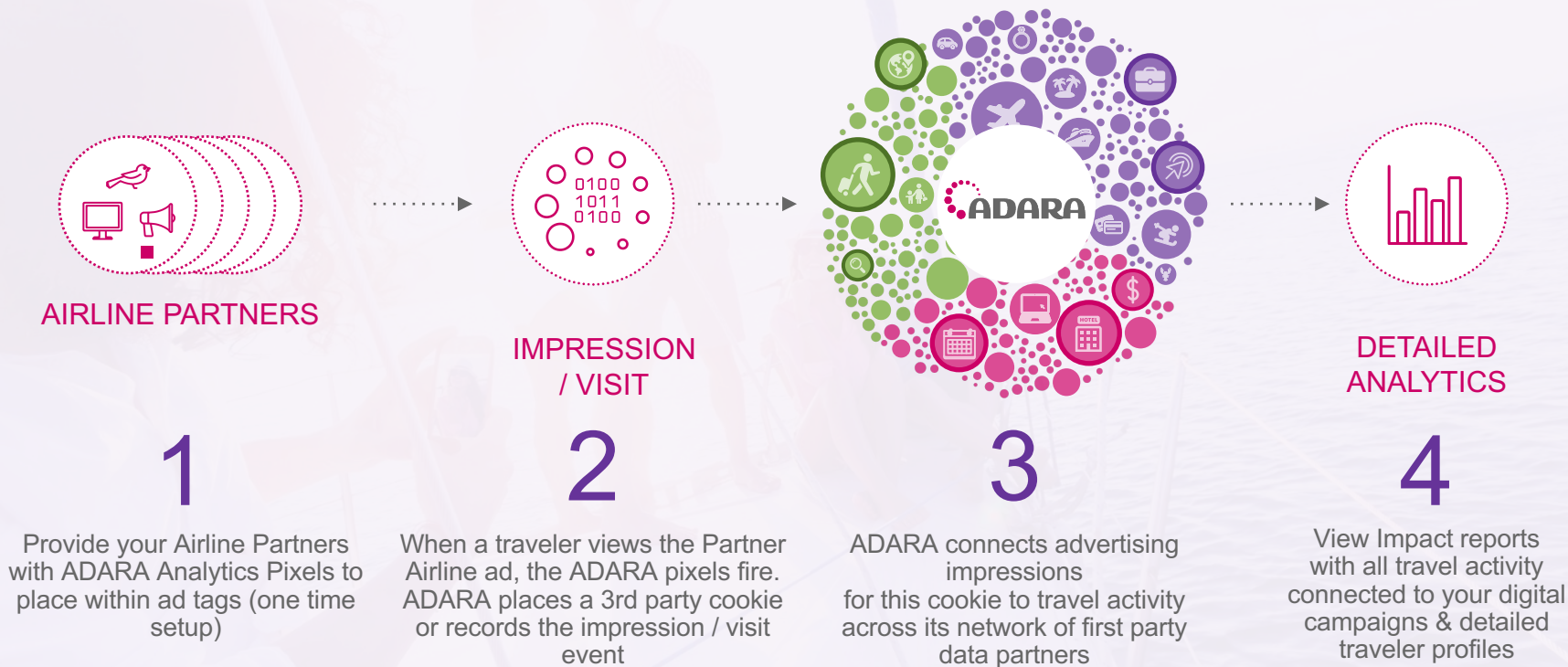
Measure the effectiveness of your **co-sponsorship payments** to airline partners

# The Sponsorship Problem



1. How **effective** is each campaign?
2. What **ROI** is generated for your stakeholder / constituencies?

## HOW IT WORKS





# Airport Solutions



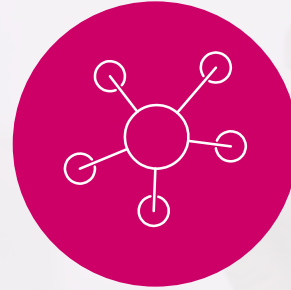
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## Route Development

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A family of five is shown on a boat, smiling and enjoying their time. The boat is a small, colorful vessel with a yellow and blue pattern. The background is a bright, sunny sky.

THANK YOU

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