

OTA Data-driven Solutions for Airline Industry

— Create Value for Airlines, Airports and Tourists

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Search Data

Booking Customer

Fare Data

Passenger Data

PNR Data

Route & Schedule

Weather Data

Customer Feedback

3rd Party Data

Basic Attributes

- Basic Information
- Browsing Behavior
- Booking Behavior
- Profit
- Primary Passenger

Customer Profiling

Derived Attributes

- Lifecycle
- Value
- Behavior Forecast
- Service
- Risk

2019 China-Europe Tourism Market Trend

- Based on data from Ctrip and Qunar, Outbound tourism from China has grown significantly. European market experienced a 23% increase in passengers growth in the last year.



Popular Destinations in 2019

- Top 10 Countries
- Top 10 Fastest Growing Countries

Top 10 Countries

United Kingdom, Russia, Germany, France, Italy, Spain, Switzerland, Netherlands, Greece, Serbia

Top 10 Fastest Growing Countries

Slovenia, Serbia, Bosnia, Malta, Republic of Belarus, Romania, Lithuania, Armenia, Georgia, Croatia

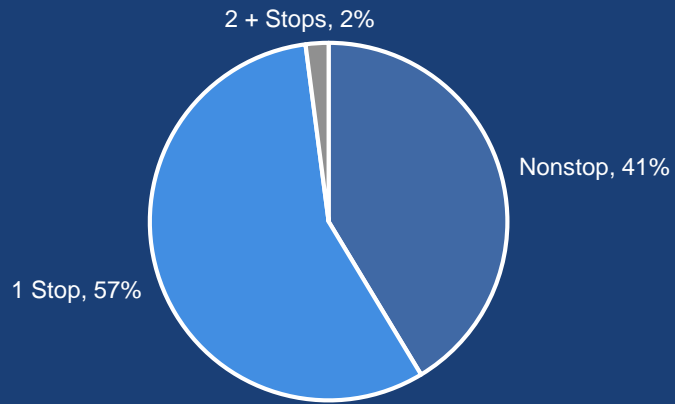
Top 10 Cities

London, Paris, Moscow, Frankfurt, Rome, Milan, Manchester, Madrid, Amsterdam, Barcelona

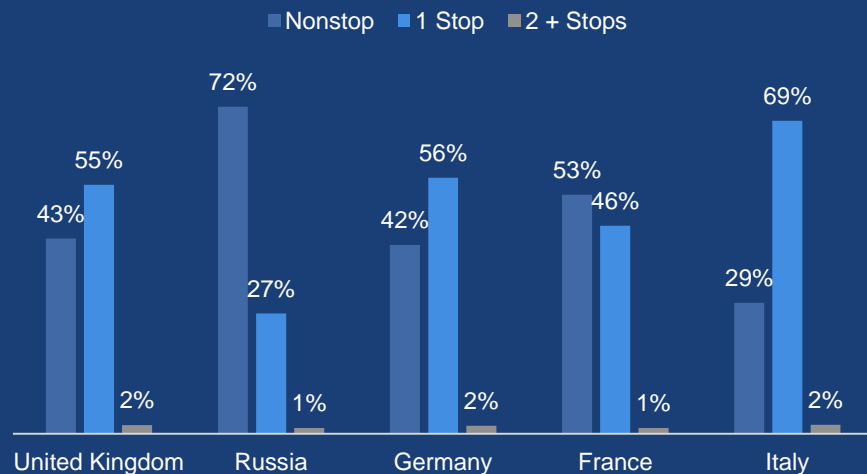


Passenger Travel Preference Analysis

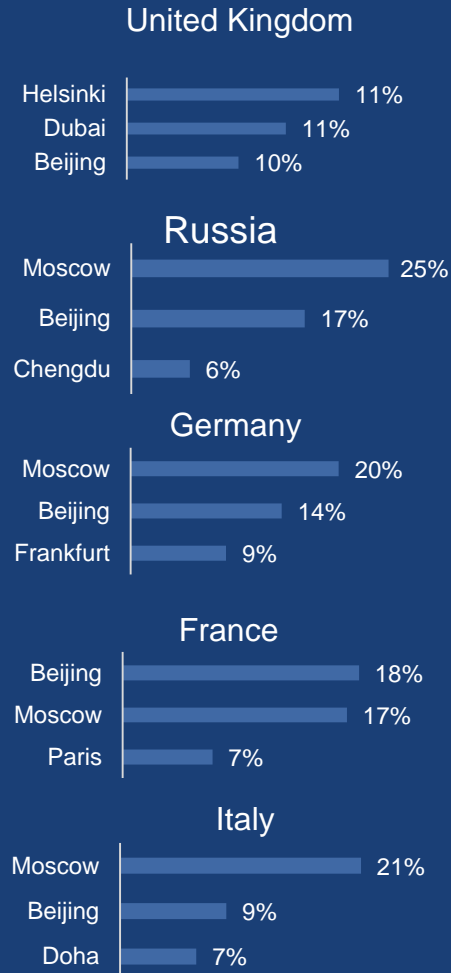
China - Europe Stops



Stops by Top 5 Popular Countries



Main Stopover Cities



- United Kingdom received the largest amount of passengers, more than the total amount of Germany and France.
- 57% of passengers went to Europe by 1 stop.
- Moscow is a main stopover city due to its low fares and a low detour rate.
- 46% of passengers stay 7-10 days in Europe.



Airports/Airlines Market Insight

According to the demands and scenarios of the airports/airlines, offer market insight analysis to meet customized needs.

Structure

1

- Competitors
- Routes and network
- Capacity
- Flight schedule
- Aircraft type

Dynamics

2

- Price fluctuation
- Est. load factor
- Throughput comparison
- Market share
- Flight cancel & delay

Customer

3

- Demographics
- Search behavior
- Booking preference
- Ancillary preference
- Feedbacks

Strategy

4

- Strength & weakness
- Opportunities & threats
- Trends & prediction

New Route Planning



Demand: search

- Search volume of this route
- Search volume of nearby origin/destination
- Search volume of hotels/travel guides from origin position



Supply: capacity

- Historical capacity
- Capacity of transfer route
- Capacity of similar routes



Customer: residence

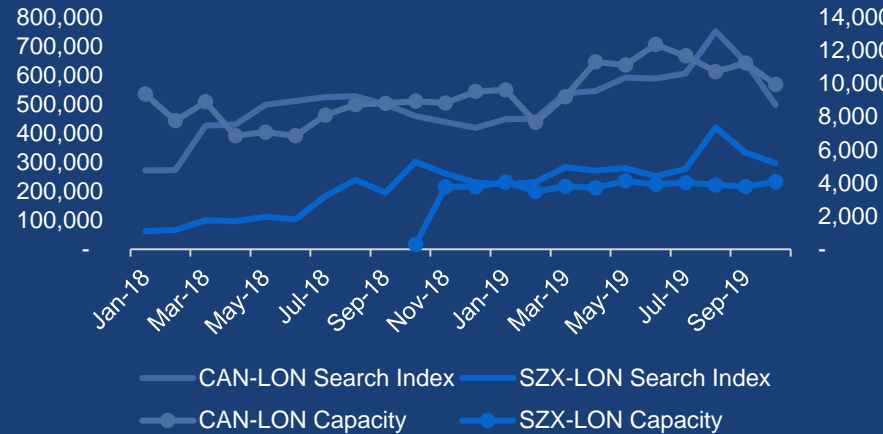
- Local & nearby customers
- Transfer customers
- Residence: IP、GPS、phone number



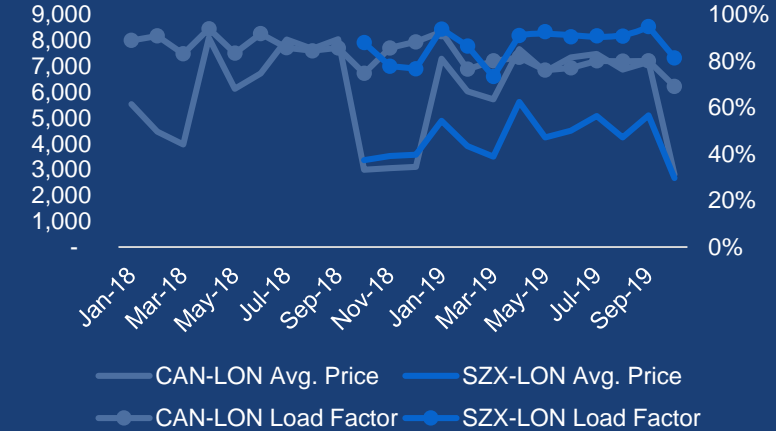
Referral benchmark

- similar properties
- Price and load factor

CAN-LON Vs. SZX-LON
Search & Capacity



CAN-LON Vs. SZX-LON
Avg. Price & Load Factor



Background: SXZ-LON opened on October 30, 2018.

Before the opening

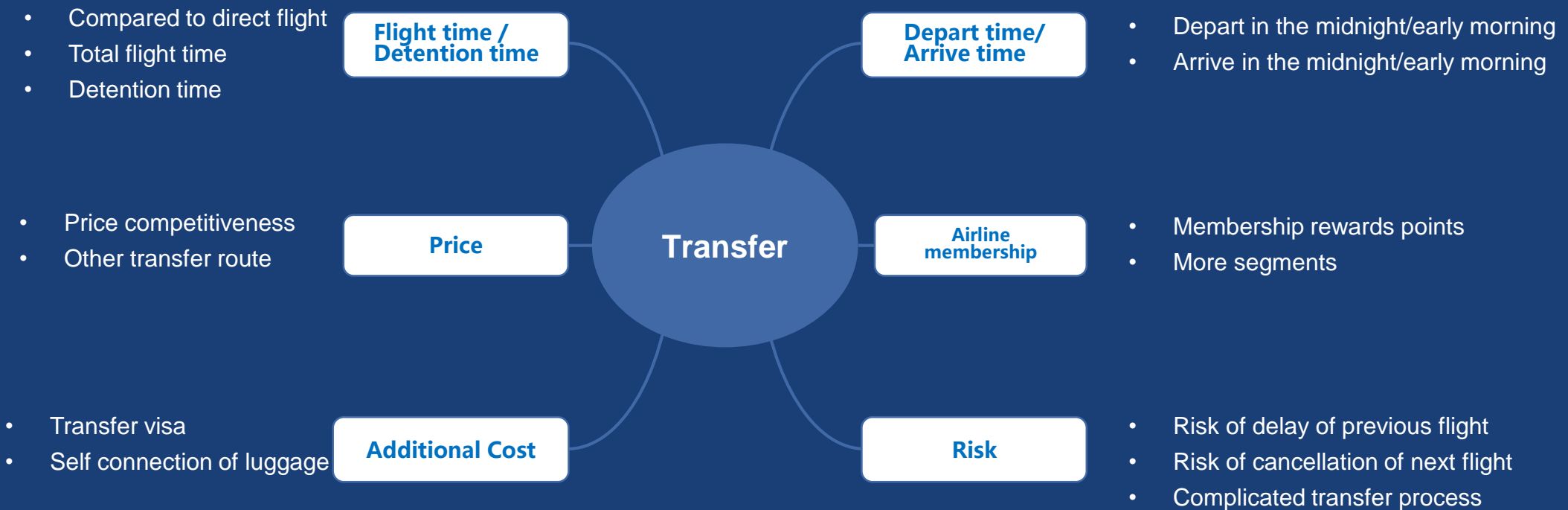
- Considerations: search of new route; search, load factor, capacity of benchmark route; geographical location; tourism data.
- According to the analysis, SZX-LON could be opened, and the capacity should be 1/3~1/2 of the capacity of CAN-LON.

After the opening

- The capacity of SZX-LON is 1/3 of the capacity of CAN-LON.
- With competitive price and sufficient customer demand, the load factor of SZX-LON is about 87%.

Intelligent Transfer Analysis

- Transfer is the main mode for passengers travelling CN-EU. Therefore, customers' considerations are very crucial.
- Multi-ticket product take the factors into consideration and calculate (real-time) massive potential flight combinations, to recommend the most suitable cross-airline solutions to passengers.



Precision Market Solution

Competition Analysis

- Capacity
- Market Share & Booking Curve
- Transfer Competitive
- Price

Marketing Planning

- Marketing Campaign Schedule
- Distribution Method
- Level of face value



Improve the market share for an airline in the first-tire cities :

Compared to non-acted airlines, an airline choose to apply precision marketing increased market share by 10%.

Establish a More Effective Revenue Management Strategy

Advantages of OTA-assisted Revenue Management



High Market Share

- Reflect Market Trend
- Information from other OTA Channels:
hotel, travel guides, scenic spot ticket, train, ...



Search Volume

- Search without booking
- Search before booking



Sufficient Price Information

- Real-time Price Data
- Historical Price Data
- User's History Behavior Data

Dynamic Pricing with Demand Prediction

01 Booking Curve Prediction Model

- Forecast load factor
- Follow market trend
- Improve revenue

02 Flight Choice Model

- Estimate customer's choice probability on flights based on price and other information
- Calculate the best price of the target flight

03 Real-time Load Factor + Real-time Price

Thank You

