The Backbone for your Route Development
In April 2014, we launched PlanetOptim for airlines and airports based on worldwide airline traffic and revenue data. Airports and Airlines can identify new markets with the first integrated predictive data analytics solution. Data science brings low cost and direct bookings estimate into the picture.
Market Analysis
Get any market info from 2002!

RESULTS FROM CRK TO HKG (2012-01 TO 2015-12)

Data: Segments  Group by: Dep/Arr  Both ways
Total Pax: 1,237,576 – Total revenue (EUR): 164,346,756 – Revenue/Pax: 133

Group operating airlines by Parent  Alliance

Top 10 by PAX for CRK→HKG
Get any market info from 2002!

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Pax</th>
<th>Capa</th>
<th>Rev (EUR)</th>
<th>Rev/Pax</th>
<th>Load factor</th>
<th>SAI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1</td>
<td>122,258</td>
<td>164,520</td>
<td>21,034,277</td>
<td>172</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>2</td>
<td>145,563</td>
<td>181,872</td>
<td>19,560,550</td>
<td>135</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>3</td>
<td>118,470</td>
<td>182,088</td>
<td>14,095,905</td>
<td>119</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>4</td>
<td>9,026</td>
<td>11,140</td>
<td>940,546</td>
<td>105</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2016</td>
<td>5</td>
<td>9,062</td>
<td>10,080</td>
<td>1,222,817</td>
<td>139</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2017</td>
<td>6</td>
<td>8,190</td>
<td>11,160</td>
<td>556,644</td>
<td>63</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2018</td>
<td>7</td>
<td>8,461</td>
<td>10,800</td>
<td>745,191</td>
<td>86</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2019</td>
<td>8</td>
<td>8,010</td>
<td>11,140</td>
<td>1,236,997</td>
<td>139</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2020</td>
<td>9</td>
<td>8,642</td>
<td>10,000</td>
<td>643,987</td>
<td>74</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2021</td>
<td>10</td>
<td>8,952</td>
<td>11,160</td>
<td>608,249</td>
<td>68</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>2022</td>
<td>11</td>
<td>7,763</td>
<td>7,200</td>
<td>494,993</td>
<td>86</td>
<td>80%</td>
<td>9%</td>
</tr>
<tr>
<td>2023</td>
<td>12</td>
<td>7,400</td>
<td>7,100</td>
<td>244,523</td>
<td>34</td>
<td>80%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Total 451,078 617,000 60,970,809 133 74%

*12 rows with marginal and not statistically significant value not displayed.
Compare Seasonality
Get detailed O&D Information

RESULTS FROM CRK TO HKG (2012-01 TO 2015-12)

Data: O&D  Group by: Dep/Arr  Both ways
Total Pax: 1,139,987 — Total revenue (EUR): 158,479,376 — Revenue/Pax: 139

Group operating airlines by □ Parent □ Alliance
Group marketing airlines by □ Parent □ Alliance

Top 10 by PAX for CRK—HKG

CRK-HKG KA [[UJ] PUS (KAI)]
CRK-HKG ZP [[ZP] CEB (ZPF)]
CRK-HKG AK [[AK] BNI (AK)]
CRK-HKG KA [[KAI]]
CRK-HKG ZP [[ZP] CEB (ZP)]
CRK-HKG KA [[KAI]]
CRK-HKG ZP [[ZP] CEB (ZP)]
CRK-HKG KA [[KAI]]
CRK-HKG DG [[DG]]
CRK-HKG SJ [[SJ]]
Forecast Future Demand

RESULTS FROM CRK TO HKG (2012-01 TO 2019-03)

Data: O&D Group by: Dep/Arr
Forecast Sensitivity: 
- Moderate
- Conservative
- Dynamic
- Aggressive
RESULTS FROM CRK TO HKG (2012-01 TO 2019-03)

Data: O&D  Group by: Dep/Arr
Forecast Sensitivity:  Moderate  Conservative  Dynamic  Aggressive

Passengers’ monthly traffic

Monthly revenue (EUR)

January 2017
- CRK-HKG - Aggressive= 10 211
- CRK-HKG - Moderate= 7 491
- CRK-HKG - Dynamic= 8 975
- CRK-HKG - Conservative= 7 588
… and long term view for Traffic and Revenue
Via Point info and Pre- Post Flows!
Mar 2016

HKG
Hong Kong International Airport, Hong Kong.

Departure
- capacity: 8,376
- passengers (od): 5,976
- revenue (od): 263,058 (EUR)
- passengers (seg): 6,261
- revenue (seg): 446,690 (EUR)

Arrival
- capacity: 8,376
- passengers (od): 6,396
- revenue (od): 294,066 (EUR)
- passengers (seg): 7,013
- revenue (seg): 510,092 (EUR)
Market Simulator
Analyze a New Market: select like markets
Select your Schedule

### Market

**From:** CRK  
**To:** AUH

### Routes Selection

**Filters**
- Capacity: XS, S, M, L, XL

**Weekly Frequency:**
- 1
- 2
- 3
- 4
- 5
- 6
- 7+

**Routes List**

<table>
<thead>
<tr>
<th>Route Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical Routes</td>
<td>0/0</td>
</tr>
<tr>
<td>Recent Routes</td>
<td>1/1</td>
</tr>
<tr>
<td>New Routes</td>
<td>0/0</td>
</tr>
<tr>
<td>User Added</td>
<td>0</td>
</tr>
<tr>
<td>Ignored (Test)</td>
<td>1</td>
</tr>
</tbody>
</table>
Analyze / Compare / Select Similar Routes
Opportunities Finder
Benchmark up to 5 airport / airlines
Benchmark up to 5 airport / airlines
Graphical Comparisons, New or Dropped routes
With detailed Table view and Chart reports
Hub Analysis
Perform any detailed airport analysis
Select Arrival & Departure by Directions/Distance/Capacity/Day of Ops
Multiple Layers of Informations
Display the Specific Schedule
... and opportunity for Connections!
The most complete airport report!
With a customized Map view
... and interactive graphical reports!
Find the Best Time for connections
Routes
Worldwide Schedule at your fingertip!

<table>
<thead>
<tr>
<th>Origin</th>
<th>Destination</th>
<th>Airline</th>
<th>Days of Operation</th>
<th>Distance</th>
<th>Capacity</th>
<th>Frequency</th>
<th>Capa/Freq</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIN</td>
<td>CRK</td>
<td>SI</td>
<td>MTWTFSS</td>
<td>2384</td>
<td>1260</td>
<td>7</td>
<td>180</td>
</tr>
<tr>
<td>SIN</td>
<td>CRK</td>
<td>TR</td>
<td>MTWTFSS</td>
<td>2384</td>
<td>1260</td>
<td>7</td>
<td>180</td>
</tr>
</tbody>
</table>

- Flight Number: TR-2702
- Operating: TR
- Codeshares: SI
- Days of Operation: MTWTFSS
- Departure Time: 14:00
- Arrival Time: 17:40
- Duration: 03h40
- Equipment: AIRBUS A320-200
- Capacity: 1260
- Frequency: 7
- Capa/Freq: 180

<table>
<thead>
<tr>
<th>Flight Number</th>
<th>Operating</th>
<th>Codeshares</th>
<th>Days of Operation</th>
<th>Departure Time</th>
<th>Arrival Time</th>
<th>Duration</th>
<th>Equipment</th>
<th>Capacity</th>
<th>Frequency</th>
<th>Capa/Freq</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR-2702</td>
<td>TR</td>
<td>SI</td>
<td>MTWTFSS</td>
<td>14:00</td>
<td>17:40</td>
<td>03h40</td>
<td>AIRBUS A320-200</td>
<td>1260</td>
<td>7</td>
<td>180</td>
</tr>
</tbody>
</table>
Track all schedule Changes over a Period
Key Performance Indicators
Evaluate any airline / airport performance YoY

### D&D Market Outlook

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Passengers</td>
<td>222,590</td>
<td>204,016</td>
<td>-8.2%</td>
</tr>
<tr>
<td>Average Daily Passengers</td>
<td>2.44k</td>
<td>2.28k</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Total Revenue (EUR)</td>
<td>50,064</td>
<td>40,644</td>
<td>-18.8%</td>
</tr>
<tr>
<td>Average Revenue / Pax (EUR)</td>
<td>225.29k</td>
<td>199.78k</td>
<td>-11.6%</td>
</tr>
</tbody>
</table>

### Key Market Overview

- Traffic Split per Airport
- Market Share per Airline:
  - U
  - OZ
  - TR
  - K

Average Distance (GCD): 9224 km
Evaluate any airline / airport performance YoY

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>ASK</th>
<th>RPK</th>
<th>Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>760.79M</td>
<td>599.16M</td>
<td>0.002</td>
</tr>
<tr>
<td></td>
<td>657.78M</td>
<td>537.88M</td>
<td>0.008</td>
</tr>
<tr>
<td></td>
<td>+11.7%</td>
<td>-1.9%</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

| Load factor                     | 77.44 %      | 77.16 %      | -10.4%  |
| RASK                            | 0.545        | 0.464        | -11.3%  |

<table>
<thead>
<tr>
<th>KEY MARKET OVERVIEW</th>
<th>Market share per airline</th>
<th>Capacity share per airline</th>
</tr>
</thead>
</table>

Average daily passengers: 2.43k vs 2.34k, up 6.5%
Average daily revenue (EUR): 459.1k vs 422.9k, up 4.4%
Average distance (GCD): 2475 km
And Many Other Features

Today…

and Tomorrow!