

A photograph of three business professionals in a meeting. A woman with curly hair stands in the center, pointing at a laptop screen. A man sits to her left, looking at the screen. Another man sits to her right, smiling and pointing towards the laptop. They are in a bright, modern office setting with coffee cups on the table.

The knowledge to drive business growth and extend your competitive advantage

As a travel agent, you understand your own business but are often not aware of your performance with respect to the overall market and your competitors.

You may not appreciate your real position in the market as you don't have access to comprehensive analytics that are easy to understand and simple to compare.

Not being aware of your position in the market could leave you at risk of being overtaken by your competitors, losing valuable customers or experiencing declining revenues.

To address these challenges, Travelport Competitive Insights gives you the information and knowledge you need to truly understand the extent of your market share of global and domestic air bookings plus much more.

Within one easy-to-view portal, you can see the powerful analytics available on your passengers, your partners and your competitors.

These insights enable you to focus on business areas that can help you to achieve new levels of performance.

Travelport Competitive Insights capture historic and current passenger bookings, helping you shape the future direction of your travel agency.

Drive performance and extend competitive advantage:

- Capitalize on new business growth opportunities based on competitive comparisons
- Ensure marketing budgets are spent on the right destinations at the right time
- Negotiate more effective contracts with suppliers
- Gain insights around customer and market preferences
- Validate your agency's market performance against the competition

It's easy to sign up!

Travelport Competitive Insights is a web-based portal solution, which can be accessed online anywhere and anytime.

All you need is your IATA number and credit card to begin accessing the data.

Essential insights to drive business growth



Targeted supplier negotiation

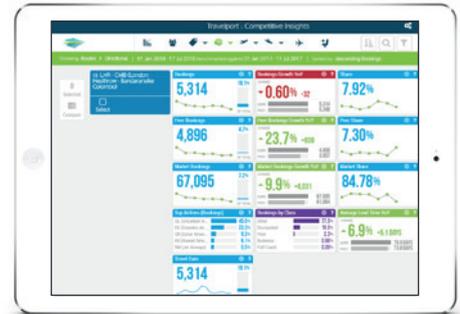
Allowing you to renegotiate with airlines by leveraging insights, such as:

- Pinpoint your business growth compared to your competitors by point of sale and airline
- Seeing the true value of substantial market share by airline
- Routes with an airline where there is potential for renegotiation
- Evaluate opportunities to move share of wallet market share to different airlines

Performance by route or destination

Allowing you to ascertain different levels of performance, including:

- Identify destination, route or airline where you are not performing as expected
- The ability to filter on specific metrics and gauge performance levels by routes and airlines
- Reviewing route deals
- Validation of pricing policies and marketing strategies



Competitor insights

Providing you with competitor-level data, such as:

- Identify how you compare to your peers' main target areas
- Pinpoint destinations that you want to focus on for business growth
- See the most popular destinations in your points of sale
- Leverage data to boost your market share

Global industry breakdown

This market level view allows you to:

- Drill into any point of sale country to identify how to penetrate a new market
- View target destination countries to highlight key routes and airlines



Alert Name	Alert Type	Alert Status
Alert 1	Alert Type 1	Alert Status 1
Alert 2	Alert Type 2	Alert Status 2
Alert 3	Alert Type 3	Alert Status 3
Alert 4	Alert Type 4	Alert Status 4
Alert 5	Alert Type 5	Alert Status 5
Alert 6	Alert Type 6	Alert Status 6
Alert 7	Alert Type 7	Alert Status 7
Alert 8	Alert Type 8	Alert Status 8
Alert 9	Alert Type 9	Alert Status 9
Alert 10	Alert Type 10	Alert Status 10

Alerts

Be notified with periodical updates and instant notification alerts:

- Register for pre-defined reports - weekly or monthly - outlining routes, airlines and destination opportunities
- Create instant trigger alerts based on certain criteria being met on areas of interest
- Identify opportunities based on your own performance or by competitor data

To better understand your position in the market today, visit ci.travelport.com or contact your Travelport account manager to learn more.

