

Market Sizes and Fares

Overview

- Market size and fare data are a critical part of the forecast
 - Market Sizes: industry Origin and Destination (O&D) Passengers per Day Each Way (PDEW) by Point-Of-Origin (POO)
 - Fares: O&D fares by carrier and POO
- Sources include DBIB, T100, MIDT and internal data (discussed later)
- Macro economic projections are used for future forecast period
- Files are created monthly
 - Months are combined to create seasonal or annual period

Create Multiple Fares

- Create low, and high fare levels and corresponding passenger levels by O&D POO
 - Data source for all carriers will be DB1B
- Apply these levels to the Average Fares and Average Market Sizes generated during input creations
 - Maintains all assumptions of economic growth and passenger stimulation used in creating traditional market sizes and fares
- Using low and high fare values allows forecast to be more selective during spill and recapture process

Data Sources

- Market Size
 - DB1B O&D traffic Department of Transportation (DOT) 10% ticket sample for US based carriers
 - T100 (DOT US and Foreign carrier reported nonstop traffic)
 - Internal
 - Marketing Information Data Transfer (MIDT) Travel agent booking from Global Distribution Systems (GDS) like Sabre, Amadeus
- Industry fares
 - DOT DB1B O&D revenue
 - Internal
- It is imperative that the raw data is “cleansed”. This can be done internally or acquiring the data from a third party who specializes in this work.