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arccorp.com/ds/marketlocator

Helping airport professionals understand passenger traffic trends

ARC's Market Locator tool offers insight into U.S. air passenger travel purchases and behavior to identify opportunities to build consumer loyalty and improve air service development efforts.

How can I use Market Locator to identify my relevant markets?

Pinpoint passenger location
Determine the best place to focus development efforts by identifying the actual location of air travelers in the United States, down to the zip code level. See where the highest volume of passengers are originating from—not just the point of sale location—to identify opportunities for growth.

Improve market operations
Use Market Locator data during supplier conversations to endorse the addition of new routes or route frequencies. Identify local need as well as leakage and diversion trends to bring new carriers and more service to your market.

Uncover air purchase trends
Analyze purchasing trends at the customer level to better understand your market and the relationship between purchaser location and travel behavior, with filter options, including origin and destination, class of service, trip type and marketing carrier.

Make proactive business decisions
Use forward-looking ticketing data to make business decisions based on advance travel trends. Filter results based on airport pair, city market, any destination or origin on a ticketed itinerary to understand seasonality of markets.

Understand travel trends based on consumer location

With Global Agency Pro, you can drill down to the zip code level for better insights into traveler booking trends. Pinpoint where the highest volume resides and how their travel patterns are changing year over year.

ORIGIN: NEW YORK CITY
AIRPORTS: LGA, EWR, JFK
TRAVEL IN Q1 2016

ZIP CODE: 10023
NEW YORK, NY

Population:
63,741

Avg. Household Income:
$105,260

Y/Y % Change Tickets:
-0.23%

Y/Y % Change Premium Tickets:
0.12%

Y/Y % Change Economy Tickets:
-0.35%

Top 3 O&D Trips:
LGA-MIA, JFK-LAX, JFK-SFO

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$88 Billion
ANNUAL SETTLED TRANSACTIONS

3,300
AIRPORTS

2.2 Billion
PASSENGER FLIGHT SEGMENTS

360
AIRLINES

High-quality data at your fingertips

Intuitive Dashboards
Easily analyze point-of-sale and travel behavior data through interactive graphs and mapping as well as export options for reporting.

Comprehensive search
Query the data in endless ways to get the specific answers you need and reveal new consumer insights around marketing carrier, purchaser location and more.

Daily updates
Access up to two years' worth of historical airline ticketing data plus up to twelve months of purchased tickets not yet flown.

Geographic analysis
Analyze passenger trends down to the zip code level, measure by carrier and compare results against competing airport locations.

"The timeliness of the data in Market Locator is a real differentiator. Within days of an announced downgrade in air service by a carrier at a competing airport, I was able to gauge the potential impact by examining passenger behavior."

Sherry Wallace
ROANOKE REGIONAL AIRPORT (ROA)

Better understand consumer purchase trends today.

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The Airlines Reporting Corporation (ARC) is the premier driver of air travel intelligence and commerce in the air travel industry with leading business solutions, travel agency accreditation services, process and financial management tools and high-quality data. In 2015, ARC settled $88.3 billion worth of carrier ticket transactions for more than 9,400 travel agencies with 13,000 points of sale. Established in 1984, ARC is headquartered in Arlington, Virginia, with offices in Louisville, Kentucky, Tampa, Florida, and San Juan, Puerto Rico. For more information, please visit www.arccorp.com.