

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

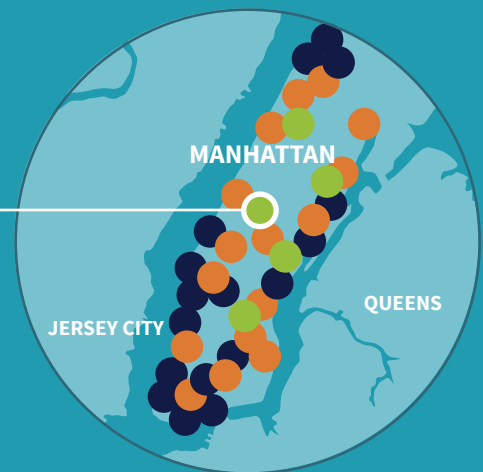
Avg. Household Income:
\$105,260

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



30 4,996
Ticket count by zip code

\$88 Billion

ANNUAL SETTLED
TRANSACTIONS

3,300

AIRPORTS

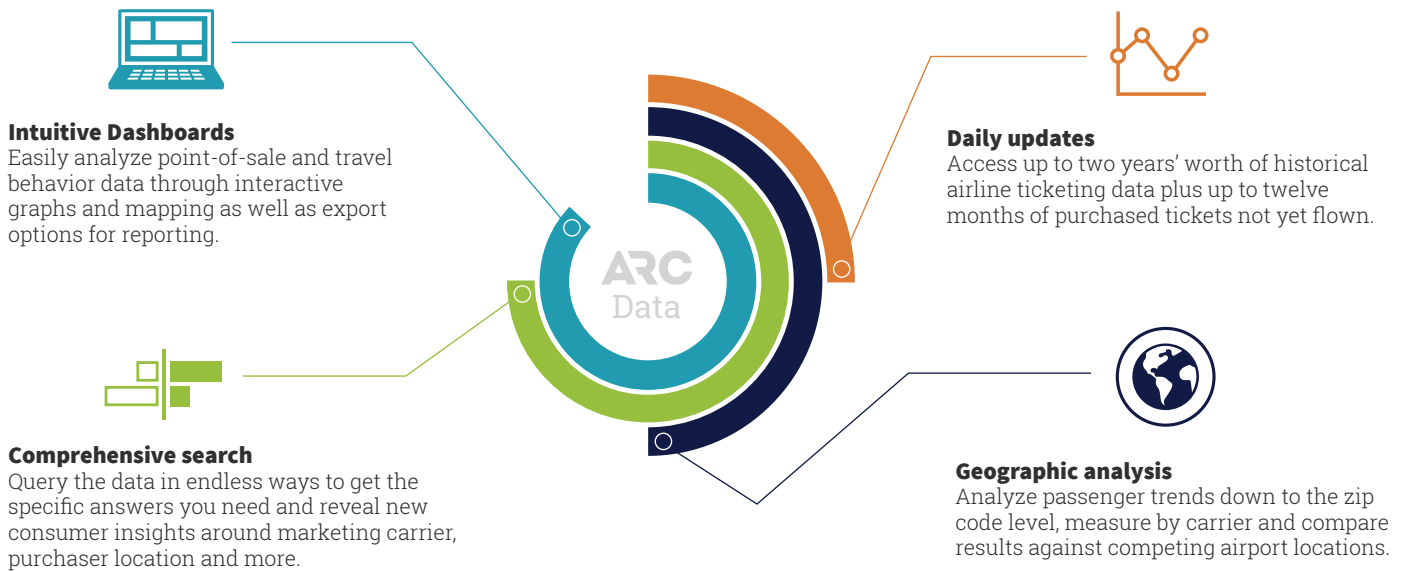
2.2 Billion

PASSENGER FLIGHT
SEGMENTS

360

AIRLINES

High-quality data at your fingertips



“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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arccorp.com/ds/marketlocator



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.