FlightGlobal
Incorporating d!io

Diio Mi's FM Fares and Market Sizes

What is FM?

Ticket intelligence based on nearly a billion settlements each year.

Diio Mi's standard feature set includes U.S. passenger traffic data made available to the domestic market by the U.S. Department of Transportation (DOT). But DOT lag time can make airport marketing and air service development particularly challenging.

Diio Mi **FMd** domestic fare and market size data, based on ticket settlement data from **ARC** and **IATA** allows users to get estimates of traffic for U.S. domestic routes much more quickly than is possible with DOT data.

Data is available monthly, not quarterly, and is delivered 45 days after the close of the month. Need details by cabin booked? **FMd** also includes class of service breakout.

What is FM?

FM delivers the actual fares passengers paid—rather than fare estimates based on less reliable booking data. FM combines actual ticket data from travel agencies worldwide to estimate the number of passengers who travel point to point around the globe.

By aggregating ticket sale data from 30 global distribution systems, including those in the U.S., FM builds confidence as you calculate market sizes with unmatched precision.

Three FM options are available to Diio Mi airport subscribers:

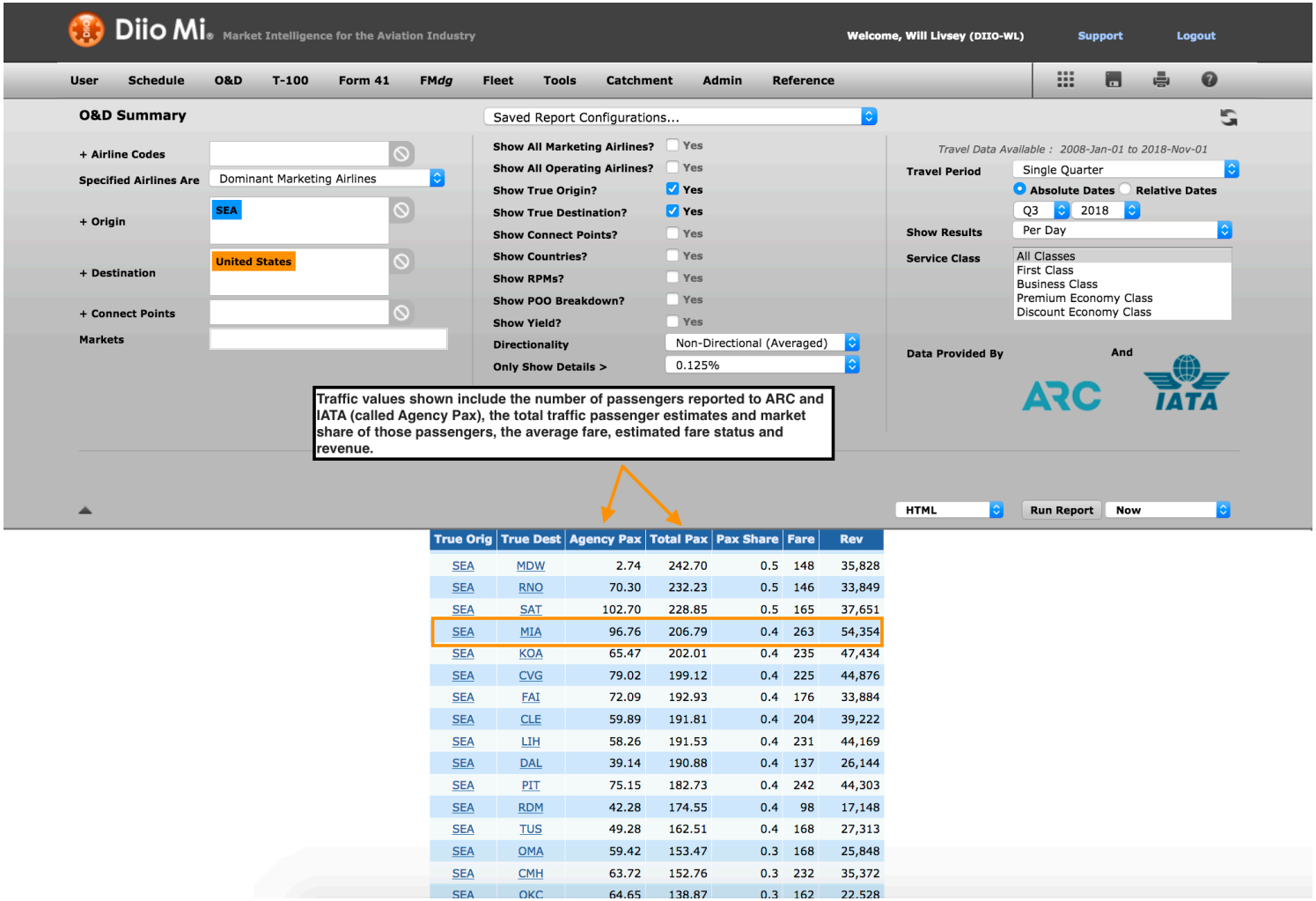
FMd Domestic: Developed for U.S. airports to look at domestic traffic

FMg Global: Developed for airports in Canada and airports and DMOs in the Caribbean

FMi International: Developed for U.S. airports and DMOs focused on U.S. to international markets

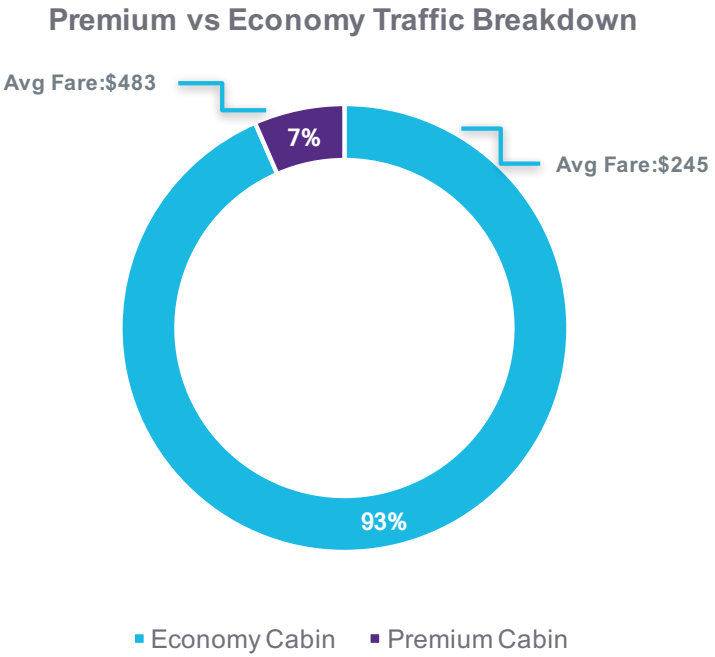
How do I use booking and ticketing data?

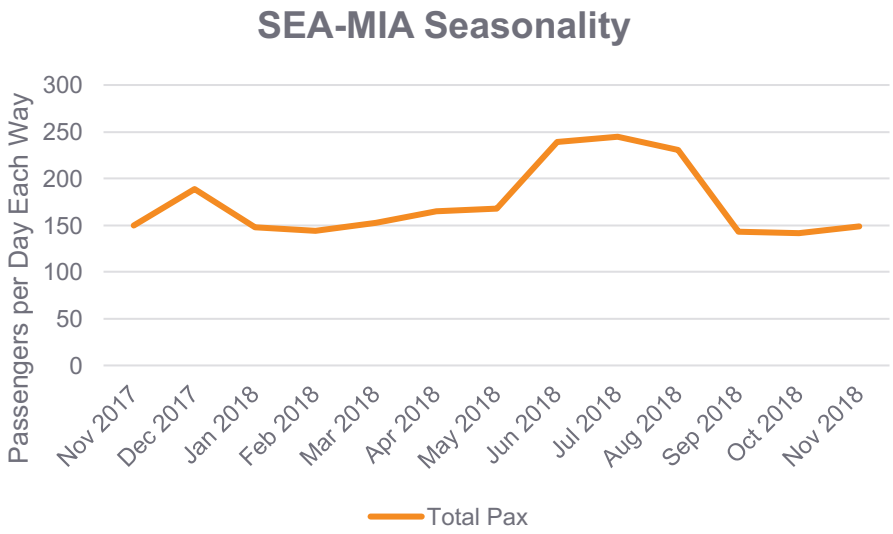
Using FM in Diio Mi



True Orig	True Dest	Agency Pax	Total Pax	Pax Share	Fare	Rev
SEA	MDW	2.74	242.70	0.5	148	35,828
SEA	RNO	70.30	232.23	0.5	146	33,849
SEA	SAT	102.70	228.85	0.5	165	37,651
SEA	MIA	96.76	206.79	0.4	263	54,354
SEA	KOA	65.47	202.01	0.4	235	47,434
SEA	CVG	79.02	199.12	0.4	225	44,876
SEA	FAI	72.09	192.93	0.4	176	33,884
SEA	CLE	59.89	191.81	0.4	204	39,222
SEA	LIH	58.26	191.53	0.4	231	44,169
SEA	DAL	39.14	190.88	0.4	137	26,144
SEA	PIT	75.15	182.73	0.4	242	44,303
SEA	RDM	42.28	174.55	0.4	98	17,148
SEA	TUS	49.28	162.51	0.4	168	27,313
SEA	OMA	59.42	153.47	0.3	168	25,848
SEA	CMH	63.72	152.76	0.3	232	35,372
SEA	OKC	64.65	138.87	0.3	162	22,528

Examples of ticket data analysis using FM





Premium traffic is attractive to airlines – FM ticketing data allows you to analyze traffic by service class

Monthly historical passenger trends give insight to traffic growth and traffic seasonality