

# Reaching out to new markets during COVID times

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## The challenge

Airlines were facing financial challenges, reducing non-essential spend

## The opportunity

New sectors were now seeking air travel data

- Medical research institutions
- Consultancies
- Tourism boards



**Air travel  
data for the  
fight against  
COVID-19**



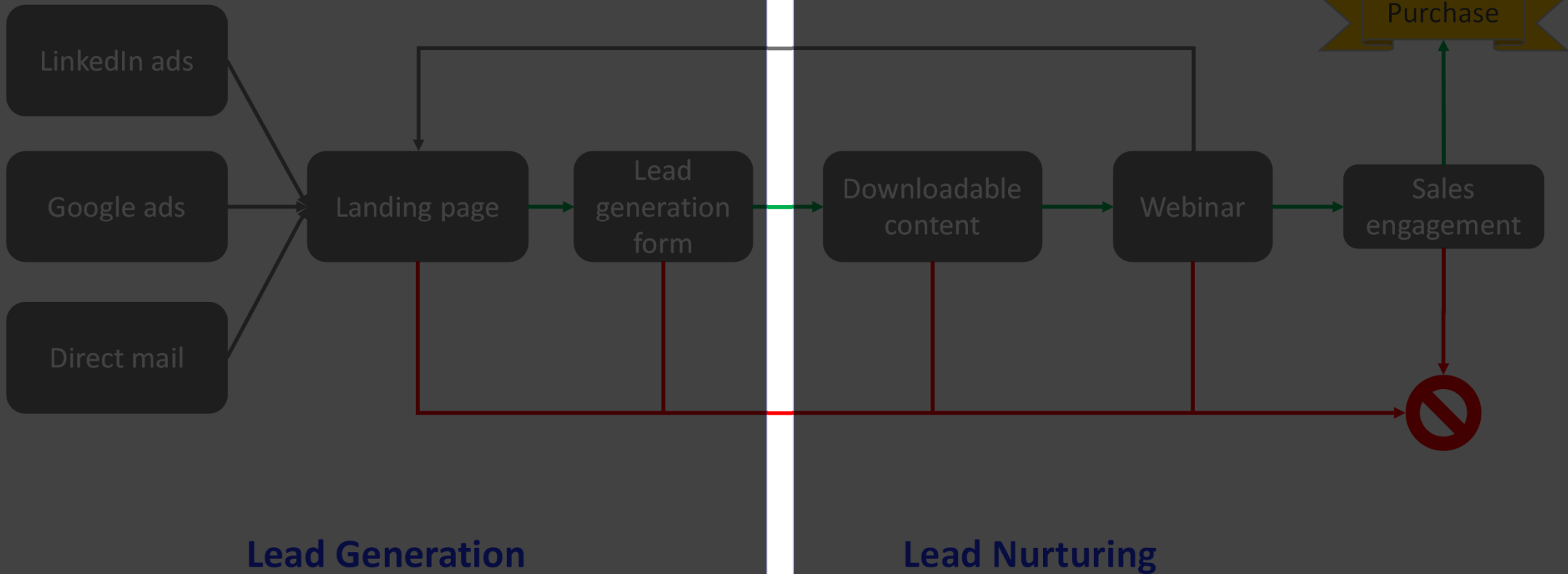
**Granular  
air traffic  
data for  
economic  
analysis**



**Air travel data  
to monitor the  
impact of  
COVID-19 on  
tourism**



# The campaign funnel





**Granular air traffic data for economic analysis**



Lead generation creatives



International Air Transport Association (IATA)

513,342 followers

1yr • Edited •

To fight the spread of the virus you need an accurate picture of passenger movements around the world. IATA's comprehensive data helps you understand passengers' origin, destination, and connecting points. <https://bit.ly/3aM61d3>



International Air Transport Association (IATA)

513,342 followers

1yr • Edited •

For industry analysis and modeling, IATA's air traffic data lets you drill down deeper. City-pair traffic, fares and more. <https://bit.ly/3aM61d3>



# Granular air traffic data for economic analysis

IATA's air travel data highlights global mobility patterns

qo.updates.iata.org • 1 min read

IATA Air Passenger Flow Data | True Origin & Destination | Route Segments & Point of Sale

[www.iata.org/MarketIS](http://www.iata.org/MarketIS)

Monitor air pax flows with accuracy and confidence. Our BSP source includes tickets, issued by more than 80,000 travel agents, 400 airlines and 29 Global Distribution Systems 80+ Training Centers. In-company training 60+

IATA Air Passenger Flow Data | COVID-19 impact on volume

[www.iata.org/MarketIS](http://www.iata.org/MarketIS)

Interested in tracking travel volume from various ports of call to your destination? Analyze and monitor passenger flows with accuracy and confidence

Global Origin & Destination | Global O&D to track COVID-19

[www.iata.org/MarketIS](http://www.iata.org/MarketIS)

issued by more than 80,000 travel agents, 400 airlines and 29 Global Distribution Systems. Interested in tracking travel volume from various ports of call to your destination?



[Share this email](#)

## During the COVID-19 pandemic, base your insights on real travel data



Our insights are only as good as the information we base them on. During the COVID-19 pandemic, base your insights on real travel data.

When it comes to understanding people's global mobility patterns or market dynamics, you need reliable air travel statistics. IATA can provide you just this.

We use actual ticketed data, reported by the world's airlines, to give you an accurate reflection of global air passenger flows. Geographically limited solutions, or statistics based merely on bookings, don't give you accurate figures with which to work, meaning your conclusions could be misguided.

IATA is the number-one global source for precise answers to your questions, and the ability to analyze and monitor passenger flows, and reach sound conclusions.

See some examples of IATA data and what it can do for you.

[SEE EXAMPLES](#)



Questions? [Contact us](#)



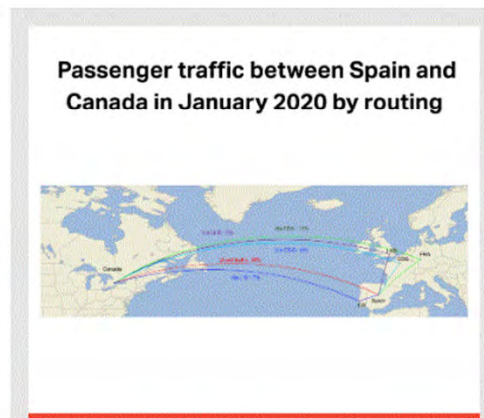
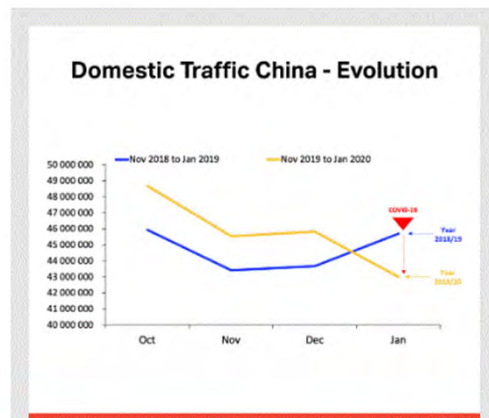
# IATA'S AIR TRAVEL DATA HIGHLIGHTS GLOBAL MOBILITY PATTERNS

We are your trusted partner for data and information on air travel and global passenger flows

## Base your insights on actual ticketed data

Our insights are only as good as the information we base them on. When it comes to researching and understanding the mobility patterns of individuals and communities, you need reliable air travel statistics that provide you with a complete, accurate picture of passenger movements around the world, market dynamics, and performance of the airline industry.

We use actual ticketed data, reported by the world's airlines, to give you an accurate reflection of global air passenger flows.



## Learn more

To be contacted by an IATA expert please complete this brief form

First Name

Last Name

Business Email

Company

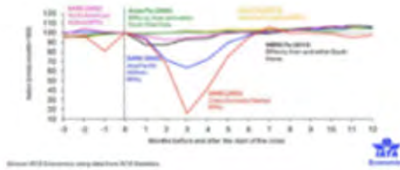
Job Title

Country

Any specific data you are interested in?



## Impact of past disease outbreaks on aviation



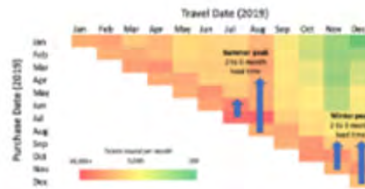
Click to enlarge ↗

## Impact of past disease outbreaks on aviation

Previous disease outbreaks have peaked after 1-3 months and recovered pre outbreak levels in 6-7 months.

[To see actual data, leave your details](#)

## Point-of-sale ticketing data for travel from Italy to US



Click to enlarge ↗

## How fast can source markets recover?

2019 trends suggest that the winter travel season for the specific market pair Italy / US can recover to pre-crisis levels if travel restrictions are removed by August.

[To see actual data, leave your details](#)

## See the data

To receive samples of actual data please complete this form

First Name \*

Last Name \*

Business Email \*

Phone

Company \*

Job Title \*

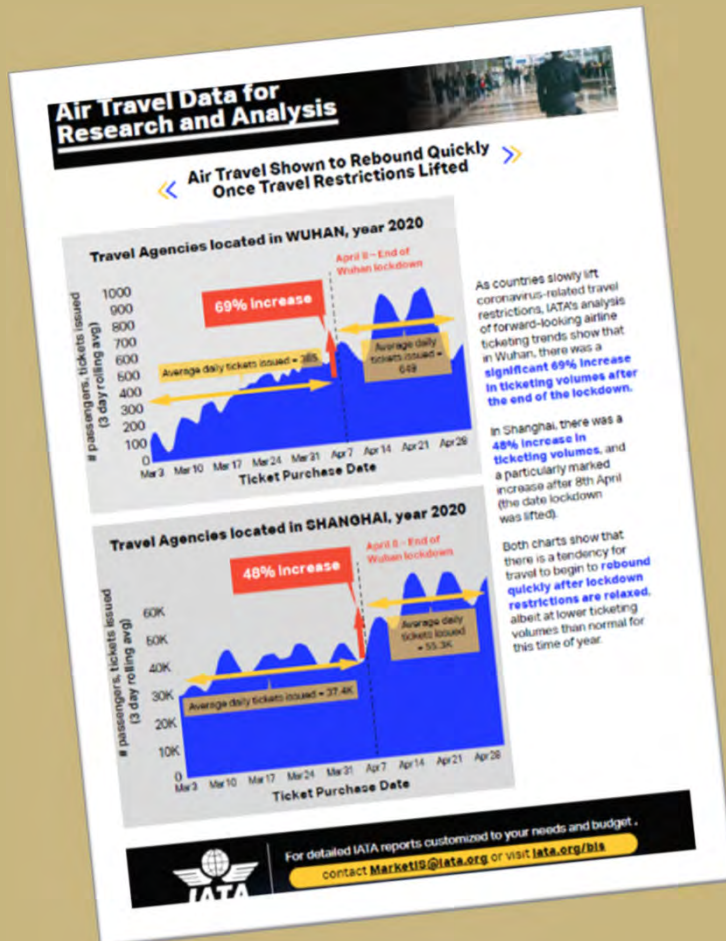
Country \*

Any specific data you are interested in? \*

SUBMIT

[See the Landing Page](#)

# Lead nurturing content

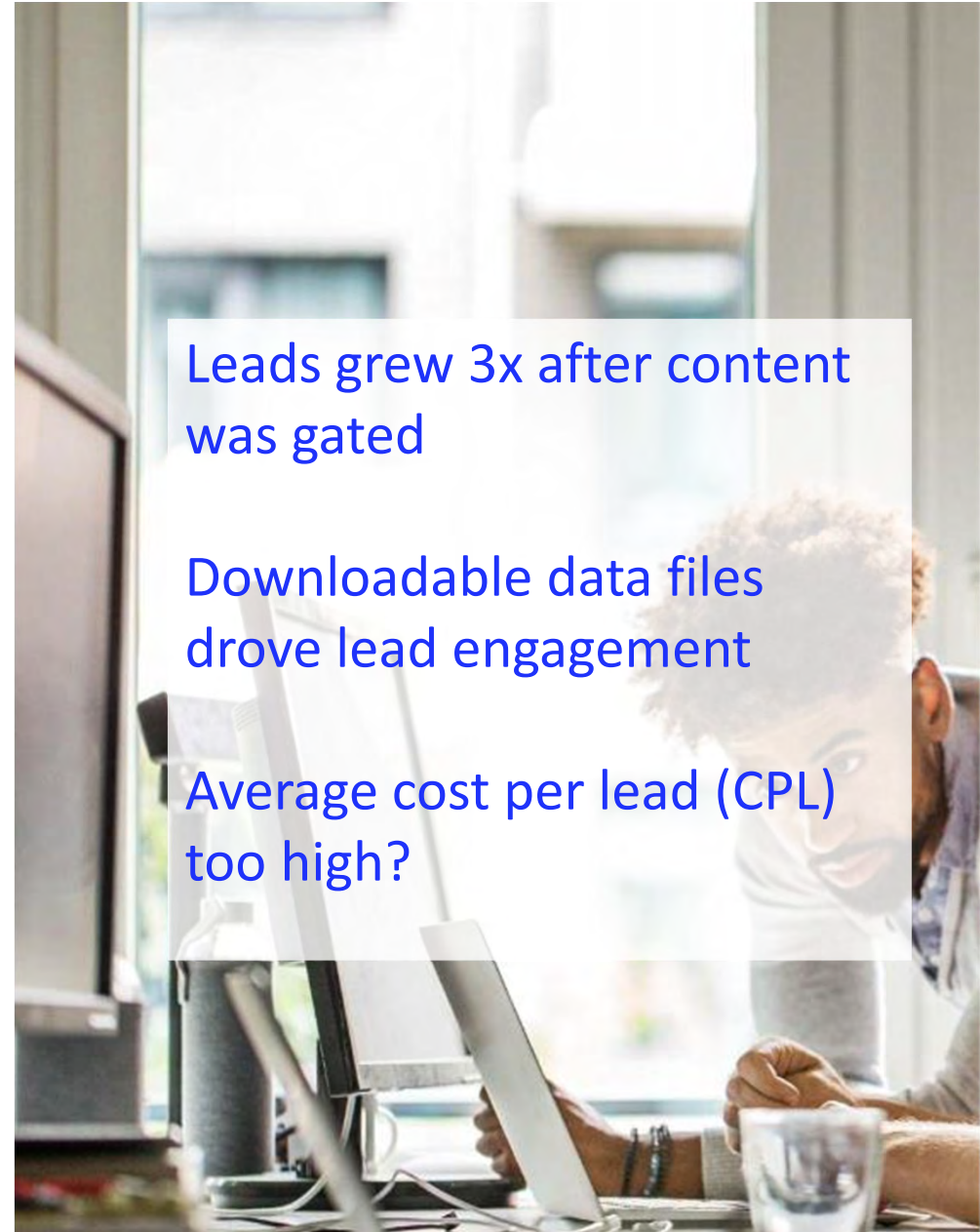
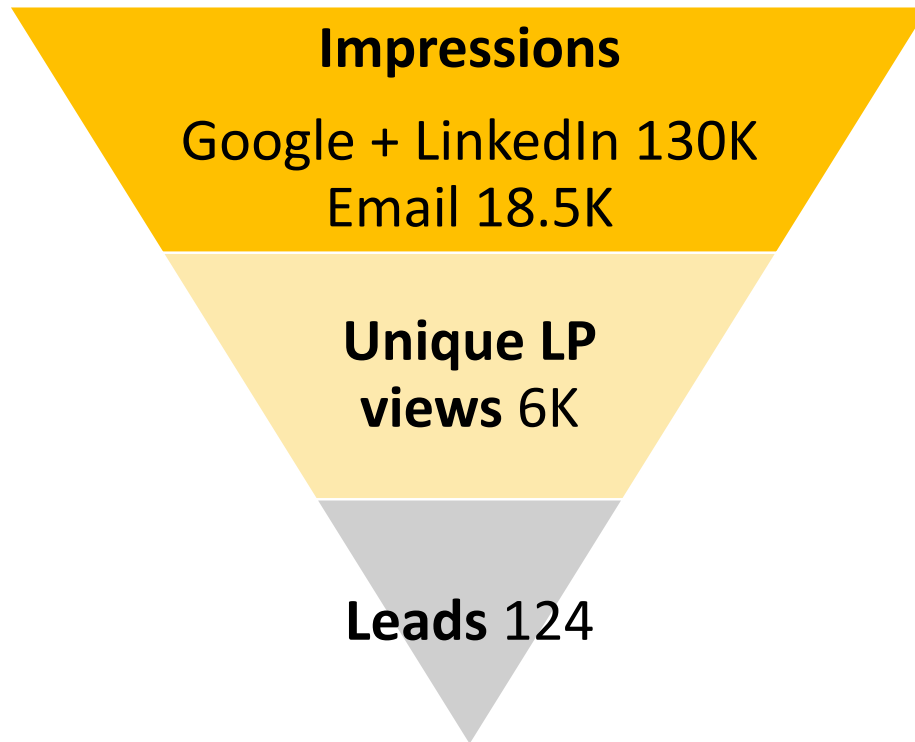


IATA WEBINAR

The power of Data in times of Crisis



# The results (Apr-Jun 2020)



Leads grew 3x after content was gated

Downloadable data files drove lead engagement

Average cost per lead (CPL) too high?

# Lead analysis

Leads 124

Low Quality  
25

Medium quality  
16

High quality 83

Addressable  
need 14

Non-  
address  
s 2

Non-  
addressable  
11

Addressable need 72

Contact  
ed 44

Respon  
ded 7

Lost 12

Not  
contact  
ed 7

Cont  
acte  
d 6

Responded  
3

Lost 3

Not  
contacted  
2



# Thank you!



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[www.linkedin.com/in/julie-bertolus](http://www.linkedin.com/in/julie-bertolus)

# The webinar funnel

