

OAG data User Group's success continues in Vancouver

As part of our commitment to proactively interface with our customers, OAG data held our most recent User Group at the 112th Schedules Conference in Vancouver. This was supported by over 45 airline and industry conference delegates, taking our attendees of user groups to over 170 in the past 9 months.

Feedback and input at all of the user groups has been excellent. Much of our recent development activity has been driven by the comments and opinions provided and highlights of this development include:

- Launch of the OAG Codeshare Discrepancy Alert Service
- Launch of new downloadable timetable solutions
- Greater focus on re-engineering and simplifying the print timetable production process
- Launch of an enhanced flight status distribution platform to reduce industry costs
- Enhanced schedules SSM submission for airline applications
- Improving the OAG data website to provide more practical and valuable information for customers and suppliers



Duncan Alexander, OAG data and Colette Bagnall, Ryanair on the exhibition booth at IATA Vancouver

At the latest user group information provided included, how to enhance market intelligence information by using OAG Max, customer service improvements as a result of accessing and communicating flight status, cost reduction possibilities through improved codeshare accuracy and the next generation of customer downloadable timetables. Once again we had some extremely useful feedback which was also supplemented by the great response received at our conference booth.

OAG data will be holding further user groups later this year. If you would like information on the next event or would like a copy of the last presentation given at Vancouver please e-mail our customer support team at dataservices@oag.com

In the last edition of OAG data News I talked about how we were making great efforts to improve our two-way communication with our customer's and colleagues throughout the industry. I hope you will therefore enjoy this particular issue as it really couldn't have been written without the feedback from our customers worldwide.

Our focus in this issue is on case studies to highlight the success of key partnerships throughout the industry. These include:

- Unique Zurich Airport using print, PDF and Internet Timetables
- Boeing taking more OAG Market Intelligence
- Bristol and Manchester Airports using our Internet Timetable service
- DOME offering it members OAG Market Intelligence solutions
- Finnair and Aeroflot benefiting from the Codeshare Audit and Alert service

In future editions we plan to bring you more case study examples to provide an insight into how more customers are benefiting from other OAG data solutions.

Also in this issue we put the spotlight on market trends in the light of recent global events. After showing some recovery following the tragedy of 9/11, confidence and traffic started to build only to be tested once more following the Iraq conflict and the SARS virus. OAG data has been tracking the effect that both of these occurrences have had on schedules. A summary of the findings are included inside.

Once again the IATA Scheduling Conference, most recently held in Vancouver, was an excellent opportunity for the OAG data team to learn more about your experiences and needs. It was great to meet everyone who came along to our User Group and exhibition booth. I have always believed that the best

way to learn is to meet customers and the wider industry face to face and Vancouver proved to be just that.

I look forward to meeting more of you at similar events in the future.



Duncan Alexander,
Managing Director, OAG data

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A Unique Solution for Uniqueairport.com

UNIQUE The hub of Zurich is one of Europe's most important intercontinental airports. In fact in terms of passengers, Zurich is the tenth largest airport in Europe, served by over 130 airlines who offer passengers an attractive network of flights to more than 80 different countries.

The screenshot shows a web interface for Unique Zurich Airport. It features a navigation menu on the left with options like 'Home', 'About Us', 'Flights', 'Services', and 'Contact Us'. The main content area displays a flight schedule for the month of July 2008. The table includes columns for flight number, airline, departure time, arrival time, and destination. The destinations listed include New York, Boston, London, Frankfurt, and others. The interface is clean and professional, with a green and white color scheme.

In April of 2003 a key step in the airport's successful development was taken. To ensure that the airport remained firmly focused on the needs of all its customers, the former airport authority that had operated Zurich airport for more than 50 years was turned into a public limited company. That was quite an event. So much so that there was need to create a new name for the new airport company: Unique Zurich Airport.

Unique is the biggest Swiss airport operator, enhancing Zurich Airport and the region it serves but with the aim of working with airports and regions elsewhere in the world that can benefit from Unique's years of expertise and experience.

To meet Unique's vision of being a leading global airport company the management team approached OAG to produce new online and print timetable solutions which would market and communicate their services as effectively as possible.

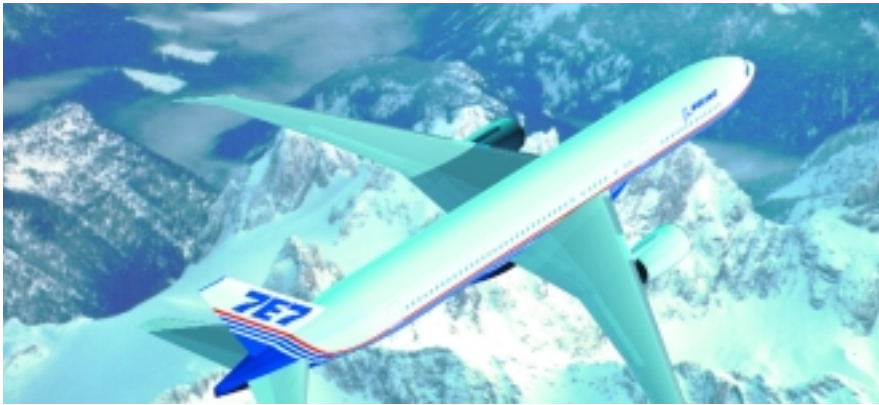
Timescales were extremely short and there was a crucial need to reflect the new values and vision of Unique Zurich Airport.

The key requirement of Unique was for OAG to supply a comprehensive solution to market the services and reflect the new image of the airport. This was to include a timetable of all scheduled flights reflecting the most up to date information that could be accessed by customers via the www.uniqueairport.com website, a timetable that could be downloaded from the website and a print timetable for wider distribution.

Nicole Strauss of Unique said *"The downloadable timetable in PDF format is a very good product and many travel agencies are "discovering" it as well as asking for a delivery of the print timetables which they are sending to their clients. We also hand the print timetable out at all information desks in the airport as well as to customers who call and ask for information. In terms of communicating our services to meet each of our customer's requirements we have achieved our targets by working with OAG."*

The Internet timetable needed to reflect the exceptionally high quality and accuracy of the leading Swiss airport operator. A key feature which Unique loved was the fact that the OAG Internet timetable was updated daily. Martin Vetesnik simply described the solutions as *"It's really a great service! Daily updating is a real winner. We pride ourselves on our expertise and the 24 refresh of the OAG flight information ensured this expertise is not questioned when it comes to providing accurate flight information."*





As the air transport industry continues to change reflecting a world of alliances and rapidly shifting markets, Boeing Commercial Airplanes along with many other Industry players are always looking for ways to maintain commercial advantage and leadership.

Boeing makes use of OAG data's Market Intelligence Assets

Focusing on customers and the dynamic, complex air travel marketplace is critical to deliver comprehensive products and services which take on these evolving industry challenges. Boeing Commercial is not simply about delivering airplanes but about providing benefits in other ways such as helping customers generate more revenue flying hours, adding value to the airplane life cycle, and enhancing overall aviation safety.

To do this they have to understand the market inside out and one of the partners they work with to provide them with market intelligence is OAG. The relationship between the two companies goes back over thirty years during which Boeing have been receiving comprehensive schedules and Industry code data.

Earlier this year, Boeing identified an additional need within their commercial aerospace and analysis departments to have quick, easy access to intelligence that provided a week over week, month over month or year over year comparison of jet services worldwide. OAG data was able to provide the exact solution Boeing needed.



The solution was clearly a winner as, in addition to the original staff using the information, the President and CEO of Boeing Commercial Airplanes, Alan Mulally, also receives the reports on a weekly basis.

Roger A. Parker, Chief of Technology, Boeing Commercial Airplane Marketing, outlines his reasons for using OAG Market Intelligence. *"It was an absolute necessity that the data content be as accurate and comprehensive as possible, as we wanted a worldwide overview – if information was lacking from one particular region that simply wasn't what we needed"* he continues *"Our relationship with OAG certainly gave us the confidence in knowing that these two requirements were never in doubt. What did surprise us was the speed of turnaround from specifying what we actually needed to the first delivery. It seemed as though as soon as we had finalised this the data started arriving."*

OAG data has a number of Market Intelligence solutions to assist the Industry with its analytical and research needs. With access to the historic and planned schedules of over 900 passenger and cargo airlines we are able to supply unprecedented analysis solutions to help improve market knowledge and activity. The service that was most suited to Boeing's needs was OAG Max Bureau, a flexible service which provides a simple, cost effective method of requesting analytical data. A request for information can be e-mailed or faxed to our team of data specialists. A response to each request will be made within 24 hours and the delivery of the final completed analysis will be made following individual discussion with each customer as to exact requirements.

"It was clear to us that the fact that OAG has extremely skilled staff with extensive analytical skills and schedules knowledge was going to make our lives easier." explained Parker, *"We simply did not have the internal staff available to look at this problem. However any concerns about data or industry knowledge disappeared once we started speaking to OAG's market intelligence team who understood what we needed straight away, freeing up our own staff time for other critical planning tasks. They have simply exceeded any service levels we would have expected from any of our information suppliers."*

Max Bureau provides a very individual service for every customer. But for other analytical needs other OAG solutions include:

OAG MAX: a CD Rom analysis tool which provides schedules data for the next 12 months delivering vital market statistics, summaries on key industry facts.

OAG MAX Historical: a CD Rom solution with all the features of MAX but also integrates 12 months forward and 12 months historical data.

OAG MAX Historical Plus: all the intelligence and features of OAG Max Historical with the added benefit of being able to purchase additional historical information dating back to 1996.

OAG data Supply: OAG supplies a range of schedules and related data eg. MCT, Industry Codes, Daylight Savings Time information in both print and electronic formats.

For more information regarding OAG Market Intelligence please contact your account manager or our Customer support team at dataservices@oag.com

Conventions and Meetings Industry Partners with OAG



At the recent EIBTM show in Geneva, Switzerland, Gary Grimmer, Chairman of DOME (Data on Meetings and Events) announced that it will partner with OAG data to provide comprehensive airline information to professionals in the meetings industry. DOME is a private, international, research foundation, headquartered in Washington, DC whose mission is to improve the quality and accessibility of global research and data on the world's convention and meetings industry.

DOME and OAG will be offering specific research solutions that will help convention bureaus and destination service companies to attract conventions and secure airline support for bids and official carrier arrangements. As a result of the partnership it will be the first time that Convention and Visitors Bureaus, Meeting Planners and other meetings industry professionals will have access to such comprehensive reports catering to their specific needs.

The solutions also have an added benefit for airlines as they will assist them in anticipating market shares and volumes of business associated with specific conventions.

Research has shown that air access is one of the most important considerations when decision makers choose a destination for a meeting. One solution that will therefore help is the Airport Service report which

details air services into a given airport in terms of carriers, international and domestic non-stop and direct flights, daily seats, weekly seats and flying times. This report will help destinations to differentiate themselves, and in turn allow meeting planners to evaluate choices, in terms of the quality of the air access to a given community. It is anticipated that bureaus and convention centres will use the resulting information for competition analysis and within their promotional materials and bid documents.

For more sophisticated analysis, DOME and OAG will also be offering a Convention Air Service report. In this report, information about the originating points of the anticipated delegates is provided to DOME and DOME evaluates and rates a given airport in terms of how well its flight service levels will cater to those delegates.

Another solution is a Carrier Impact Forecast. This report again takes information about delegate originating points and provides information about likely air demand in terms of carriers and routes. This can be used by airlines and destination promoters to evaluate the potential benefits of providing bid support, sponsorship or official carrier arrangements to specific conventions.

"We think this report is particularly powerful." Grimmer said, "If Melbourne is up against another city for a specific bid, and we are able to show Qantas that it will get four times more business if it comes to Melbourne than if it goes to the other city, I think Qantas is much more likely to get involved early as a marketing and sponsorship partner. The other joy is that once the convention comes to Melbourne, we can then use the DOME Measurement System to quantify the actual results. For airlines, being able to forecast business from a specific convention, and then measure their actual pick up, significantly changes the whole game. It provides a meaningful basis for cooperation, which helps the destination, the delegates, the meeting planners and the airlines."

Grimmer, who is also the CEO Melbourne Convention and Visitors Bureau continues, *"We are delighted we could partner with OAG to provide the data needed for a more strategic approach to the bidding process. Through this partnership the organizations within the meetings industry will have easy access to the statistics needed to set them apart from the competition. Having OAG as a partner is helping DOME to fulfil its mission to become the meeting world's clearinghouse for useful data and research. In this instance, DOME is now providing research that was, for practical purposes, never before available to the industry."*

The service will be available from 1st August 2003. For more information contact Gary Grimmer at gary.grimmer@mcvb.com.au or Danielle Molder at dmolder@oag.com.



OAG first began looking at solutions for the rising costs and effort of managing codeshare about a year ago. Today the OAG database holds the schedules of over 900 carriers and over 300 airlines reflect some form of codeshare relationship, with certain airlines having over 30 different partners.



Codeshare proves its Value.

The ability to maintain the most up to date and accurate schedules within the industry's supply chain can be an expensive and difficult business for airlines. Add to this the task of having to maintain schedule information for flights an airline doesn't actually operate ie. the marketing flight and the work involved increases enormously.

Many airlines don't realise the problems codeshare flights can cause.

Analysis completed by OAG showed the following facts:

On average

- over 50% of flight numbers contained a codeshare indicator
- over 26% of codeshare flights contained data mismatches
- many codeshare flights contained more than one mismatch relating to time, terminal or aircraft
- the codeshare mismatches occurred in over 15% of total flights

Over the past 12 months OAG has been developing solutions to capture data mismatch, communicate this to the airlines concerned and then, if required, resolve the mismatch by offering an 'auto-correction' service. Working with a number of airlines who are actively using the various solutions has allowed us to further improve and

perfect the service to meet the airline's individual needs.

Aeroflot are using the OAG codeshare reports, which can be produced on a regular or ad-hoc basis, to analyse and compare airline partners schedule information and identify mismatches of codeshare schedule data. *"We are using the reports to develop a plan to improve the current situation of poor schedule synchronisation"* said Alexander Tsvetkov, Senior Schedules Planning Expert.

"After OAG provided the initial audit reports we were able to see very quickly where our biggest problems of synchronisation were. We were also able to take action very quickly as within a day of providing OAG with our final requirements they had delivered the first report. The reports are easy to understand and we are confident the investment we made has already paid for itself in savings made on the cost of reprocessing out of synch codeshare reservations as well as ensuring we have more accurate information distributed to our passengers."

Finnair have been using two codeshare solutions, the reports and also the codeshare alert service. Karr Cannellin describes Finnair's experience; *"We initially used the codeshare reports which were*

a great help due to the flexibility of parameters that can be applied and also OAG's willingness to listen and develop enhancements that we requested. We have a lot of problems with many codeshare partner airlines, particularly those that have only limited automated methods of updating their schedules, as communicating flight changes can be extremely difficult and correct contact details are difficult to maintain. However it is extremely important that reservation systems are kept in synch and the reports allowed us to do this very easily. In one case the information provided by the codeshare reports has identified that the existing exchange of codeshare information between us and a particular partner would be improved simply by taking this data directly from OAG. By doing this the data between us and our partner airline would be more accurate."

The new codeshare alert service is a dynamic version of the codeshare reports. OAG automatically sends an e-mail to the airline when a codeshare partner changes the details of a flight which does not then match Finnair's operating schedule. Again Finnair were impressed with the solutions flexibility as Karr explains *"The alert service enables us to pinpoint key areas of interest as, due to us having only limited internal resources available, we need to concentrate on the really urgent changes. Speed is also a great advantage as OAG's information highlighted recent changes made by a major partner airline which we would not have been aware of for at least another week."*

We are currently looking at other ways that we can use the codeshare facility and are following up on feedback provide by Karr at Finnair *"I can actually see an opportunity to expand the existing alert service to include the notification of new potential code share opportunities for key areas/markets as OAG receive schedules updates from the world's airlines everyday. This would help to pick the 'best fit' new codeshare candidates."*

If you would like more information of the various Codeshare solutions please contact our data support team at dataservices@oag.com.

New URL for OAG data web site

All the information you ever wanted to know about OAG data products and solutions, the submission and distribution of schedules and related data will now be found at the OAG data website which has a new URL address, www.oagdata.com.

This information will also remain accessible through the main OAG site, www.oag.com.


OAG data site content is being further upgraded over the next 90 days as is our exclusive data community site. This data community site content is password protected and dedicated to providing the most up to date information relating to Industry standards, news and data

analysis. You can obtain password details by contacting our customer services team at dataservices@oag.com.

If you have any feedback regarding www.oagdata.com or suggestions for additional content please contact Lynne Fraser at lfraser@oag.com

STOP PRESS

Flight Status

 **AEROMEXICO** have become the latest airline to join the OAG data Flight Status service. By providing status data Aeromexico can benefit from the wide distribution that OAG provides, giving travellers and arrangers access to real-time information for flight departures and arrivals and reducing calls, and in turn costs to Aeromexico service centres.

Like the schedules distribution service OAG data provides on behalf of 900 airlines, our Flight Status service is free of charge. If you any airline would like to find out more about supplying Flight Status data please contact our Customer support team at dataservices@oag.com

STOP PRESS



US Customer Support
Fabiola Garcia, Julianne Cali, Alison Nelson



UK Customer Support
Sara McElligott, Carolyn Burston, Debra Dias.

OAG data Customer Support Expands

At the beginning of May, OAG data added another 3 staff to its customer support team.

The support team has a very direct relationship with OAG data's customers and is the first point of contact and assistance for day to day communications. Over 90% of the queries received are resolved at this first point of contact, something we are able to do as all of the team have experience and knowledge of OAG data services and data submission.

Should a customer require more detailed assistance we can call on our team of production, data management and IT experts who will provide additional 24x7 support.

OAG data Customer Support can be contacted at dataservices@oag.com or at the following telephone and fax numbers:

UK Tel (+44) (0) 1582 695080

UK Fax (+44) (0) 1582 845665

USA Tel (+1) (630) 515 5305

Toll Free (+1) 888 589 6340 (USA and Canada only)

USA Fax (+1) (630) 515 3399

OAG Internet Timetables Take Off!

Airports around the world have been using OAG Internet timetables as part of their marketing efforts for many years. The ongoing relationships that have built up over time have allowed OAG to respond to feedback from customers to enhance the internet offering, in many cases at no additional cost.

Two UK airports that have contributed to ongoing development ideas have been Manchester International Airport and Bristol International Airport. Manchester's Internet timetable, provided by OAG first went live in November 2001 but the two companies have been working together since 1999 as OAG also provided the airport with a print timetable.



The screenshot shows a web browser window with the title 'Manchester International Airport - Timetable'. The page has a blue header and a search form with fields for 'From', 'To', 'Date', and 'Time'. Below the search form, there is a table of flight information with columns for flight number, carrier, departure time, arrival time, and status. The table contains several rows of data, including flight numbers like 100, 101, 102, etc.

Bristol Airport also have a long relationship with OAG, working together for six years, again using the printed timetable service but then also adopting the Internet option in early 2002.

For both airports, the benefits and features of the Internet solution were best



demonstrated by providing an actual website that they could use and then evaluate and propose changes and enhancements before agreeing the exact content and display details. Within a month of both test sites being made available, the final Manchester and Bristol websites were live and up and running and positive feedback was being received from their customers.

Tiffany Atkins of Bristol Airport said "OAG has always provided a good service. Right from the launch of the internet timetable through to today, we continue to get a great response from both customers and travel agents complimenting us on how easy the timetable is to use and the clarity of the information presented. We also know that it is of great benefit to our own staff as we get positive feedback from our switchboard and information desk staff who are confident in providing the most accurate flight information."

The ability to reflect a customers own brand values, detailed content display and the look and feel of their existing website

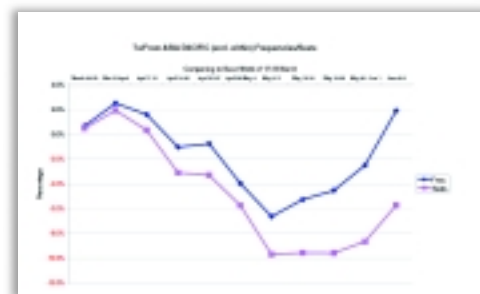
is clearly important. However visual features are not the only important requirement, as Max Wahid from Manchester explains. "Manchester Airport's website is very distinctive so we had to make sure the timetable didn't look out of place. In addition, the accuracy of the flight information for both direct and connecting flights was extremely important for us. Manchester competes with airports for access to the UK but also for access to Europe offering excellent transfer options. We are aware that flight schedules can change 1000's of times within a week and we wanted to provide our customers the most up to date information. That is why we chose OAG data – the daily updates they provide to the Manchester Airport website are a feature that is really valuable"

Since OAG Internet timetables were initially launched we have continued to make enhancements to the service. These include internationalised timetables in many foreign languages, hyperlinks to airline or other travel booking websites, date-range searches on direct flights and more detailed customisation of flight display eg. host carrier priority, followed by alliance partners, followed by codeshare partners. If required it is also possible to have an internet timetable live on a customer site within 24 hours of the content and look and feel being agreed.

For more information on the features and benefits of OAG Internet timetable please contact your account manager or Elizabeth Holden at eholden@oag.com

All crises cause schedules to alter as airlines tailor capacity to meet new levels of demand. The concurrence of the latest Iraq conflict and the outbreak of SARS have challenged airlines across the world and the latest OAG data analysis shows that there is a clear reduction in flight frequency and capacity.

The Industry Responds to the Iraq Crisis and SARS Outbreak



To/From ASIA PACIFIC
(excl. within) Frequencies/Seats

Figures recently published as part of the third OAG Quarterly Report on global airline schedules indicate that the SARS virus has had a more significant impact on the global airline industry than the Iraq conflict. Although there were signs of recovery shown earlier in the year the total number of scheduled flights worldwide has fallen by -3% year on year, equivalent to over 2.5 million seats.

China and the Asia Pacific region have seen the biggest impact with flights to and from China down -45% despite being up 20% in the last quarter. The number of flights to and from the region is up marginally year on year, but seat numbers have actually fallen by 128,000. Flights between Hong Kong and Western Europe have fallen by -36% and between Hong Kong and the US & Canada by more than two thirds or -69%. Unsurprisingly, cities within the Asia Pacific region all show severe drops in flights in this quarter.

Hong Kong is the worst hit, recording a 50% drop in scheduled flights, equivalent to almost half a million seats. Singapore Changi airport shows a -35% drop in

scheduled flights and even Tokyo Narita shows a drop of -16% or -445 flights year on year.

Worldwide, even though the majority of airports show decline year on year those areas that are least effected by SARS are clearly apparent. Some key routes have also seen less of an impact as a result of SARS. Even though recent cuts have been made by some airlines to their transatlantic services, this route shows little change overall compared to the same week in 2002 and flights between Heathrow and the US & Canada are up by 5%.

In addition to the quarterly report, OAG has been monitoring the status of global airline schedules on a weekly basis since the beginning of the Iraq conflict to assess its impact. This has enabled OAG to track week by week the effect of the Iraq war and SARS on airline schedule frequency and capacity.

Having dropped steadily since the outbreak of the conflict, worldwide flights are now recovering and are only 1% lower

than when the war began. The week on week statistics indicate a 29% drop in scheduled flights between Canada and the Asia Pacific region from mid-March and a 10% drop within the Asia Pacific region.

Situations such as these also impact the level of schedule changes being made. This recently reached an all time high showing an increase of 25% compared to last year in the number of flights being updated. A similar pattern emerges for Minimum Connecting Times where changes were running at record levels in April, May and June. During this period, the OAG Database Management team has geared up to meet the demand and all schedule and MCT submissions have been processed within our normal service level targets.

If you would like to receive further information on the OAG Quarterly Report please visit the OAG main website at www.oag.com or for further statistical questions contact Graham Mockett at grockett@oag.com.

Forthcoming Events

7th-9th September 2003
Routes - 9th World Route Development Forum
Edinburgh, Scotland
(Sponsor and Exhibitor)

14th-17th September 2003
ACI North America Regional Conference & Exhibition
Tampa, FL, USA
(Exhibitor)

20th-24th October 2003
CASMA International Conference
Maui, Hawaii
(Sponsor and Speaker)

26th-29th October 2003
ACI Pacific Regional Assembly and Conference
Honolulu, Hawaii
(Exhibitor)

3rd-5th November 2003
AOA (Airport Operators Association) Annual Conference
Edinburgh, Scotland
(Exhibitor)

8th-12th November 2003
113th IATA Schedules Conference
Singapore
(Sponsor and Exhibitor)