

# OAG: data news

## The world's Global Distribution Systems choose OAG data

The world's Global Distribution Systems continue to choose OAG data and increase rate of MCT data supply.

OAG recognises the important role the GDS play in the travel industry and feels privileged that not only one, but all of them turn to OAG for their data supply.

As a leading source for information to the travel consumer, the GDS need to be 100% confident they're offering the most accurate, comprehensive schedules data available. By renewing their data supply relationship with OAG speaks volumes for the credibility of the OAG brand.

*"OAG has had long standing relationships with each of the world's GDS' and is pleased that we can continue our mutually beneficial partnership"* said Duncan Alexander, Managing Director, OAG data.

*"Realizing the critical function the GDS still play in providing global distribution for airlines, is also a key element in our successful, ongoing relationships with over 900+ airlines."*

OAG works with the GDS to reinforce its commitment to distribute the schedules of airline partners to the widest audience possible, and when you can include the world's GDS in your client portfolio it brings a comfort level to airlines that no other schedules distribution company can provide.

When airlines supply schedules to OAG they are assured of worldwide distribution. OAG provides schedules and other flight information to many travel industry players, from internet portals, tourism authorities, airports, Government transport agencies and more.



This provides reassurance that their schedules are accessible by as many travelers and traveler arrangers as possible.

OAG has set up dedicated support for the GDS and e-travel portals so that we can jointly identify and fix schedule related problems. This delivers benefits to our airline and airport customers and assists in maintaining the integrity of schedules data throughout the industry.

A recent significant development has been the increased frequency of supply of Minimum Connection Time data to the GDS. Galileo, Sabre and Amadeus have moved to weekly MCT update from OAG. *"This is an extremely significant development"* states Graham Mockett, Operations Director for OAG data. *"Airlines are aiming for tighter, more competitive connections and with the continued growth in codeshare agreements, the number of MCT updates has been greater than ever."*

During 2003 OAG has seen an average of over 2,090 MCT changes per month, an amazing 82% higher than 2002. As the principal data supplier of global MCT information to GDS, OAG is ensuring that GDS display of connections reflects the most up-to-date changes through increasing frequency of supply.

For more information on schedules or MCT data distribution please contact Graham Mockett at gmockett@oag.com

**This last quarter has continued to be a challenging one for everyone in the Airline Industry, however, our latest quarterly statistics that analyze schedule trends do show that the industry is starting to show signs of recovery. This growth in airlines schedules reveals an underlying growth in airline confidence and this is supported by the unprecedented volume of changes seen by our schedules input team.**

In this issue we highlight a significant breakthrough in achieving weekly update of Minimum Connection Time data to three of the major GDS. Rather than a monthly supply Galileo, Sabre and Amadeus now take weekly MCT data. This is an important development for airlines as this more timely distribution will reinforce schedule connection and distribution strategies.

We are also delighted to announce new and important relationships that OAG has recently finalized, adding further value to our airline and airport customers.

Our new agreement with MobiMate means that OAG data will remain at the leading edge of schedules promotion as new channels to market mature. TravelPlan, a significant player in the frequent flier field, has switched their data supply to OAG due to our commitment to quality and breadth of our schedules content. OAG and Burgundy Cars have extended our relationship and have now set a new benchmark for providing critical schedule and flight status data for chauffeur services.

New developments are also featured such as our downloadable timetable solutions and an exciting new on-line service, OAG Timetable Wizard, which enables an airline or airport to develop its timetable on-line, on-screen within hours. We will be launching Wizard at the IATA Scheduling Conference in Singapore where, as before, I hope to meet many of our customers to discuss their requirements which shape

our future development programs.

If there is anything in the content of this edition of OAG data News that you would like to discuss with me, please contact me at [duncanalexander@oag.com](mailto:duncanalexander@oag.com).



Duncan Alexander,  
Managing Director, OAG data

**Inside this issue** Swiss PDA downloadable timetable | MobiMate becomes latest OAG online partner | OAG data welcomes new VP Americas | OAG data website enhanced | Flight information improves Chauffeur market | Worldwide flights recovering | TravelPlan switch data provision to OAG | Wizard the new on-line timetable facility



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# OAG provides solution for Swiss combining latest technology and expertise to communicate effectively with passengers



Swiss website showing  
the downloadable PDA timetable

Swiss wanted to enhance its flight information service to existing and potential passengers by offering a PDA timetable service. The successful solution would have to be extremely cost effective, as the continued economic challenges within the industry were putting additional focus on all purchasing decisions. In addition it would have to meet very exacting and specific content requirements to maintain consistency in branding with their corporate identity.

OAG's highly experienced timetable team was able to deliver a solution which met both the cost and content criteria of the Swiss requirements, giving them the exact schedules display they needed. Combining this with the recently enhanced PDA functionality OAG data was able to deliver a fast application to users of their website which completely reflected the airline's branding and image objectives.

*"We have previously worked with OAG to provide printed timetables and know how accurate their schedules database is, but their knowledge and experience of our data specifically proved invaluable. This combined with the latest technology applications and flexibility of display means we can offer the best flight information, quickly whichever way a traveller wishes to use it."* Sigrid Van Lierde  
Manager Online Content and Support, Swiss International Air Lines.

OAG offers a variety of customisable timetable solutions including print, internet and the increasingly popular downloadable applications. Regardless of the size of your airline or airport, OAG offers both standard, "rapid implementation products" in addition to customised solutions.

For more information regarding OAG's expanding range of timetable solutions please contact our data support team at [dataservices@oag.com](mailto:dataservices@oag.com). For further information regarding Swiss please contact Sigrid Van Lierde at [sigrid.vanlierde@swiss.com](mailto:sigrid.vanlierde@swiss.com)



Recently TravelPlan made the switch from Innovata to OAG data to become their schedules provider for their portfolio of travel applications. Why the change? Quality, breadth of content and the ability to increase frequencies of updates.

*"The global comprehensiveness of the OAG database helps ensure our customers have access to all options no matter where in the world their travel takes them. That along with competitive pricing and automation of delivery made OAG the right choice"* said Nick Bosworth, Business Development Director of TravelPlan. Nick went on to say *"OAG's investment in quality control particularly impressed us, and the overall value for money of OAG's package is outstanding"*.

TravelPlan anticipates its users will see an immediate improvement in airline schedules content by incorporating OAG data. With over 900 airlines and more than 150,000 unique flight numbers OAG will allow TravelPlan to offer a much more robust product, providing the edge needed in a competitive environment.

# OAG's unsurpassed data content and flexible delivery convince TravelPlan to switch

With more than a decade of experience in providing business travelers with a comprehensive range of independent and up to date travel information for PC, Palm™ or Pocket PC, TravelPlan offers everything from airline schedules, hotel bookings, car rental information and more. TravelPlan products are at the cutting edge of travel technology. With the new PDA Product, Pocket TravelPlan, users will find many facilities never offered before on such small devices.

TravelPlan's development team in Eindhoven, Netherlands is dedicated to ensuring TravelPlan technology stays ahead of the game. TravelPlan is part of the Collinson Group whose member businesses, including IAPA, Priority Pass, Priority Traveler and Columbus Travel Insurance, have a wide, collective pedigree in the travel industry.

If you would like more information about OAG schedules data supply or other related aviation information please contact our data support team at [dataservices.oag.com](mailto:dataservices.oag.com)



  
travelplan

# Joseph F. Laughlin joins the OAG data executive line up

Joseph F. Laughlin is the newest addition to the OAG data executive team joining as the Vice President, data Americas. Joe will be based in our North American headquarters in Downers Grove, Illinois.

Joe joined OAG in July 2003. In his role as Vice President, he will be responsible for overseeing the sales and operations of the company's data division, for the Americas. Joe brings more than three decades of industry experience, dating back

to 1969, when he began his career with Chicago-based United Airlines. In his 34 years with United, he held a variety of positions including corporate officer roles in operations, reservations and sales, as well as serving as director of business markets.

Most recently, he served as vice president – airport operations, overseeing ground operations for the airline's eastern region.

Joe has held a variety of leadership roles throughout the industry, including chairman positions for the Chicago Convention and Tourism Bureau, and for the Research and Project Funding Committee of the Institute of Business Travel Management.



Joe receiving the National Business Travel Association Allied Icon Award for exceptional service to the industry and the NBTA

Mr. Laughlin is a former director of the National Business Travel Association, the American Society of Association Executives and a member of the Board of Governors of the Association of Corporate Travel Executives.

In 2003, he was awarded the National Business Travel Association Allied Icon Award for exceptional service to the industry and the NBTA.

OAG is proud to have such an accomplished member of the industry on our team!

## New OAG data website – Improved, enhanced and on-line now!

OAG data has launched a new and improved website at [www.oagdata.com](http://www.oagdata.com). The new site will highlight details of all OAG data solutions giving visitors a comprehensive overview of our product portfolio. Other benefits to the new site include interactive demonstrations, customer case studies, industry updates and listings of upcoming events to name just a few.

This user friendly site was built with the customer in mind and offers a members only area providing current OAG data customers and data suppliers access to privileged information.

The members section provides easy access to critical updates and facts regarding the collection and distribution of flight information. It also provides content and functionality that is not available through the OAG data public website including:

- Weekly updates of new airlines and codes
- The ability to submit schedules on-line via OAG Links

- The ability to submit seat configuration and MCT information
- Access to [oagflights.com](http://oagflights.com) – giving on-line access to the worlds direct and connecting flight schedules which are updated daily

There is also a members news page where visitors can post their own information which they feel might be of interest and help to others.

If you're a current customer and do not have a password for the new members website just go to [www.oagdata.com](http://www.oagdata.com) and click on the 'Members Area' button or contact our data support team at [dataservices@oag.com](mailto:dataservices@oag.com).

MobiMate is a leading developer of mobile business application software and has published some of the world's best-selling mobile consumer applications including WorldMate.

WorldMate, which was named best Travel Application at the Handango Awards 2003 and has over 60,000 subscribers worldwide, will now include OAG's global flight schedules as part of the offering. MobiMate is aggressively targeting the business traveler and the improved WorldMate application will provide busy executives access to flight information from over 900 of the world's airlines, all in the palm of their hand!

MobiMate's experience in the mobile communications market allows them to understand what critical information is required by frequent travelers on their hand-held or cell phone device and offering global flight schedules is key. Whether sitting in traffic or stuck at the airport, having access to information from the world's most comprehensive schedules database is a must.

Why did MobiMate decide to choose OAG as their data provider?

*"Our best-of-breed product strategy dictated our selection for flight schedules – OAG. With OAG's content aggregation capabilities, and MobiMate's mobile product creation, we will be able to supply this critical service to millions of business travellers worldwide",* stated Nadav Gur, MobiMate's CEO.

# MobiMate chooses OAG schedules to target travellers on the go



Duncan Alexander, Managing Director of OAG data, commented: "OAG was a pioneer in enabling access to flight schedules via mobile devices and our relationship with MobiMate means we can provide enhanced facilities on new generation platforms. We have combined our expertise to find new and innovative ways to help travelers access vital flight information in the way most convenient to them."

OAG recognises the value and quality of MobiMate's applications and is pleased to add them to our list of partner relationships. WorldMate is a leading travel application for handheld devices and smartphones, with hundreds of thousands of users worldwide. The professional edition's key features include world clocks with automatic DST calculation, a world map with day/night display, 5-day worldwide weather forecasts for over

30,000 locations world-wide, supplied by The Weather Channel, a currency converter with daily exchange rate updates, travel itinerary management, country-specific content and more.

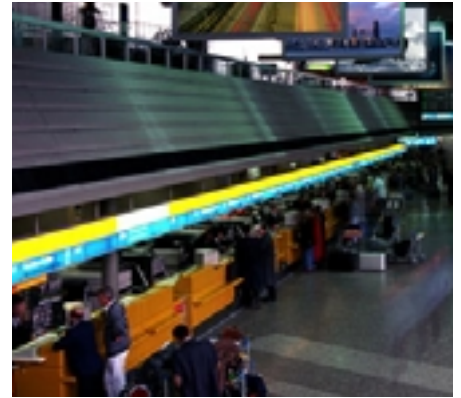
WorldMate products are available on all leading mobile platforms, including Symbian (where it is the #1 best selling application) Palm OS, Windows Mobile and J2ME (Java for handsets).

This exciting development is one of a range of new initiatives where OAG data is driving the development of new channels for schedules promotion for our airline and airport customers. Airline and airport branded versions of OAG WorldMate will soon be available.

If you would like more information please contact Isobel McKenna at [Imckenna@oag.com](mailto:Imckenna@oag.com).



Figures in the latest OAG Quarterly Report\* indicate that the global airline industry is beginning to recover following two years of instability as a result of the 9/11 tragedy, Iraq conflict and SARS.



# Airline Industry still recovering

– Worldwide flights back at 2002 levels, but still down –5% on 2001 levels

Worldwide scheduled flights are now at the same level as this time last year. And although some regions are back to, or even above pre 9/11 levels, the worldwide figures show a –5% drop compared with 2001, largely driven by the continuing pressures facing the US airline industry, especially in the domestic market.

## Overall market and regional statistics

Asia-Pacific has shown significant recovery since the SARS crisis, recording a +10% growth year on year on flights to and from the region. China has seen a +21% growth in internal flights and flights to and from China are down just –3% year on year, compared to a –45% drop reported 3 months ago.

The Middle East is also showing healthy growth of +10% year on year on flights to and from the region. The UK market continues to perform strongly with flights to and from the UK up +6% year on year.

The Americas by contrast shows a slow recovery. Although US domestic flights are at the same level as September 2002, flights are down –12% over scheduled September 2001 levels. This slow recovery of the American market may explain why overall worldwide flight levels have failed to increase year on year despite the strong growth recorded in some regions of the industry.

## Key routes

Transatlantic schedules have increased +2% over September 2002. However, flights are still down –12%.

Although schedules between Western Europe and Asia Pacific have increased 5% year on year, certain Asia Pacific routes have been slower to recover: flights between Singapore Changi to and from Western Europe are down –3% and between Hong Kong and Western Europe scheduled flights are down –2% year on year.

Transpacific routes continue to record losses in schedules following the impact of the SARS virus. All key transpacific routes record a drop in scheduled flights. Flights between Hong Kong to and from the US and Canada are down –19% year on year, losing almost 10,000 seats. The US-Asia Pacific route is down –4% year on year, over 35,000 seats.

## Low-cost flights

The low-cost sector's continued high performance has played a significant role in the worldwide recovery.

Low cost flights within Europe continue to show the largest increase with nearly 4,500 more flights, up +62% year on year. Low cost flights to and from the UK also continue to climb with a year on year increase of +34%.

Low-cost flights in the Americas are also steadily increasing. In the US domestic market, the number of low-cost flights has risen by +7% year on year, up +5% over pre 9/11 levels and the Canadian domestic market is also showing significant growth, up +59% year on year.

When compared with pre 9/11 data the phenomenal performance of the low-cost sector is even more apparent. Virtually all regions report incredible growth in the no-frills area. Low-cost flights within Europe are up +176% (over 7,500 flights); up 123% within Canada; up +272% within Pacific/Australasia and up +450% to and from Latin America compared to September 2001.

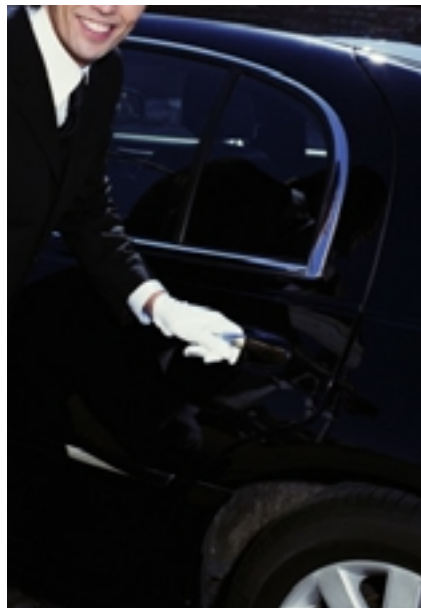
You can obtain the full report for the September 2003 report by visiting the press room at [www.oagdata.com](http://www.oagdata.com).

*\*The OAG Quarterly Report on Global Airline Schedules*

This is the fourth OAG quarterly report on global airline schedules. The report identifies and compares the number of scheduled flights by region, on key routes and to and from major airports, for a particular week from year to year.

# Burgundy Global uses OAG data to help keep Limo companies on-time, every time!

Burgundy Global, a worldwide provider of ground transportation technology services, has used OAG schedules data to successfully populate their booking platform for over 3 years. Burgundy's intuitive software combined with OAG's accurate, global data has enabled customers to book airport transfers painlessly and rapidly. This relationship has also enabled Burgundy to sign multi million dollar ground transportation contracts with leading FTSE100 companies.



*"Burgundy realizes that time is money; when a passenger's flight is delayed or cancelled, the sooner we can inform the driver the sooner the car can be reallocated in a cost effective manner."*  
Andy Riley, CEO Burgundy Global. Andy went on to say. *"Receiving notification of any changes to relevant flights via web services has proved simple and cost-effective to implement."*

As the UK's leading chauffeur and executive car business, Burgundy Cars provide a range of quality chauffeur drive solutions. Burgundy Global also offers a global transport solution for Roadshows, Conferences, Exhibitions, Special Events revolutionising the way land transportation is managed.

With limo companies from over 450 cities worldwide relying on the Burgundy platform; innovation, usability and scalability have enabled Burgundy Global to stay ahead of the competition in this fragmented market.

Once again Burgundy have taken the lead. By integrating OAG's real time flight status data within their technology platform they aim to increase the overall productivity of their drivers and provide customer service

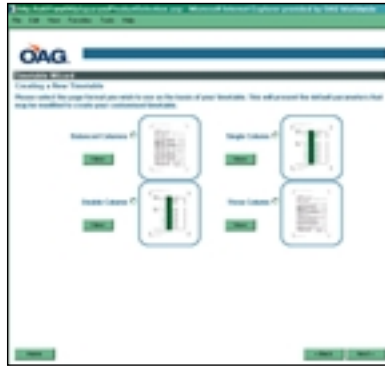
levels that will form a precedent across the whole industry segment.

Burgundy partners will be able to track the status of relevant flights through the platform and hence will be able to communicate directly to the drivers (and customers) if a change in flight arrival/departure, terminal occurs.

This is key information that can influence the productivity of an organization and provide a real, tangible ROI.

By providing access to schedules and flight status information to the operations centres of chauffeur companies, and directly to drivers, OAG is, in turn, delivering benefits to airlines and airports. Calls that would normally be made to busy call centres are not required as the data is readily available thereby reducing airline and airport costs.

For more information about OAG flight status please contact our data support team at [dataservices@oag.com](mailto:dataservices@oag.com)



# OAG Timetable Wizard – a new web user interface for our print customers

OAG data's Timetable Wizard gives you the freedom and flexibility that only an on-line application can. With just a few clicks of the mouse you can choose the layout and design of your printed timetables as well as update your schedules information wherever and whenever you want.

The Wizard interface allows you to choose your preferred timetable format from a number of templates and then customize this to match your own specifications through a series of simple selection screens. OAG then combines this information with the latest flight schedules and creates a PDF file that can be reviewed on-line.

In addition, a data file will be produced for customers to take advantage of an on-line

facility which will allow them to make proof list amendments (PLAs) to their timetable and then recreate a new PDF file incorporating these latest changes.

The PDF and data files are accessed via an Internet ASP page which is hosted on the OAG server. Refreshed PDF files will be available within one hour of changes being submitted to OAG. Once satisfied with the layout and content the final PDF file can be used as the basis of your printed timetable.



*"The Timetable Wizard has been designed to meet the growing needs of our timetable customers"* stated Liz Holden, Product Manager. *"We have integrated our sophisticated editing processes with a flexible and intuitive design system, enabling highly customised timetables to be delivered within hours. The online proof list amendment component is a significant advancement in our timetable services and early feedback from our customers has shown that this facility will provide invaluable cost and efficiency savings within timetable productions."*

The Timetable Wizard will be officially launched at the IATA Conference, Singapore. Please visit the OAG stand for a demonstration of the system.

To pre-book times to review this exciting new evolution in OAG data timetable services please contact [eholden@oag.com](mailto:eholden@oag.com) or our data support team at [dataservices@oag.com](mailto:dataservices@oag.com)

## Forthcoming Events

**Speednews Regional & Corporate Aviation Conference**  
2nd to 4th November 2003  
Palm Springs, FL  
(Delegate)

**AOA (Airport Operators Association) Conference 2003**  
4th to 6th November 2003  
Edinburgh, Scotland  
(Exhibitor)

**IATA Schedules Information Standards Committee/51 (SISC)**  
5th to 6th November 2003  
Singapore

**OAG User Group**  
7th November 2003  
Singapore

**113th IATA Schedules Conference**  
8th to 11th November 2003  
Singapore  
(Sponsor and Exhibitor)

**Phocuswright**  
17th to 18th November 2003  
Orlando, FL  
(Delegate)