INFARE PREDICTS A STRONG RISE IN PRICING INTELLIGENCE SOLUTIONS AND AIRFARE DATA CONSUMPTION

News / Airlines, Events / Festivals

Infare is forecasting a strong rise in pricing intelligence solutions and airfare data consumption over the next few years, propelled by the NDC adoption and availability of game-changing insights and AI-based analysis.

The company's Chief Commercial Officer, Harald Eisenaecher, will take centre stage during Arabian Travel Market (ATM) at 11:00am on the 1stMay in the Travel Tech Theatre, to review the reasons behind this and what it means for the future of the travel industry during his talk on 'The Future of Pricing Intelligence in the Age of NDC, Personalisation and Machine Learning'.

Eisenaecher will guide delegates through the journey that travel businesses are taking to capitalise on their data in pursuit of optimised dynamic pricing and total offer management. He will explore the role that NDC is playing, how it is changing the landscape and why it is needed.

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Eisenaecher says: “We’ve already seen an average 50% increase in data consumption increase by our top 10 customers in each of the past two years. As airlines are regaining control over their distribution models, allowing for more sophisticated retailing techniques with differentiated and personalised offers, their need for advanced pricing intelligence tools and airfare data consumption will continue to rise and reach unprecedented level while adopting NDC.

The introduction of smart data, AI and machine learning capabilities are generating huge benefits for airlines and Infare is excited to explore the next stage of pricing intelligence with them.”

On the show floor, visitors to the Infare stand (Hall 1, Stand TT1660) can experience product demonstrations of the company’s analytic tools Pharos and Altus. Pharos is the latest addition to the Infare family, delivering total market insight of competitor fares, from real-time snapshots to classic demand curve analysis. Altus provides access to a database of more than one trillion historic airfares, enabling in-depth analysis of route and profitability and supporting network plans. Also on show will be the Airline PPS from Infare’s partner Air Cube, a pricing decision-support tool for senior travel executives.

Eisenaecher continues: “Infare is relied on by the world’s top travel businesses to enhance their market advantage through intelligent pricing insights, and ATM is the ideal place to showcase our business intelligence tools to travel professionals looking for a competitive edge.”

Infare is a leading data and technology partner for airlines, airports and online travel agents globally, providing high-quality airfare data feeds and advanced analysis tools to support revenue management, pricing and route development decisions. Infare has a global reach, with presence around the world and corporate headquarters in Copenhagen, Denmark. Infare understands customers’ rapidly growing needs for airfare data and analysis at global and local level. For more information about Infare and its Pharos, Altus, Air Cube and Airports analysis product suite, visit www.infare.com

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