

Two Unique Data Sets

The Retail Reach module combines two unique and extensive sets of data to create one of the most powerful tools in Travel Retail: outlet locations for every airport retailer globally, and monthly passenger footfall forecasts one year ahead.



Retail Reach

This module drills down to international passenger footfall forecasts by Retailer.

Coverage:

- Get the forecast for departing international passengers by month by Travel Retailer for the next 12 months
- For each Retailer, how many departing internationals will pass its shops?
- Hundreds of retailers
- forecasts monthly for the next 12 months
- a complete forecast update every month
- updated every month for changes in passenger numbers and outlet locations
- airport and terminal level
- country, region, quarter, year

Subscription:

- 12 months with optional annual renewal and unlimited corporate users

Retailer Locations

For each of the international departure terminals on the retailer database, Air4casts keeps an up to date record of the current travel retailers.

We log their location and this data is updated every time a concession changes. Check the panel above for the most up to date numbers.

Our extensive work on terminal mapping for the world's airports allows us a clear view of retailer locations within each terminal.

Footfall Forecasts

We combine this data with the numbers of international departing passengers updated every month in our **Routes 1000** module to give you forecast numbers of potential shoppers going past retailers who sell Duty Free Products.

These forecasts are updated fully every month and extend 12 months ahead to give you expected international footfall by retailer, which your team can match to its Sales figures.

Use this data to rank retailers for your product category by number of departure shops or forecast numbers of potential customers.

For each individual retailer the forecasts are summarised by:

- ✓ country
- ✓ region
- ✓ quarter
- ✓ year
- ✓ airport
- ✓ terminal

Easy to Use

- ✓ Dedicated online domain for each company
- ✓ Comprehensive data selection
- ✓ Data and graphics based presentations
- ✓ Fully interactive searching, viewing and sorting
- ✓ Also available on iPad

Perspectives

- ✓ country & region
- ✓ month, quarter & year
- ✓ airport & terminal
- ✓ retailer

Nationality Profiles

- ✓ fully compatible with Nationalities 1000, allowing for nationality profiles by retailer

Support

- ✓ dedicated, 24hr support team
- ✓ custom data requests, technical support, consultation
- ✓ weekly custom analytics to every member of your team