



Traffic & Fares Data

Unlock the full story of global air travel with passenger and revenue insights

Sharpen your decisions to meet global passenger demand, improve forecasting and expand market opportunities.



Faster, more confident decisions

Instantly identify underserved markets, optimize your network and benchmark against airlines for smarter route and market planning.



Improved accuracy in forecasting

Refine pricing strategies, monitor fare trends and maximize yield with precise, timely demand and fare intelligence. Support robust financial modelling and forecasting.



Expanded market opportunities

Uncover new revenue streams and growth areas by using granular passenger O&D insights and target planning and sales efforts using market share and point-of-sale insights.

Why Cirium's traffic & fares?



A complete, global view

Monthly, worldwide passenger estimates (O&D and segment views) for over 600 airlines, updated -55 days after month end, with structured restatement at 115 days after month end for improved accuracy.



Diverse, trusted data sources

Draws from 24+ global sources: multi-GDS/MIDT (including NDC), government and regulatory bodies, national civil aviation authorities and regional and international statistics sources. We enhance our Fares data with GDS ticketed fares, airline offers and DB1B/DB1C for US domestic markets.



Modelled, calibrated & benchmarked data

Where direct data is unavailable, our robust regression and scaling methodologies fill gaps. This ensures Cirium's Full Market Size traffic estimates are based on both data and an estimation model.



Designed for decisions

Delivers flown passenger and average fare estimates, not just raw bookings, augmented by proven scaling and estimation methodologies.

What makes it unique?

Global monthly historical data from 2014: Global monthly history from 2014 to the latest published month, continuously expanded as new months are released.

International coverage: Worldwide coverage, updated every month with options to enhance China international coverage.

Granular O&D and itinerary data: Includes origin to destination (O&D) data including connections and segment views. Provides itinerary details such as operating/marketing carriers, connect points, direct versus connecting, modelled passenger and fare metrics.

Cross-referencing multiple internal datasets: Integrates and validates against internal datasets such as Flights and Schedules to improve quality and coverage.

Key data fields & metrics

Core identifiers: Origin, destination, itinerary, operating and marketing airlines.

Passenger metrics: Estimated passengers (O&D and Segment), market share, POO/POS distributions.

Fare metrics: Average fare, revenue, yield (with yield-class normalization), and airline/class-aware adjustments.

Capacity and operations: Departures, distance, and aircraft type.

Class of service: Cabin classes with safeguards (for example, yield filters) to reduce misclassification in fare ladders.

Optimize routes & grow revenue



Airports

- Benchmark the fare levels of other airports and analyze carrier mix, connectivity and class mix
- Analyze POO/POS to see where passengers originate and inform retail offerings and terminal planning
- Use segment versus O&D flows to gauge baggage handling demand and inform operations
- Track average fare trends by market to understand demand mix shifts, for example leisure versus business



Airlines

- Identify underserved markets and connection opportunities using O&D flows and QSI-related itineraries
- Compare modelled average fares and yields across markets to refine pricing strategies
- Use market share and POO/POS insights to focus commercial efforts where demand originates



Aerospace

- Assess how aircraft are utilized across various markets and routes for fleet forecasting and opportunity identification
- Analyze aircraft and passenger traffic profiles to uncover new service and support opportunities



Lessors and Banks

- Examine yield and revenue trends to improve financial and risk forecasting. Assess demand data to review performance and opportunities



Travel and Tourism

- Gain a clear view of historical market demand and tailor strategies and marketing
- Enable better resource planning and more accurate predictions of traveler needs

Data methodology

Traffic methodology

Cirium builds a list of O&Ds starting with multi-GDS/MIDT data which is overlaid with data from various sources. We use scaling logic to meet load factors for segment totals and align the totals to externally validated control totals to derive a global estimate of passenger data.

Fares methodology

We use net fares (excluding taxes) from ticketed GDS fares and airline retail offers. Cirium augments these with regression logic at a carrier, region or system level to form a monthly global fare estimation.

Data quality & considerations

Quality:

- Cirium's data team carry out ongoing quality benchmarking against **internal thresholds** for coverage and accuracy
- When new data sources or methodologies are available we employ a **restatement policy** to balance accuracy with data consistency

Considerations:

- MIDT/GDS bookings do not always become tickets. Cirium's traffic and fares address this via modelling and calibration.
- Cirium's estimation and scaling includes low-cost carriers that are not represented in GDS data, as well as direct sales on all carriers.

Access & delivery

Access Cirium's Traffic & Fares data with the optional Travelsky enhancement in **Diio Mi** or **SRS Analyser**, the **Sky Data Warehouse** (CSDW), and **Blu** custom data services.

Cirium definitions

- **FM Traffic:** We have calibrated bookings to reflect flown demand using advanced modelling. This estimates how many passengers flew between two points and how much they paid. Representing the Full Market Size (FM).
- **O&D versus Segment:** O&D covers the full journey including the origin, destination and connections. Segment covers a single flight point-to-point.
- **POO/POS:** Cirium has enhanced point of origin and point of sale using methodologies to resolve gaps and improve allocation across countries/airports.
- **Class mapping:** We apply cabin/class mapping and yield filters to improve realism, for example preventing illogical fare ladders, with ongoing methodology improvements documented in internal updates.

Restrictions: Viewing raw US DOT International data is restricted to US Citizens per US DOT rules. Cirium delivers user-ready, modelled data to support global decisioning without requiring raw DOT access.

Speak to our experts & request a demo

Discover how Cirium's traffic and fares can help you to meet global passenger demand, improve forecasting and unlock new market opportunities [at cirium.com/data/airline-traffic](https://cirium.com/data/airline-traffic)