

COMPETING IN A SUSTAINED PRICE SENSITIVE MARKET



How **Cyprus Airways** improved competitive pricing visibility with **AirGain**

Cyprus Airways is a national carrier of Cyprus, based in Larnaca and operating from Larnaca International Airport. The airline connects Cyprus with destinations across Europe, the Eastern Mediterranean, and the Middle East.

Operating in fast moving regional markets, the revenue team needed a clearer and faster view of competitor pricing. This is the story of how AirGain helped Cyprus Airways monitor the market faster and act on pricing gaps earlier.

INDUSTRY
Airlines

HEADQUARTERS
Larnaca, Cyprus

SOLUTION
Comp Intelligence,
Dashboard, Alerts

FOCUS
Competitive monitoring
and faster response

The Challenge

Cyprus Airways operates in highly competitive regional markets shaped by low cost and full service carriers, rapid fare fluctuations, and geopolitical instability across parts of its network. Before AirGain, the revenue team faced several challenges with rate intelligence.



Fragmented competitor monitoring

Analysts relied on scattered sources to track competitor fares, with no single view of the market.



Slow to spot pricing gaps

Finding where Cyprus Airways was exposed on price took more time and manual effort than the team could afford.



Rapid fare fluctuations

Low-cost and full service carriers moved fares quickly, making the competitive picture hard to keep current.



Volatile market conditions

Geo political instability across parts of the network added further pressure on every pricing decision.

It was more time consuming to quickly highlight cases where we faced pricing threats or opportunities.

Alessandro Schuler, Cyprus Airways



How Cyprus Airways moved forward

Cyprus Airways used the AirGain Comp Intelligence, Dashboard, and Alerts capabilities to centralize competitor fare monitoring across key routes and markets. With a single view of the market, the revenue team could move from manual tracking to faster and more focused decisions.



Centralized monitoring

AirGain Comp Intelligence brought competitor fare data across key routes and markets into one place.



Configurable dashboards

- Monitor competitor pricing faster
- Identify pricing gaps earlier
- Maintain visibility across dynamic markets



Automated alerts

- Identify sudden fare changes faster
- Monitor pricing gaps more proactively
- Reduce manual route scanning



Faster market response

The team could respond more quickly to competitor pricing movements as they happened.



Results and Benefits



Less manual effort

Reduced the manual work involved in fare monitoring.



Faster gap detection

Pricing gaps across key routes were identified earlier.



Clearer market visibility

Improved visibility into competitor pricing activity.



Automated fare alerts

Competitor fare changes were detected faster through automated alerts.



Centralized workflows

Competitive monitoring moved into more centralized workflows.



Better operational awareness

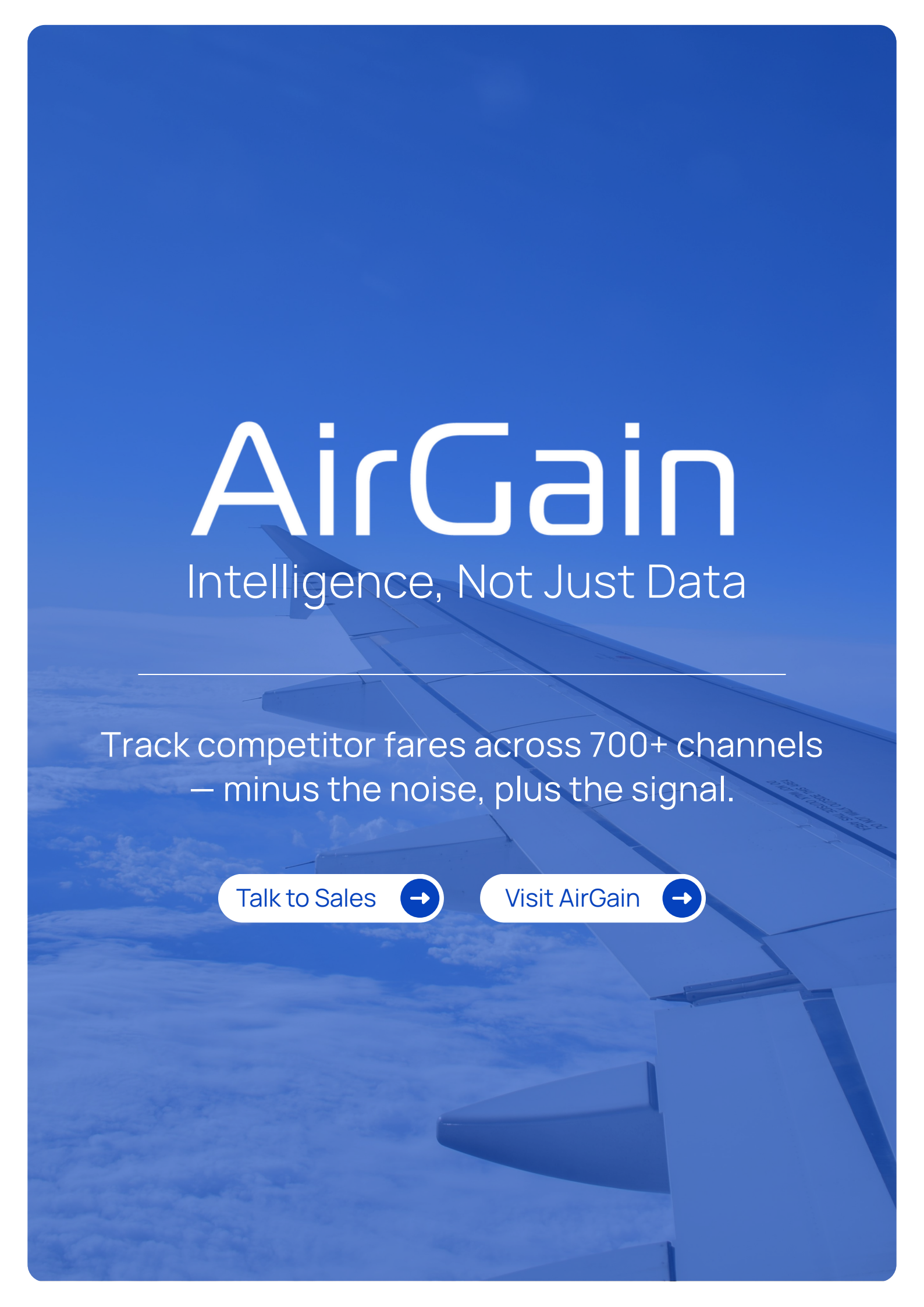
Stronger awareness across volatile markets.

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AirGain helped us improve visibility into pricing gaps across our markets and identify competitor changes more efficiently.

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Alessandro Schuler
Cyprus Airways

A blue-tinted photograph of an airplane wing flying over a layer of white clouds. The wing is positioned diagonally from the bottom left towards the top right. The sky is a clear, deep blue.

AirGain

Intelligence, Not Just Data

Track competitor fares across 700+ channels
— minus the noise, plus the signal.

Talk to Sales



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