

From Insights to Impact

How AirGain Equipped Flight Centre with Power
Compare to Master Market Benchmarking



Company

FLIGHT CENTRE

Solution

Price Intelligence

“

Our partnership with RateGain has empowered our pricing analysis and revenue management capabilities across multiple markets. RateGain has consistently demonstrated excellent levels of support and flexibility. This has helped ensure the data and insights provided through AirGain are configured to meet the individual requirements of each region. These insights have greatly assisted our ability to identify and action any opportunities from an informed position.

”

-Greg Parker
Supply CEO, Flight Centre Travel Group



About Flight Centre Travel Group

Flight Centre Travel Group (FCTG) is a diversified global travel company with a strong presence in leisure and corporate travel. The company was founded in Sydney in 1982 and has since expanded its operations to over 30 brands across Australia, New Zealand, The Americas, EMEA, and Asia. FCTG serves a diverse customer base with travel solutions ranging from personalized itineraries to large-scale corporate travel management.

During the 2024 fiscal year, the company generated record total transaction value of \$23.74billion and an underlying profit before tax in the order of \$320million. FCTG is listed on the Australian Securities Exchange and is an ASX Top-100 company with a market capitalization in the order of \$4.5billion.

In the corporate travel sector, the company's key brands include FCM, which services large accounts, and Corporate Traveller, which delivers tailored services to SME and start-up businesses.

Key leisure brands include the mass market Flight Centre brand, luxury brands Scott Dunn and Travel Associates, the Enyoyage and Link independent brands, cruise specialist Cruiseabout, Ignite, foreign exchange specialist Travel Money and online travel agencies BYOJet, Aunt Betty and StudentUniverse.

In both leisure and corporate travel, the company presents a mix of online and offline solutions to create a compelling customer offering. These offerings leverage technology to provide seamless booking experiences, cost management and global reach.

The company has a strong corporate culture built upon a "family, village, tribe" structure and aims to "open up the world for those who want to see".



Challenges

Flight Centre Travel Group prioritizes staying ahead of market changes and adapting pricing strategies. The company aims to make informed pricing and marketing decisions, ensuring its brands maintain competitiveness and their leading position in the dynamic travel industry. The absence of insights into competitors' airfares and market trends poses challenges for benchmarking and competitive analysis.

Seeking these insights, FCTG needed a comprehensive solution to address the following goals:

01

Benchmarking prices with other OTAs and airlines

02

Airport-to-city level mapping to understand passenger trends

03

Detailed insights into competitor pricing strategies

04

Understanding price trends over time to anticipate market changes

Solutions

Facing these challenges, Flight Centre Travel Group implemented AirGain's price intelligence solution. AirGain's AI-powered technology enables Flight Centre to optimize its fare tracking and comparison processes, leading to more competitive pricing and increased revenue.

01

Leveraged Power Compare A new feature to enhance benchmarking capabilities with different OTAs and airlines. This tool facilitates comprehensive benchmarking of airfares across multiple channels, enabling FCTG's businesses to optimize pricing strategies effectively and maintain competitiveness in the market.

02

Benchmarking Across OTAs and Brands: Accurate comparisons across OTAs and multiple Flight Centre Travel Group brands.

03

New Enhancements: City-to-Airport Mapping aims to simplify flight tracking by identifying multiple airports within the same city. This enhancement improves the monitoring of flight performance and optimizes revenue allocation.

The Impact

01

~99.6% Data sufficiency

02

100% resolution rate with the help of a defined SLA and a dedicated customer success team.

03

Introduction of new features to provide Flight Centre Travel Group with better insights and actionable table data.

04

Fast track implementation within two weeks of onboarding, helping Flight Centre Travel Group accelerate its decision-making processes and enhance its competitive edge in the market.



The Road Ahead with AirGain

The launch of **AirGain 3.0**, a new dashboard designed for Airlines and OTAs, marks a revolution in data analysis. Powered by Gen-AI, users will get instant access to superior insights, streamlining data analysis to unprecedented efficiency. Additionally, the introduction of new API capabilities will enable seamless data transfer and integration into RMS systems for both OTAs and airlines alike.

The Success and Experience

Leveraging AirGain's price intelligence solution has enabled Flight Centre Travel Group to improve its pricing strategy and competitive positioning. The implementation across multiple regions streamlines fare tracking and comparison, boosting revenue and profitability. Customized reporting, enhanced UI, and comprehensive benchmarking empowers informed pricing decisions. The seamless integration and ongoing support from AirGain have solidified FCTG's status as a market leader in the travel industry.

Thanks partly to AirGain's comprehensive pricing intelligence and Power Compare feature, Flight Centre Travel Group is well placed for sustained profitability and competitive advantage. The ongoing partnership will help FCTG make data-driven decisions, dynamically adjust pricing, and accurately benchmark against competitors. This ensures continued innovation, strategic planning, and expansion while delivering exceptional value to customers.



ANALYSE DATA BETTER. FASTER.

No matter where you are on your automation journey,
AirGain has a solution tailored to your needs.

SWITCH TO AIRGAIN



The AirGain logo is displayed in a white, sans-serif font on a blue background.

FLIGHT CENTRE®
Experience our experience

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.

For more information, please visit <https://www.rategain.com>.