

Commercial Strategy - Flown Profiles

Source: Navitaire's commercial Datamart

Date

12/1/2022

6/30/2023

Year

Multiple...

ATO

All

Cluster

All

MarketLeg

All

Leg

All

Last update

2/16/2023 3:42:40 PM

Currency

COP

USD

DOMCO

DOMPE

INT

YearMonth

All

Connection

All

Bags

All

Product

All

Moment

All

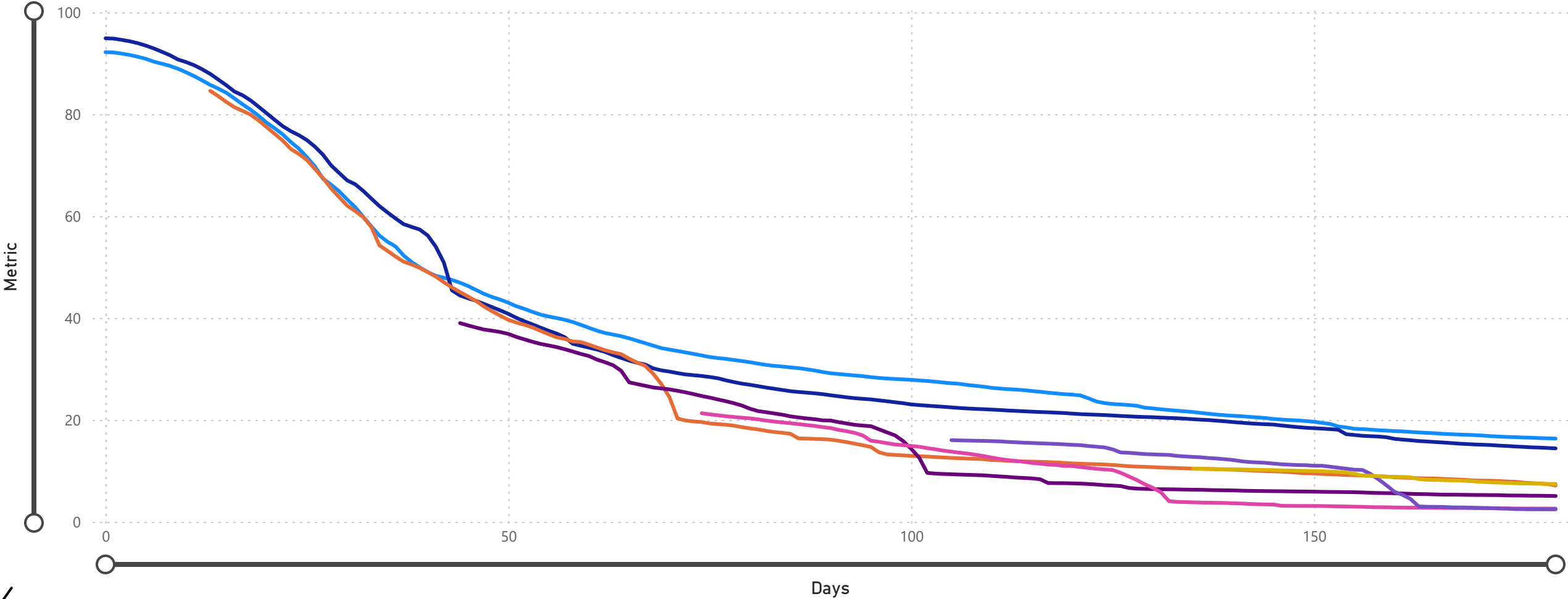
ANC Channel

All

- ANC RASK
- ANC/PAX
- AVG Fare ANC
- AVG Fare TKT
- Buy rate
- LF
- PAX
- Q Products
- RASK
- Sales ANC
- Sales PAX
- TKT RASK

Accumulated by Month

YearMonth 22-12 23-01 23-02 23-03 23-04 23-05 23-06



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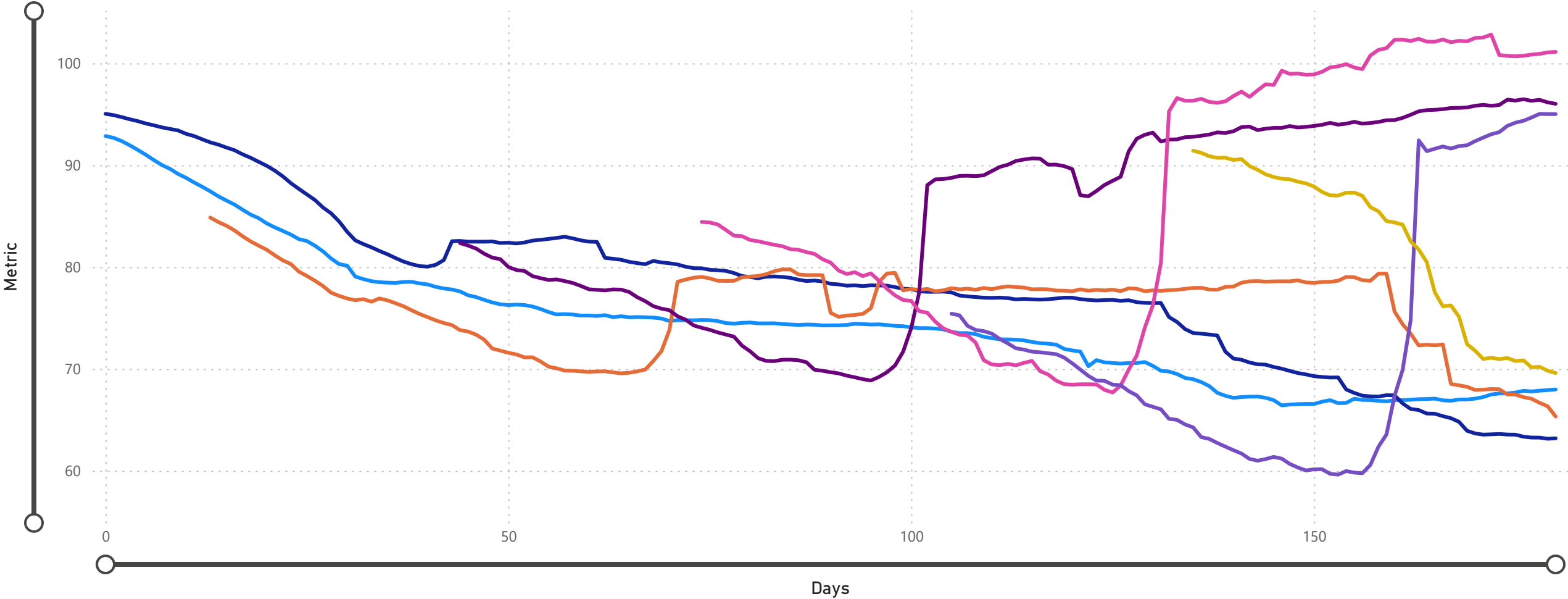
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YearMonth

All

Connection

All

Bags

All

Product

All

Moment

All

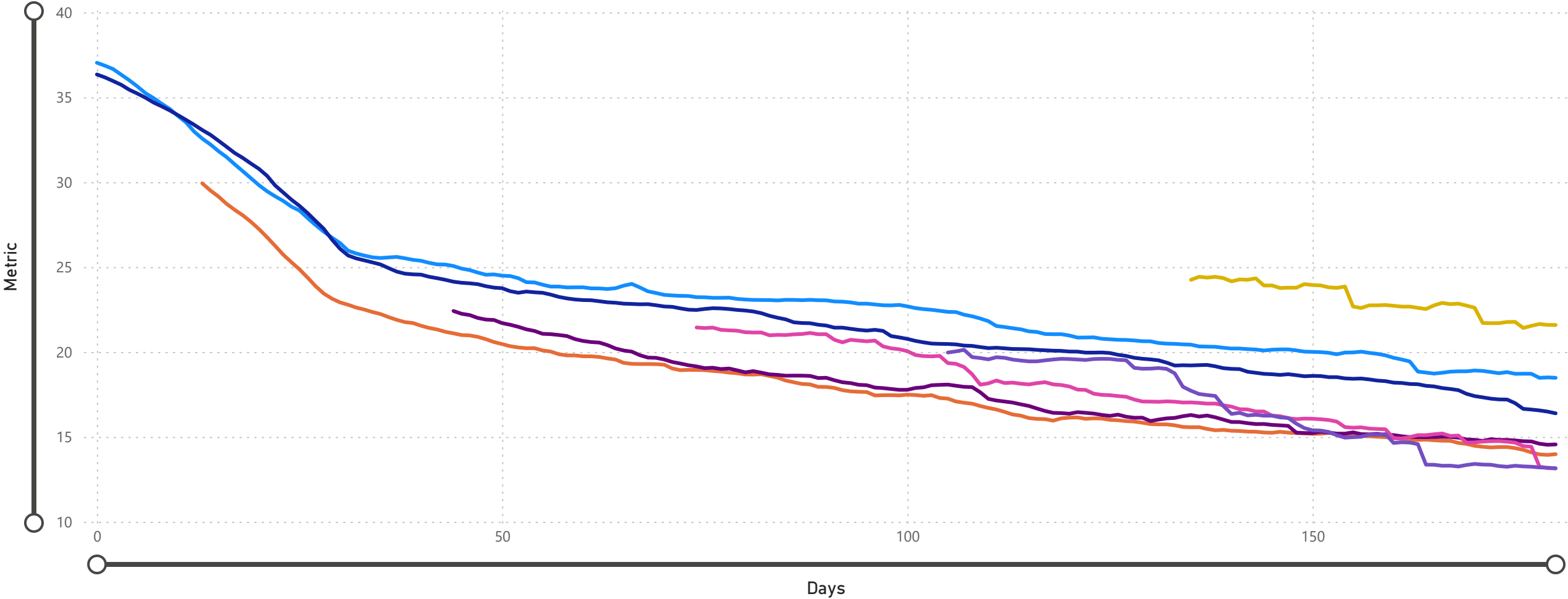
ANC Channel

All

- ANC RASK
- ANC/PAX
- AVG Fare ANC
- AVG Fare TKT
- Buy rate
- LF
- PAX
- Q Products
- RASK
- Sales ANC
- Sales PAX
- TKT RASK

Accumulated by Month

YearMonth 22-12 23-01 23-02 23-03 23-04 23-05 23-06



Commercial Strategy - ANC Share

Source: Navitaire's commercial Datamart

Date

12/1/2022

5/31/2023

Connection

All

ATO

All

Cluster

All

MarketL...

All

Moment

All

Last update

2/16/2023 3:42:40 PM

COP

USD

DOMCO

DOMPE

INT

Bags

All

FeeCode

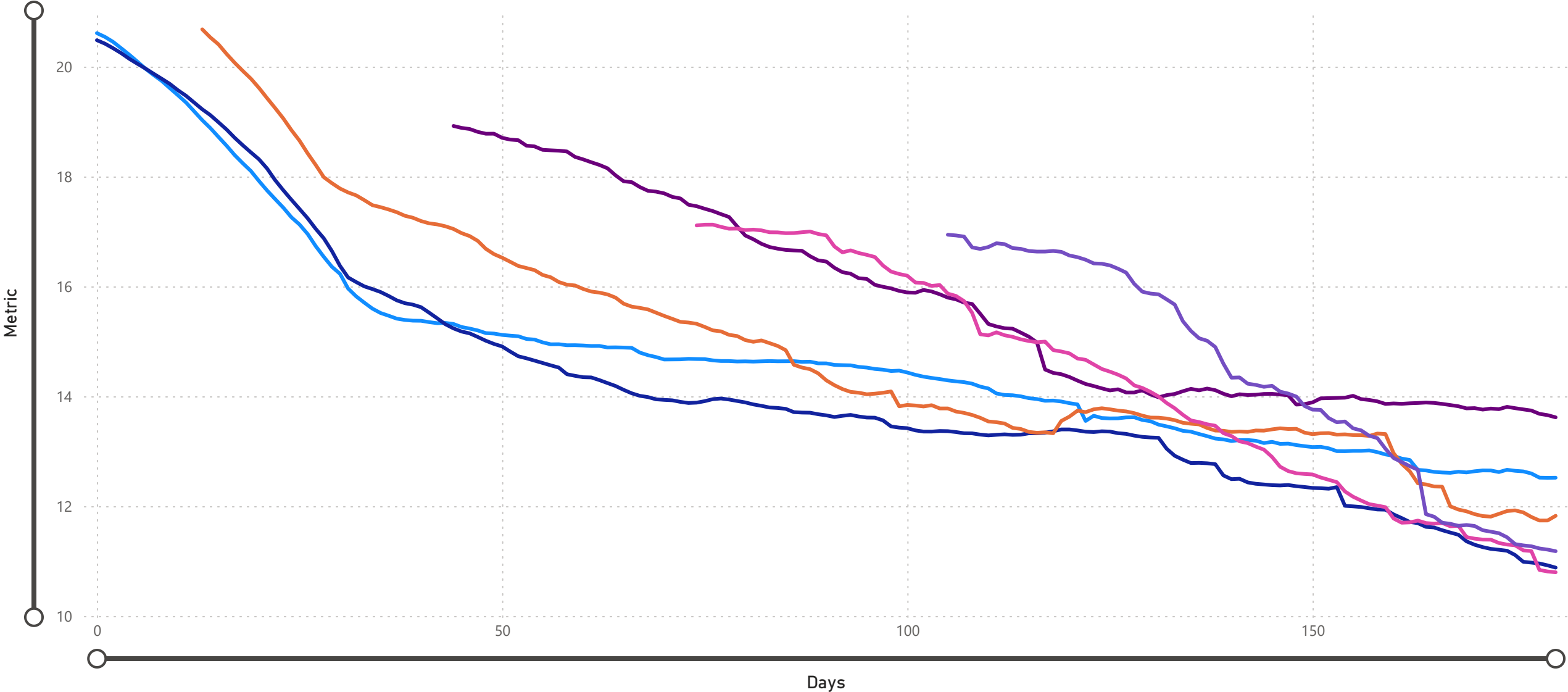
All

TKT Channel

All

Accumulated by Month

YearMonth 22-12 23-01 23-02 23-03 23-04 23-05



Commercial Strategy - Channel Mix

Source: Navitaire's commercial Datamart

Date

1/1/2021

12/5/2023

Connection

All

ATO

All

Cluster

All

MarketL...

All

Moment

All

Last update

2/16/2023 3:42:40 PM

COP

USD

DOMCO

DOMPE

INT

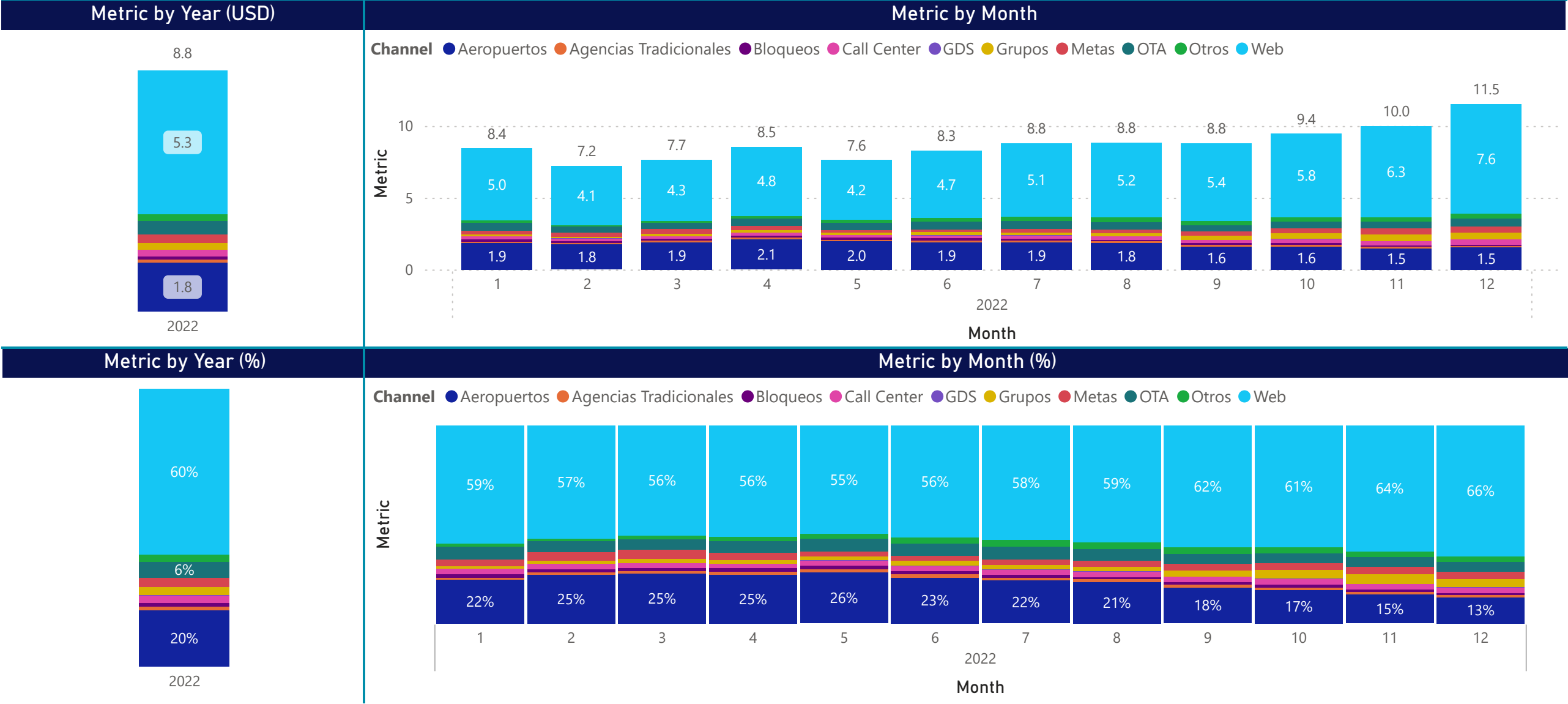
Products

All

TKT Channel

All

ANC RASK	ANC/PAX	Buy rate	LF	PAX	Q Products	RASK	Sales ANC	Sales PAX	TKT RASK
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Commercial Strategy - OTA Flow ANC

Source: Navitaire's commercial Datamart

Date

1/1/2021

12/5/2023

Connection

All

Cluster

All

Bags

All

MarketLeg

All

Moment

All

Last update

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TKT Channel

OTA

COP

USD

DOMCO

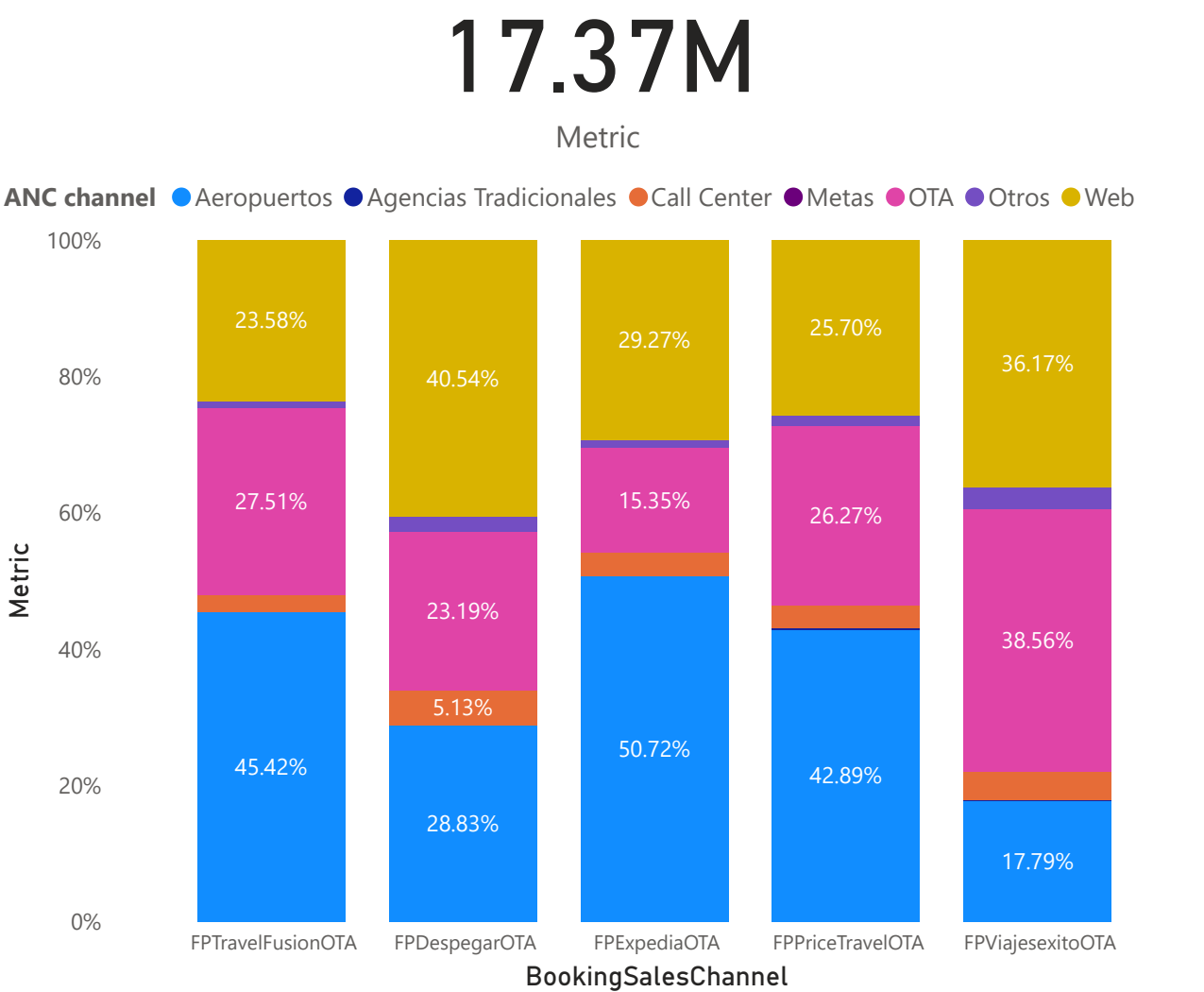
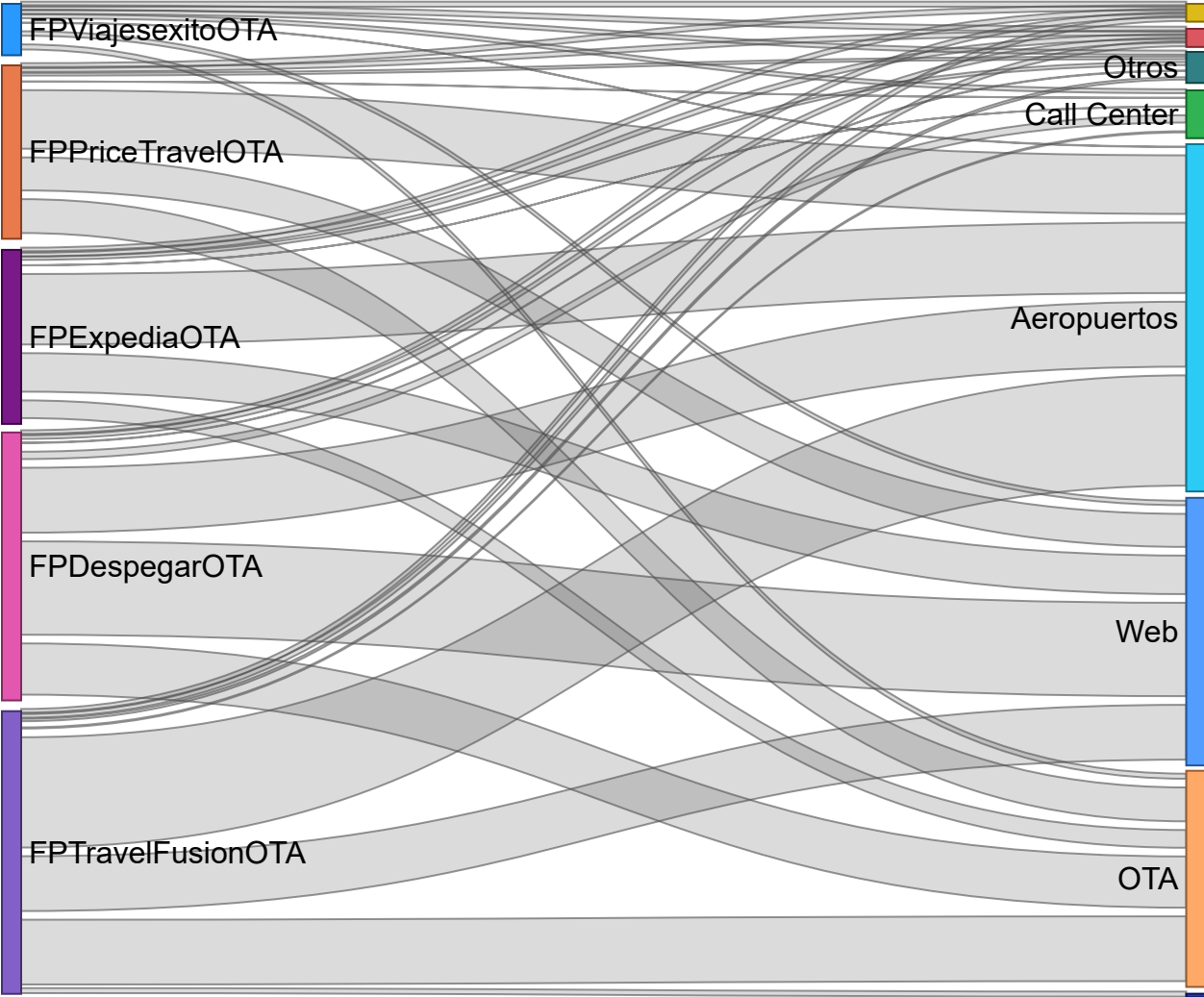
DOMPE

INT

Q Products	Sales ANC
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OTA peformance

Total ANC Revenue



Commercial Strategy - OTA Cluster

Source: Navitaire's commercial Datamart

Date

1/1/2021

12/5/2023

Connection

All

ATO

All

Cluster

All

MarketLeg

All

Last update

2/16/2023 3:42:40 PM

COP

USD

TKT Channel

OTA

FeeCode

All

Bags

All

DOMCO

DOMPE

INT

Moment

All

ANC/PAX range

14

PAX range

10

OTA Clusters

ANC/PAX

ln(PAX)

OTA	ln(PAX)	ANC/PAX
FPAImundoOTA	0.5	1
FPPanamericanaOTA	1.2	3
FPNovaToursOTA	3.0	22
FPColombianTouristOTA	3.0	25
PECostamarOTA	3.2	29
PENmViajesB2BOTA	3.0	35
FPViajesexitoCorpOTA	4.2	25
FPAeroViajesPacificoOTA	4.5	9
FPVeracruzOTA	6.2	7
FPVelezTourOTA	6.0	16
FPViazarporColombiaOTA	5.0	5
FPTiqueteOfertasOTA	5.0	5
FPAviamarketingOTA	5.5	3
FPSanturOTA	7.0	5
FPViajaConGanasOTA	7.5	2
FPGrupoVdtOTA	8.2	10
PENmViajesOTA	8.8	7
FPBesTravelOTA	8.5	6
FPDecameronOTA	8.2	15
FPKiwiOTA	9.8	20
FPRappiOTA	10.5	6
FPAtrapaloOTA	10.8	6
FPAviaturOTA	11.2	7
FPViajesexitoOTA	11.5	6
FPExpediaOTA	11.8	22
FPDespegarOTA	13.2	6
FPPriceTravelOTA	13.5	5
FPTravelFusionOTA	12.8	12

Commercial Strategy - KPIs Flowmap

Source: Navitaire's commercial Datamart

Date

1/1/2021

12/5/2023

Connection

All

ATO

All

Cluster

All

MarketL...

All

Moment

All

Bags

All

FeeCode

All

Class

All

DOMCO

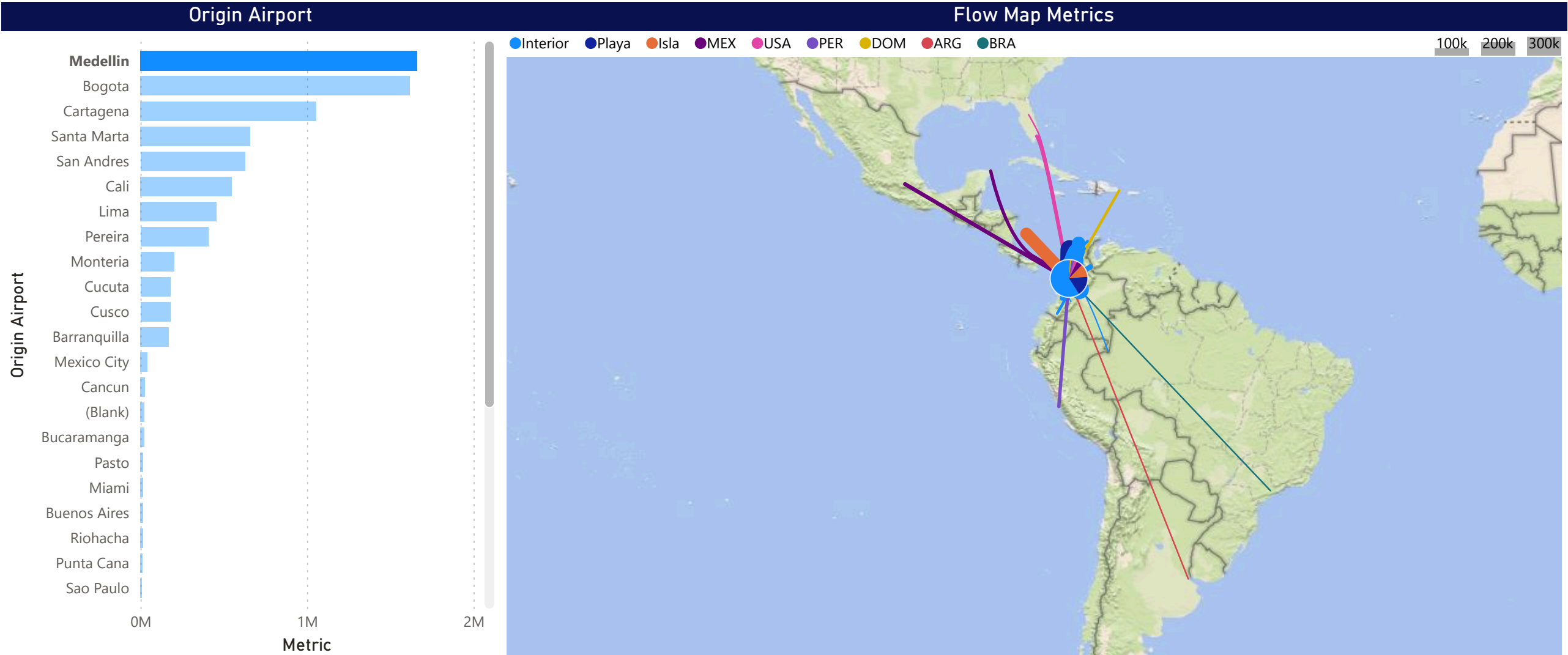
DOMPE

INT

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ANC RASK	ANC/PAX	Buy rate	PAX	Q Products	Sales ANC
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Commercial Strategy - OD clusters ANC

Source: Navitaire's commercial Datamart

Date

1/1/2021

12/31/2023

Connection

Connection

ATO

All

Cluster

ARG

MarketL...

EZEMDE

Moment

All

Class

All

TKT Channel

Multiple selecti...

Bags

All

FeeCode

All

COP

USD

MarketJourney

All

DOMCO

DOMPE

INT

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Clusters

MarketJourney ADZEZE BAQEZE BGAEZE BOGEZE CLOEZE CTGEZE CUCEZE CUNEZE EZEMCO EZEMEX EZEMIA EZEMTR EZEPUJ EZESMR

