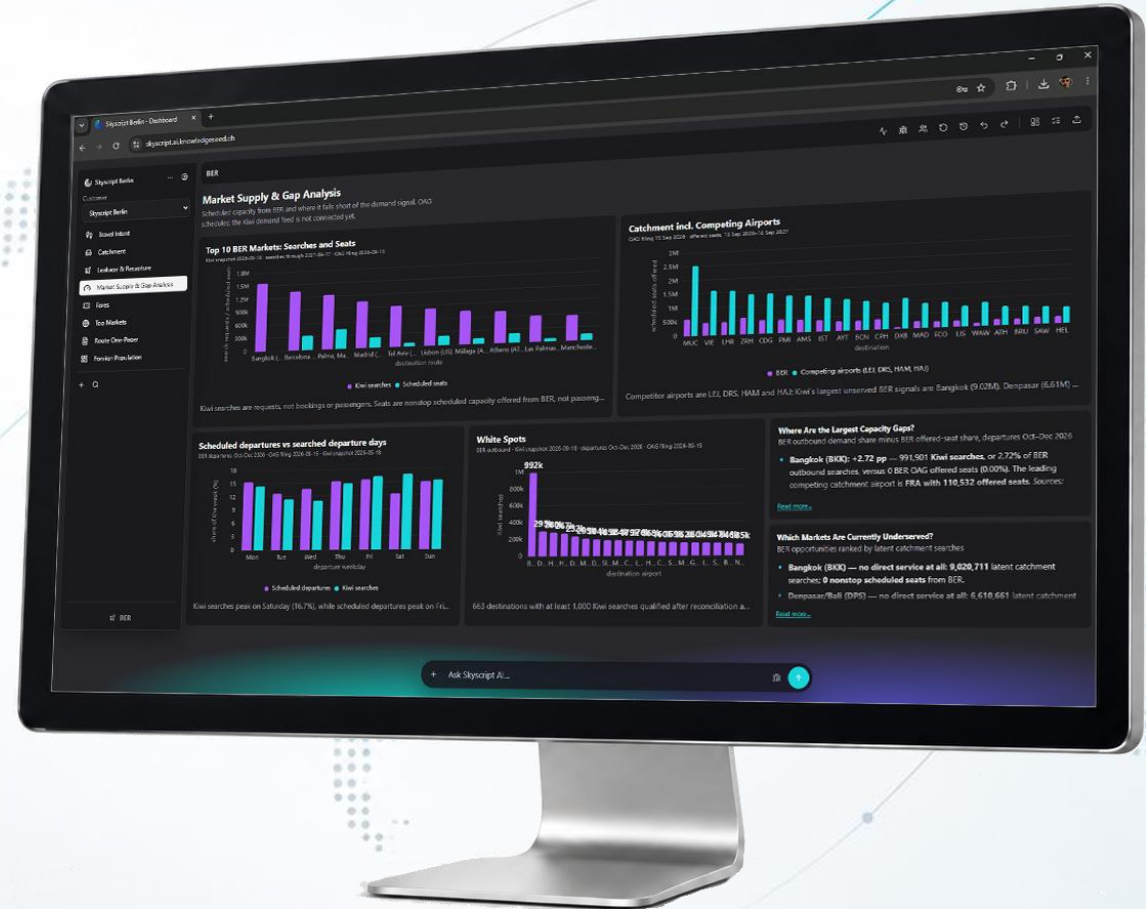


Skyscript

AI engine for Route Development & Destination Intelligence



The route and destination development challenge has changed

Airports and tourism bodies face growing challenges in understanding travel demand, identifying market opportunities and making data-driven decisions.

More data should make route development and destination planning easier. Instead, fragmented tools and data sources often make the process slower, more complex and more expensive.



Data sits across different systems and providers



Combining datasets and preparing reports requires significant resources



Historical traffic data alone does not reveal hidden and emerging travel demand or the full potential of a market



Travel patterns and demand evolve, requiring more flexible and up-to-date intelligence

More data does not automatically mean better decisions

Schedules, fares, catchment, leakage and travel demand data all provide valuable insights, but they are often analysed separately.

-  One dataset rarely tells the full story
-  Airports and tourism bodies need to understand both current traffic and future demand potential by connecting multiple data sources to identify travel behaviour and demand patterns
-  Resource constraints often mean that it's hard to fully leverage data sources



Skyscript: one flexible system for Network & Destination Intelligence

SkyScript brings together multiple aviation and travel data sources into one AI-supported platform, giving airports and tourism bodies actionable insights instead of disconnected dashboards.

Built-in industry-leading data sources



Add your own proprietary data to see the full picture



Fully customizable dashboards and reports



Schedules

OAG

Fares

Aggregate Intelligence

Catchment
MKmetric

Demand

kiwi.com, OTA

Your own data



Your data, powered by the SkyScript AI ENGINE

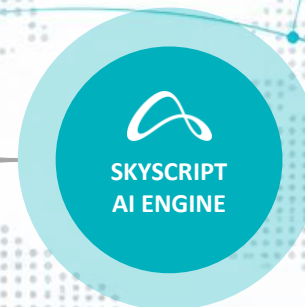
SkyScript combines your organisation's own data with aviation and travel intelligence to deliver tailored insights into current traffic, travel behaviour, hidden demand and future market opportunities.

Your Organisation's Data
Traffic, MIDT, and proprietary
datasets



**External Aviation &
Travel data**

Search demand, schedules, fares,
catchment, population and
demographic data



**Tailored Network &
Destination Insights**

Route rankings, leakage
insights, hidden demand,
airline-fit analysis, source
market opportunities,
reports & visuals

Ask the question, get the answer

Interact directly with your route development and travel intelligence data

Example questions:

- Which routes show both demand and airline-fit potential?
- What are our top unserved route opportunities?
- Where is our catchment leaking passengers?
- How do we compare with competing airports?
- Which source markets show hidden inbound demand?
- How does travel interest vary across markets and seasons?
- Where does existing air connectivity fall short of demand?

Output:

- Network & Destination Insights
- Visualization
- Route analysis & supporting arguments
- Data export
- Written summaries & reports



What airports gain

Skyscript helps airports reduce costs, save time and deliver stronger pitches to airlines.



Lower data and analyst **costs**



Faster preparation for airline meetings



Stronger **identification of route opportunities**



Forward-looking demand insights



Stronger airline pitches at conferences and meetings



Flexible platform that adapts to your data and use cases

What tourism bodies gain

SkyScript helps tourism bodies uncover hidden inbound demand, identify priority source markets and make better data-driven decisions.



Identify **hidden inbound demand**



Understand **source markets** by country, region, city and airport



Analyse **travel behaviour** and **seasonality**



Identify **air connectivity opportunities**



More **targeted destination marketing**



Data-driven **tourism strategies** and development decisions



trustme!
aviation consulting

PETER FODOR
Vice President Consulting

trustme! aviation consulting GmbH
Baeumerstraße 9
D-44141 Dortmund

Mobile: +36 20 42 41 408
E-mail: fodor@trustme.consulting
trustme.consulting

Thank you

*„It's not where people can fly.
It's where they want to fly.”*

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