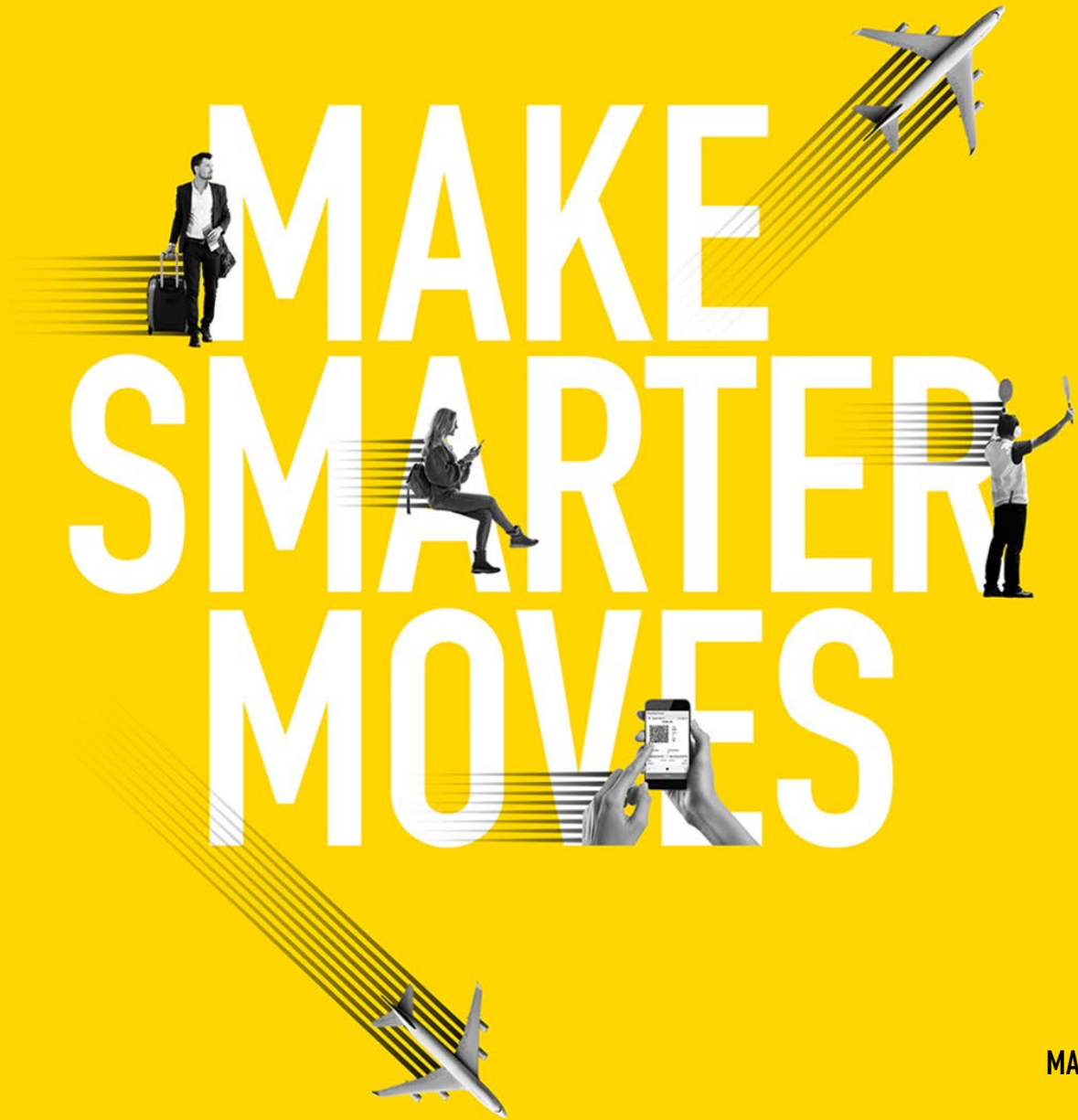


# Routemapper Overview Guide

January 2020

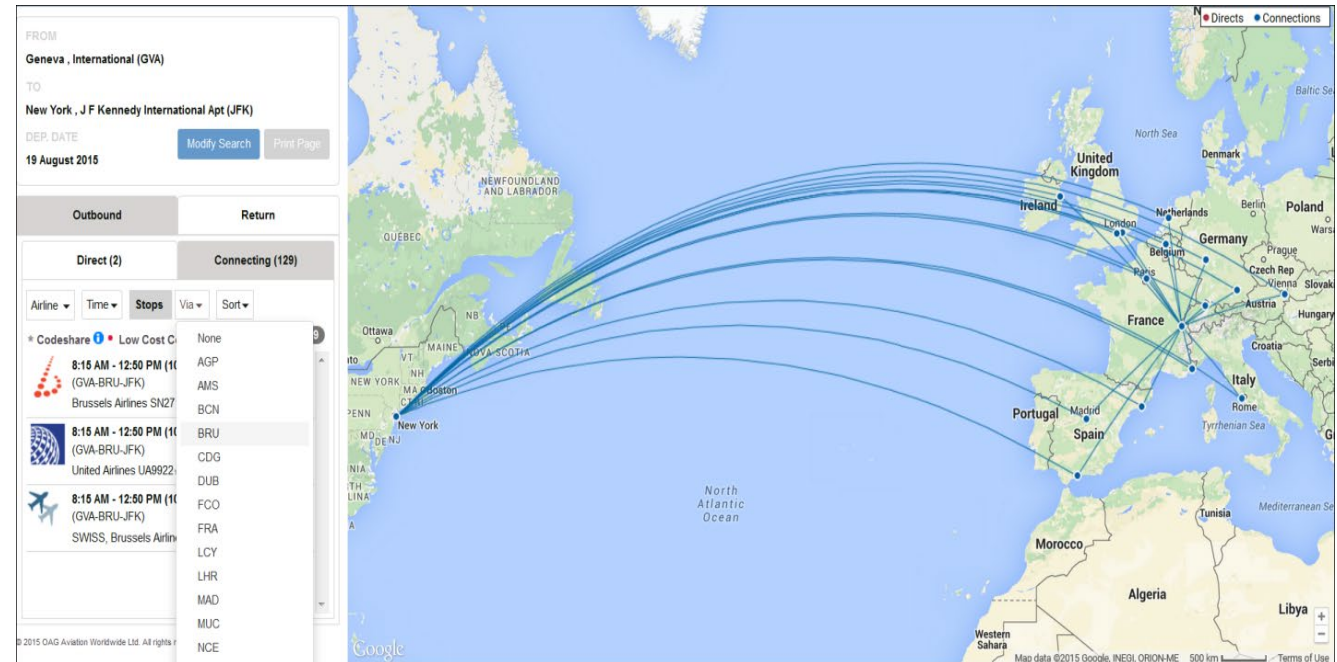
MAKE  
SMARTER  
MOVES



# A visual Tool To See Routes & Connections

OAG's Routemapper shows routes and connections visually on an interactive map offering travelers easy access to accurate flight schedule information and helping to find the best way to reach their destination.

This powerful tool facilitates customer trip planning using OAG's comprehensive database of worldwide flight schedules.



# Benefits of Routemapper

- ✓ Great marketing tool to showcase Air route networks
  - ✓ Shows not only direct flights but with connections included, this expands the coverage so helps to promote a bigger network.
- ✓ Enable Airlines to provide a technologically sophisticated and visually interactive tool for their users to plan travel
- ✓ Increase online sales by linking the Routemapper to the Airlines ecommerce engine
- ✓ Aids in customer support by providing routes and schedules information to the user
- ✓ Valuable addition to web site content driving website traffic
- ✓ Minimizes software development and IT needs as maintenance and schedule updates handled by OAG
- ✓ Responsive tools means no investment required in a separate mobile tool
- ✓ Cost effective - one fixed cost and does not matter how many searches or users.
- ✓ Multiple language support.

# Benefits of Routemapper Content For A Website

- Drives online traffic to a website which can be funneled to the ecommerce engine
  - On an average, Zurich Airport gets 30K unique visitors to the Routemapper on their website out of a total of about 265K visits per month
- A study done by OAG flightview in the past shows that Kansas City Airport and Myrtle Beach Airport saw a 30% reduction in customer support when they installed flight information web components on their websites
- A similar study showed that Raleigh Durham Airport saw a 15% increase in website traffic upon installing flight information web components on their website
- Another study showed that Kansas City Airport saw a 10-40 hours reduction in maintenance work per month when they outsourced the flight information web components to OAG flightview

# Routemapper Features To Achieve Marketing & Website Goals



- Configurable for different searches & filters
- Interactive Google maps
- Responsive design making it usable in any device form factor
- Available in English, German, French, Hungarian, Chinese, Japanese, Spanish, Portuguese and many other languages
- Integrate with booking sites by passing user's search criteria via APIs

# Many Configuration Options To Suit Your Needs

## ➤ Route Mapper is Configurable:

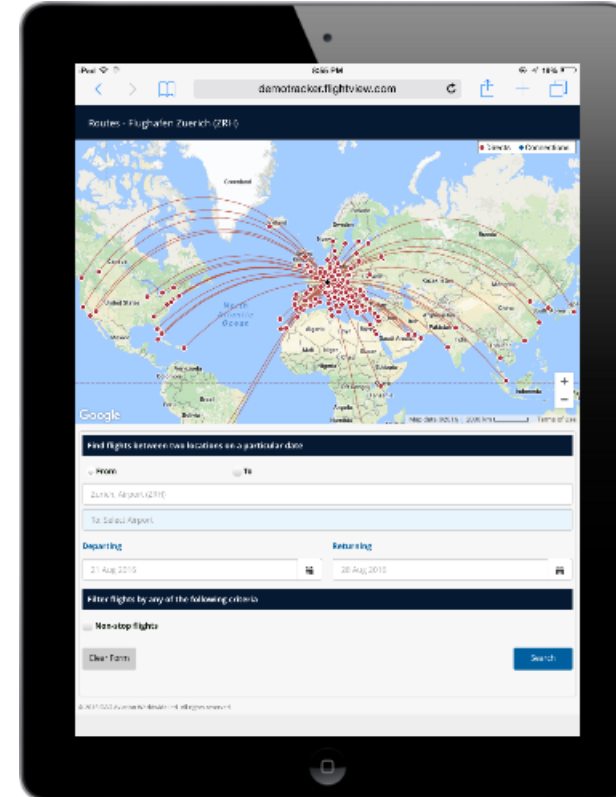
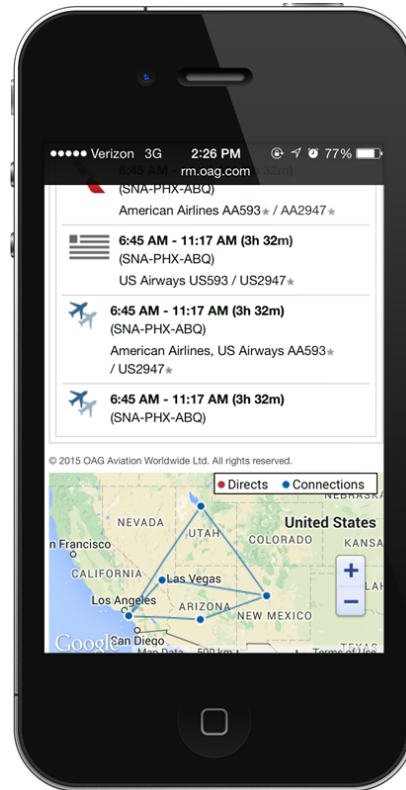
- Show/hide 'From', 'To', 'Via' searches
- Show/hide direct flights (red dots & lines)
- Show/hide connections (blue dots & lines)

## ➤ Filter Options:

- Include Codeshares
  - Non-stop flights only
  - Specific airlines
- 
- Customizable to your branding and website look and feel
  - Stacked (map on top) or side by side layout

# Responsive Design Makes It Usable On Any Device

OAG<sup>®</sup>



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# Select A Destination To See Routes

- Click on London in the map and view the direct or connecting routes to Zurich
- Results Panel: Shows Outbound and Return flights and within each of these, Direct & Connecting flights.
- Sort order is by earliest flight
- Here 25 direct flights and 130 connecting flights are listed in the grid and illustrated on the map.
- Codeshares and low cost connections are explicitly stated

The screenshot displays the OAG flight search results for a route from Zurich, Airport (ZRH) to London, Heathrow Apt (LHR) on August 22, 2016. The top section features a map of Europe with blue lines connecting various cities, highlighting the flight paths between Zurich and London. Below the map, the search criteria are listed: FROM Zurich, Airport (ZRH), TO London, Heathrow Apt (LHR), and DEP. DATE 22 Aug 2016. There are buttons for 'Modify Search' and 'Print Page'. The results are organized into two main tabs: 'Outbound' and 'Return'. Under 'Outbound', there are two sub-tabs: 'Direct (25)' and 'Connecting (130)'. The 'Direct (25)' tab is currently selected, showing a list of flights. The first flight is a direct flight from ZRH to MAN to LHR, operated by SWISS and British Airways, with a departure time of 6:55 AM and an arrival time of 9:45 AM (3h 50m). The second flight is a direct flight from ZRH to FRA to LHR, operated by Lufthansa German Airlines, with a departure time of 7:05 AM and an arrival time of 9:40 AM (3h 35m). The 'Connecting (130)' tab is also visible, showing a large number of connecting flights.

FROM  
Zurich, Airport (ZRH)

TO  
London, Heathrow Apt (LHR)

DEP. DATE  
22 Aug 2016

Modify Search Print Page

Outbound Return

Direct (25) Connecting (130)

Airline Time Via Sort

\* Codeshare Low Cost Connection

6:55 AM - 9:45 AM (3h 50m)  
ZRH-MAN-LHR  
SWISS, British Airways LX390 / BA1387

7:05 AM - 9:40 AM (3h 35m)  
ZRH-FRA-LHR  
Lufthansa German Airlines LH5771\* / LH902



# Select A Flight To See Details

- Click on the flight in the results grid and view actual connecting route on the map along with the full flight details for both legs in the results panel.
- **Details include:**
- Depart/Arrival Times, Depart Apt, Terminal, To Airport, Airline + Flight Number, Operating Airline (if codeshare), Aircraft type, available Classes, Number of stops, Total Journey time.

Map data ©2016 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. National 100 km

Back to flights summary view

Selected outbound flight

Print Page

7:05 AM - 8:15 AM 1h 10m

**From:** Zurich Airport (ZRH)

**To:** Frankfurt International Apt (FRA)

Terminal 1

**Airline:** Lufthansa German Airlines LHS771\*

Operated by LX

**Aircraft:** Airbus A320

**Classes:** Business Economy

**Stops:** Non-Stop

Connecting to...

9:00 AM - 9:40 AM 1h 40m


**From:** Frankfurt International Apt (FRA)

Terminal 1

**To:**

# Integrate With eCommerce Engine To Drive Online Sales

OAG<sup>®</sup>

 United Airlines 5856 [Book a Flight](#)

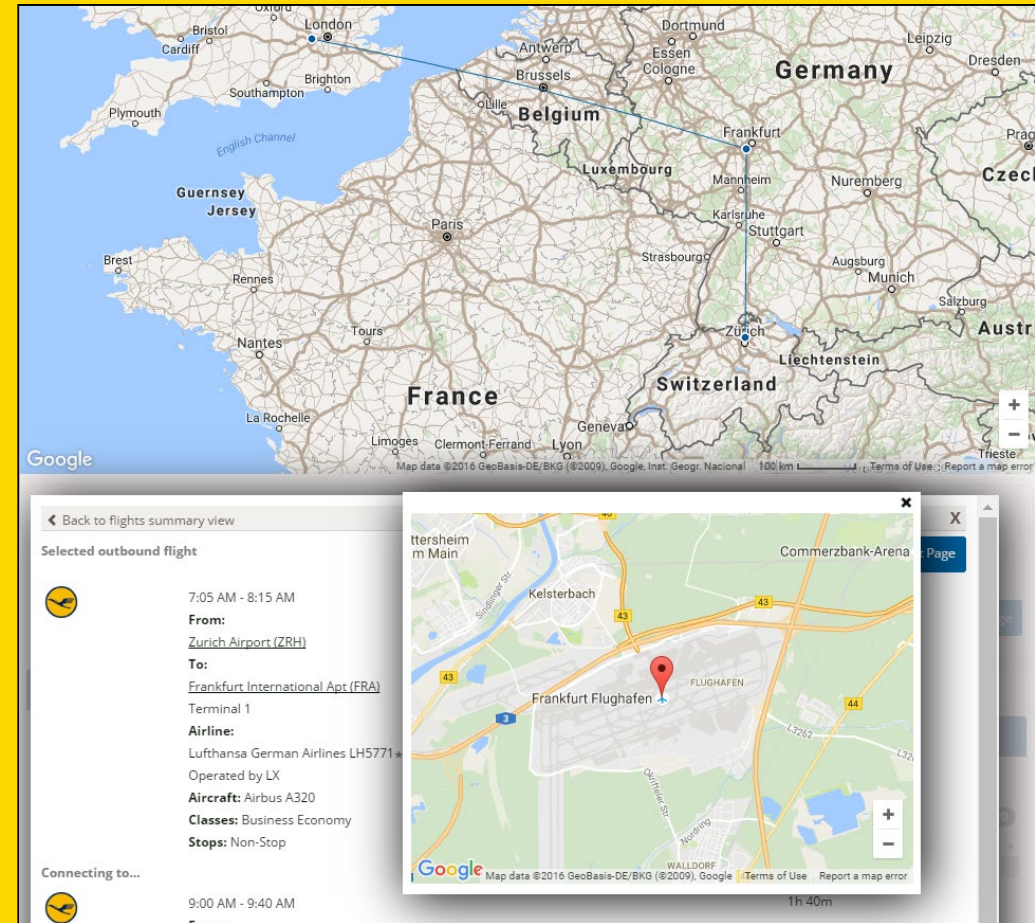
From : [Tucson International Apt \(TUS\)](#)  
To : [Denver Intl Apt \(DEN\)](#)

Depart:	6:10 AM
Arrive:	9:10 AM
Duration:	2h 0m
Classes:	Economy
Aircraft:	Canadair Regional Jet



MAKE SMARTER MOVES

# Click On Airport For Nearby Points Of Interest

- Click on the airport link to open a map of the airport and the surrounding region so nearby train and bus stations can be seen along with any other points of interest around the airport.



# Results In The Grid Can Be Printed For Reference

<b>FROM</b> Zurich, Airport (ZRH)		
<b>TO</b> London, Heathrow Apt (LHR)		
<b>DEP. DATE</b> 22 Aug 2016		
		Outbound
Connecting		
	7:05 AM - 8:15 AM	1h 10m
<b>From:</b> <u>Zurich Airport (ZRH)</u>		
<b>To:</b> <u>Frankfurt International Apt (FRA)</u>		
Terminal 1		
<b>Airline:</b> Lufthansa German Airlines LH5771*		
Operated by LX		
<b>Aircraft:</b> Airbus A320		
<b>Classes:</b> Business Economy		
<b>Stops:</b> Non-Stop		
Connecting to...		
	9:00 AM - 9:40 AM	1h 40m
<b>From:</b> <u>Frankfurt International Apt (FRA)</u>		
Terminal 1		
<b>To:</b> <u>London Heathrow Apt (LHR)</u>		
Terminal 2		
<b>Airline:</b> Lufthansa German Airlines LH902		
<b>Aircraft:</b> Airbus A320 (Sharklets)		
<b>Classes:</b> Business Economy		
<b>Stops:</b> Non-Stop		
<b>Total journey time</b> 3h 35m		
<b>Codeshare</b> * <b>Low Cost Connection</b> •		
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# Multi Language Availability



- Routemapper is available in the following languages with more coming soon
  - German
  - Hungarian
  - Spanish
  - Portuguese
  - Chinese
  - etc.

The screenshot displays the OAG Routemapper interface. On the left, a sidebar shows flight details for Budapest Airport (BUD) to London, Heathrow Airport (LHR) on 09 Dec. 2016. It lists three direct flight options: American Airlines AA6600, British Airways BA865, and Japan Airlines JL7122, all departing at 07:25 and arriving at 09:15 (2h 50m). The main area features a map of Europe with flight routes highlighted in red. Below the map, there are filters for 'Zielflughafen' (Destination Airport) and 'Rückflug' (Return flight) set for 28 Aug 2016. A 'Kriterien filtern:' section is also visible at the bottom.

# Flexible Date Search

- Search For A Weekly or +/- 3 Days Schedule

**Filter flights by any of the following criteria**


☒ Dates +/- 3 days (directs only)

☐ Only non-stop flights

☒ All

Clear Form

Search

Outbound				Return			
Direct (14)				Connecting (0)			
Airline ▾				Time ▾			
Sort ▾							
* Codeshare ⓘ				14 / 1			
 American Airlines AA6600*							
BUD-LHR Non-Stop							
07:20 - 09:05 (2h 45m)							
<	Fri 03	Sat 04	Sun 05	Mon 06	Tue 07	Wed 08	Thu 09 >
	