



AirData ranked 2nd for larger airlines in recent survey

In a recent survey carried out by **Asistim** (Hannover, Germany) 227 airlines were asked 15 questions designed to build a picture of how they were set up and what solutions they have put in practice to meet the daily challenge of flight planning.

The results were divided into four categories, based on fleet size: 1-5 aircraft, 6-20 aircraft, more than 20 aircraft, plus an overall category of “all airlines”.

In the “more than 20 aircraft” category, AirData came second, with a market share of 13.9% – behind Lido (15.0%). In the “all airlines” category we came fourth, with a market share of 10.8% - behind Lido (12.6%), Jeppesen (12.2%) and EDS (10.9%).

Our market share is lower in the smaller fleet-sized airlines but, as our traditional market has usually been the larger airlines, this is not surprising. However, our new Bureau service is designed to target the smaller user and we will aim to improve our market share in that area.

Interestingly, just over a quarter of the airlines surveyed did not use any of the more well-known flight planning systems. This represents a possible market opportunity.