CTravel leverages airline schedules data to expand into new markets.
Travel International AB has been creating popular internet services designed to help travelers discover destinations and find the best travel options since 2011. Travelers from all over the world use FlightsFrom.com to explore non-stop flight options by airport. For example, visitors to the site can book their next business meeting or weekend holiday based on their time schedule and closest airport, bypassing the extra wait times that result from stopovers.

Based in Gothenburg, Sweden, CTravel’s FlightsFrom.com aims to provide travelers with a high-quality online experience when searching for airline routes and flight schedules globally. From business to leisure travel, CTravel believes in helping travelers fly with an efficient and convenient time schedule. Their goal is to make all the information travelers need to plan a successful trip available in one place by providing complete and accurate flight information.

The Challenge

Although based in Sweden, CTravel wanted to offer services beyond the Nordic countries, into the rest of Europe and beyond to increase the value of their service for their customers. However, this growing international focus would require CTravel to expand their access to information.

CTravel needed to be able to answer questions such as:

- What airlines fly where?
- What flight time does a particular route have?
- What days of the week do they fly?

How many terminals are there in a particular airport?

Since 2015, CTravel has collected data to prepare for the development of FlightsFrom.com. Their flight information database was based on data from other websites in their company group with thousands of searches made every hour. Despite having their own data from internal providers, CTravel struggled to achieve the level of coverage and completeness for worldwide airline schedules they needed to build a successful product.

“Part of the problem when you have a lot of data from different providers and different travel entities it’s difficult to maintain a complete dataset. There is a lot of uptake. You can struggle to keep up the quality on your own even if you have a dedicated team of people.”

- Jens Johansson,
Chief Technical Officer
and different travel entities it’s difficult to maintain a complete data set,” said Jens Johansson, Chief Technical Officer of CTravel International AB. “There is a lot of uptake. You can struggle to keep up the quality on your own even if you have a dedicated team of people.”

If CTravel intended to show customers where they could fly on a global scale, then they needed access to a larger dataset with flight schedule and connection details. CTravel’s leadership knew that maintaining a high quality online experience and offering the most accurate, up-to-date flight information would be essential for them to establish credibility and build trust with new users.

"Growing our market beyond Sweden meant we had a need for global airline schedules, not just domestic and regional, which is more difficult and time consuming for us to source independently. We needed to ensure 100% accuracy from one single source. We must establish ourselves as a reliable service beyond the Swedish market.”

- Patrik Larsson, Chief Executive Officer

The Solution

As CTravel continues to enhance FlightsFrom.com, a small sample of a few hundred visitors per day have been testing the newest features. Based on initial user behavior, visitors are spending upwards of 30 minutes on the website exploring flight opportunities.

“We’ve heard feedback from our users and they are very happy,” said Larsson. “Many users have said they have looked for this type of service in the past and they couldn’t find it so we have a lot of eager, happy users. Our customers know they can trust us and that they won’t find this level of information anywhere else.”
Cirium’s schedules data allows CTravel to offer customers an accurate and reliable view of global airline routes and flight schedules from a single source. Obtained from over 900 airlines, the schedules data CTravel integrated into FlightsFrom.com has resulted in:

- Significant time savings. Internal development teams no longer bear the burden of maintaining and enhancing schedules data themselves.
- Increased customer satisfaction. Users of FlightsFrom.com can access airline schedules up to 11 months into the future.
- Reduced reputational risk. CTravel can rest assured they are building trust and loyalty with their users by offering close to 100% data accuracy.

“Cirium’s partnership is crucial to us,” said Johansson. “It is likely that we could maintain 60% to 70% data accuracy on our own, but our users expect as close to 100% correct data as possible, which is why we chose Cirium. We are saving a lot of man hours this way. The quality control Cirium offers makes it so we don’t need to do it. It removes the need for us to have a full team dedicated to collecting, checking and updating the data. The data we get from Cirium is more accurate, more complete and there are more data fields for us to use.”

Cirium’s schedules data has helped CTravel increase the amount of information they can offer to their customers and improve the quality of their service. Their goal of delivering complete global airline routes and flight schedules information to their customers is now simpler to achieve than ever. As a result, they are well positioned to launch a successful website that will make travel planning efficient and convenient for everyone.

About Cirium

Cirium brings together powerful data and analytics to keep the world in motion. Delivering insight, built from decades of experience in the sector, enabling travel companies, aircraft manufacturers, airports, airlines and financial institutions, among others, to make logical and informed decisions which shape the future of travel, growing revenues and enhancing customer experiences. Cirium is part of RELX PLC, a global provider of information-based analytics and decision tools for professional and business customers. Find out more at cirium.com.

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