

ForwardKeys launches DMO-specific dashboard: Destination Gateway

ForwardKeys has launched a brand-new data platform to help tourism boards and destination marketing organizations use Big Data and air ticketing insights in real-time. This call to action is expected to speed up the process of recovery planning.

“Innovation and agility are rooted in the very foundation of ForwardKeys. Our dedicated team of developers and scientists have worked endlessly and patiently on this exciting product. At all stages of development and testing we included a handful of DMO clients and partners for their additional perspective, making Destination Gateway unlike many other products available in the market,” says Olivier Jager, Co-Founder & CEO, ForwardKeys.

Providing users with a broad skillset, Destination Gateway is an intuitive dashboard that will help professionals reach their respective business goals.

“These days, it is easy to become overwhelmed by the variety of data and tools available to tourism bodies. The pressure to be a data-driven organization is very strong. Since Destination Gateway combines so many diverse aspects relevant to DMOs in one place and offers user-friendly navigation, I think it will quickly become a favorite source of data,” adds Jager.

Tourism boards and DMOs can monitor their destination’s performance, marketing efforts and air connectivity at the click of a mouse. A feature has recently been added to monitor travel recovery more effectively due to the ever-changing travel restrictions and regulations.

ForwardKeys has been assisting the travel and tourism sector with valuable travel data and insights since 2010. With DMO clients, big and small, in Asia, Africa, Europe and the Americas, its expertise is trusted and valued by many, including world bodies such as UNWTO, ETC, PATA and WTTC.