RDC MKm

Apex

An introduction to the Catchment cloud

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Unlock growth with intuitive catchment analysis

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Understanding passenger leakage is critical to unlocking growth, strengthening market position and winning new routes

Catchment cloud, part of the Apex platform, gives you the intelligence to do that quickly, intuitively and visually

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Why Catchment cloud?

Analysis made easy

Catchment cloud and the Apex UI makes analysing advanced market penetration and leakage data straightforward, bringing you meaningful insights with minimal inputs

Beautiful, presentation-ready maps

Clear visualisations highlight exactly where passengers are coming from and where they’re going. Perfect for stakeholder presentations, strategy decks and route development discussions

Integrated Apex ecosystem

Apex is a suite of tools for understanding market strengths, weaknesses and opportunities. Catchment cloud bolts seamlessly onto unique datasets that together strengthen your understanding and your decision making

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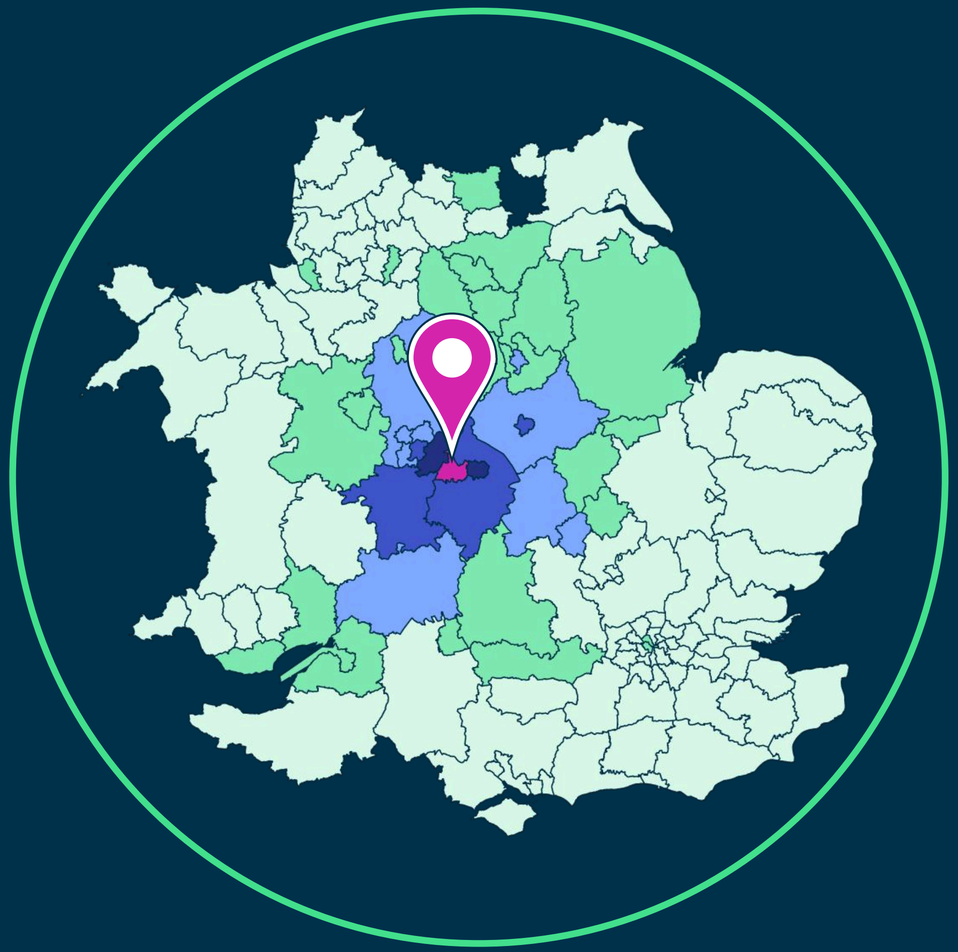
What do I get?



Understand market penetration

See how well your airport or specific routes are performing across different regions. A precise visualisation of where you're strong or weak helps you to:

- Identify low-penetration zones ripe for growth
- Tailor marketing campaigns for geographies
- Improve ROI with focused outreach strategies

Uncover new opportunities

Access leakage and catchment insights to power strategic decisions for unserved and underserved markets. Build smarter business cases backed by data including:

- Demand sources leaking to other airports
- High-potential catchment zones overlooked
- Areas primed for route development or partner engagement

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Our methodology

In partnership with MKmetric, the data we use covers demographic, economic, and passenger-demand data sourced from official European datasets. It also includes aviation-specific data from surveys conducted by aviation authorities and organizations such as the CAA and ADV, as well as national and EU-wide mobility studies.

Our analysis is therefore able to take account of economic prosperity, population density, surface access, destination diversity, route competition, and flight frequency, all of which are important components in defining the competitive market reach of airports.

In today’s competitive aviation environment, being reactive isn't enough. Catchment cloud gives you the power to anticipate, adapt and act with clarity and confidence

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Elevate your route development

Catchment cloud is available now as part of the Apex suite. Contact us for access, live demos and exclusive onboarding support

Contact us today

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Find out more at
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Images courtesy of Heathrow Airport

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