



# WebCargo Digital Air Cargo (DAC) Monthly August 2022

## Demand Trends

Manufacturing in China contracted in July and - combined with more capacity available and the typical lull before peak season later in the year - Freightos marketplace transpacific rates fell 15% since the end of June to about 20% lower than a year ago. [Freightos Air Index](#) China - N. Europe rates fell 2% to \$4.51/kg, and are more than 30% lower than last year. The rebound in transatlantic passenger travel added capacity and pushed rates down 11% to \$3.40/kg, though capacity will likely decrease after the summer.

## eBooking Adoption

Carriers continued to expand the coverage available on WebCargo this month as American Airlines' full network is now live for US exports, Air Canada enabled eBookings for several major European destinations, and LATAM opened their full booking network from the Netherlands including trucking. In addition, Silk Way West Airlines opened up export shipments from the US.

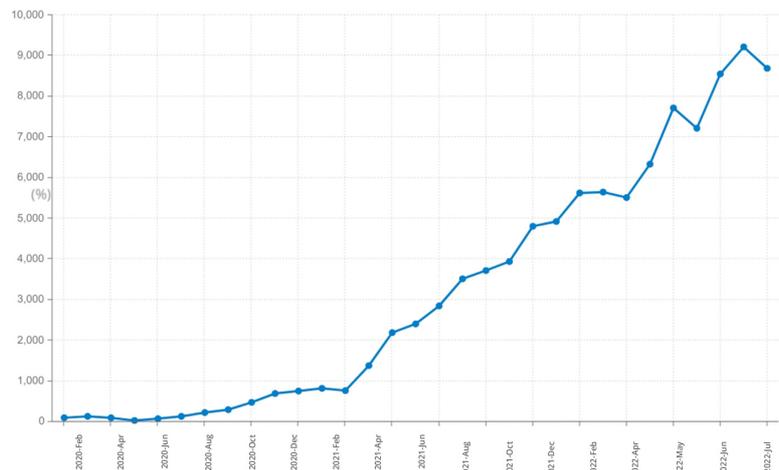
### eBooking Acceptance Rate

**Stable at 95%**  
(Last month: 96%)

APIs and WebCargo connectors have kept acceptance rates high and stable.

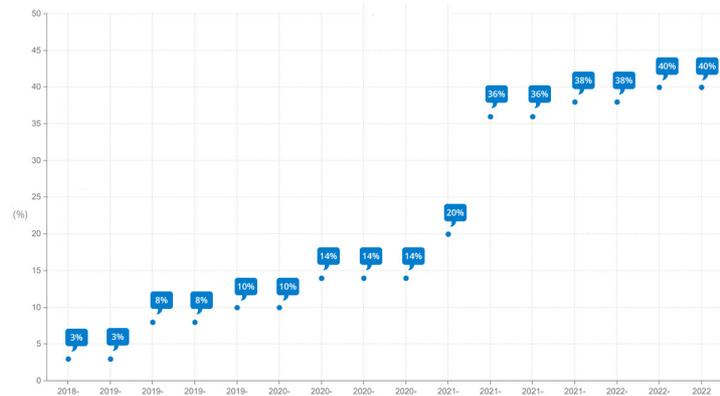
### eBooking Growth on WebCargo

eBookings percentage growth on WebCargo (using January '20 baseline)



## Digitized Air Capacity Growth

More than 40% of the total industry capacity is available online as we enter Q3, almost triple the amount of digital capacity in Q3 of 2020.



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# Innovation Spotlight

## El Al Cargo

Eli Mizrahi

Commercial, Sales and Service Manager



**Q: What advantages does eBooking introduce for El Al Cargo and your customers?**

**A:** Extending our reach through digital channels improves our ability to compete with other, larger, carriers. We're able to serve our existing customers more easily and are also able to reach new customers it may not have been possible to otherwise. Through online sales we have been able to increase our number of bookings and our win rate.

**Q: As a midsize airline, how do you effectively leverage technology?**

**A:** We strongly believe that technology is key to closing the potential gap created by resources larger players may have at their disposal. Extending our reach to more international agents and making our connections with local agents more efficient through digital platforms is one important piece of that strategy.

**Q: What were some of the challenges that had to be overcome in the transition to digital sales?**

**A:** Joining a platform meant we had to sharpen our understanding of our position in the marketplace, and improve the speed and efficiency of our pricing decisions. A change in business as usual - and the desire for both us and our customers to realize the benefits of eBooking - also meant the need to communicate these benefits to our agents and customers and encourage adoption of the digital platform.

**Q: COVID introduced major stressors to the freight ecosystem; did innovation and digitization help you weather the storm?**

**A:** With so many team members as well as customers working from home during the pandemic, digital tools that could keep operations moving remotely became even more important. Digital sales enable a central part of air cargo to keep moving regardless of location, which was important then and continues to show value now.

## Introducing the Freightos Air Index (FAX)

The Freightos Air Index (FAX), now in a free beta phase, is a weekly air cargo rate index based on transactional prices from hundreds of forwarders and dozens of airlines. The FAX comprises an aggregated global index as well as price comparisons across dozens of trade lanes, and hundreds of airport pairs.

[View The Freightos Air Index](#)



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