

Insight. Action. Results.

## Trends, Predictions and Metrics for Managing a Successful Travel Program

*is a world leading travel technology and services provider offering more than twenty software utilities for online booking, reservation, data intelligence, and process automation. We provide patented savings maximization solutions, travel analytics consulting practice, extended management services to travel buyers all over the world. We complement all of these offerings with*

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**Tom Tulloch,  
VP Business Intelligence &  
Consulting Services**

*X is a world leading travel technology and services provider offering more than twenty soft service utilities for online booking, reservation, data intelligence, and process automation. We provide patented savings maximization solutions, travel analytics consulting practice, extended management services to travel buyers all over the world. We complement all of these offerings with*

# Agenda

- > **A brief video showcasing 2011 trends (Video)**
- > **Top ten most unlikely travel industry predictions for 2011**
- > **Metrics to measure for a successful travel management program**
- > **An All Star line up of Data Professionals**
- > **Questions and Answers**
- > **Final predictions**

# 2011 Top Ten Trends in Review

1. **Discrete Consumerism**
2. **Tweetonomics**
3. **Perpetual Adaptation**
4. **Geriatric Couture**
5. **Luxury Lives On**
6. **Modern Kidvertising**
7. **Rock Star Self Expressionism**
8. **Democratic Selling**
9. **Toddler Touchscreens**
10. **Hyperrealism**

# Top Ten Most Unlikely Travel Industry Predictions



Twitter buys LinkedIn, Facebook buys Twitter, Google Buys Facebook – and we all only need to remember one username and password

# Top Ten Most Unlikely Travel Industry Predictions



Bob Crandall emerges from retirement to start a Dallas based low cost carrier

# Top Ten Most Unlikely Travel Industry Predictions



Herb Kelleher emerges from retirement to compete with Bob Crandall by starting a Dallas based hub and spoke airline

# Top Ten Most Unlikely Travel Industry Predictions



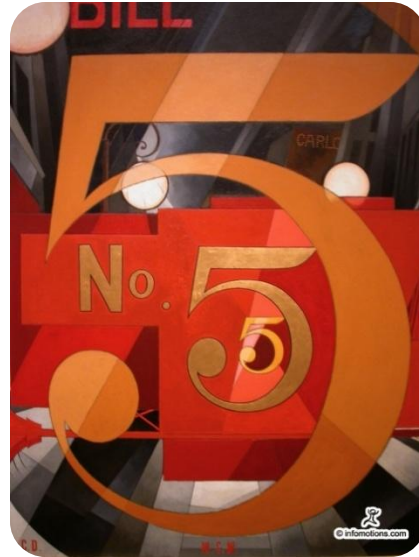
Airlines reintroduce commission payments and FAM trips

# Top Ten Most Unlikely Travel Industry Predictions



Airlines agree to a “standard” for ancillary fees providing buyers 100% transparency for all supplier purchases

# Top Ten Most Unlikely Travel Industry Predictions



The TSA is dismantled over the news of Osama Bin Laden's demise

# Top Ten Most Unlikely Travel Industry Predictions



The GDSs support direct connects for all airline inventory

# Top Ten Most Unlikely Travel Industry Predictions



ARC processes a record setting “one” EMD

# Top Ten Most Unlikely Travel Industry Predictions



In an effort to improve on time performance and safety the Federal Government fast tracks the Next Gen Air Traffic Control System agreeing to full implementation by 2012

# Top Ten Most Unlikely Travel Industry Predictions



Capital Hill forgoes their flight privileges in an effort to save tax payers money and to reduce the Federal Government's carbon footprint

# Data Sources Recommendations



**TMC Back Office**



**GDS Data**



**Corporate Data**



**Expense Management Data**



**HR Hierarchy**



**Procurement**



**Direct Vendor**

# Data Sources Recommendations- Puzzle Pieces Pictures

## Indicating Success



# Key Metrics

- > **We live in a world of ROI, Business Case Analysis Paralysis**
- > **Metrics and Measurements for a Successful Travel Program:**
  - Total Trip Cost
  - Advance Purchase Behavior
  - Split Tickets
  - Out of Policy Transactions
  - Lost Savings Opportunities
  - Lowest Possible Airfare
  - LCC fares vs. Traditional Carrier fares
  - Preferred Hotel Utilization
  - Preferred Rental Car Compliance
  - Class of Service/Price per mile
  - Negotiated Rates

## Key Metrics (cont)

### > Metrics and Measurements for a Successful Travel Program:

- On line Adoption
- Average Segment Cost
- Cost per mile
- Average Daily Rate – Hotel
- Average Daily Rate – Car
- Carbon Footprint
- Ancillary Fees
- Benchmark Performance
- Program Leakage
- Preferred Channel Utilization
- Corporate Card Utilization
- Multiple Travelers Same Flight