

Expert insights. Keeping up with market dynamics.



Regularly review your travel program to monitor the impact of changing market conditions.

Time for change

The shift in market conditions has become a catalyst for change for many organisations, particularly following the Global Financial Crisis (GFC) and fallout from Iceland's ash cloud disaster. Business travellers now want a travel management company (TMC) that offers more than just sound procurement skills and knowledge of a company's staff and policy. To be globally competitive in the highly specialised field of corporate travel management, TMCs must deliver a service that's truly global, offers 24/7 emergency support, embraces emerging technologies and is capable of maximising savings in all economic climates.

While there are many corporate travel providers in the market, very few, like Corporate Traveller offer the full suite of business travel solutions and strength of a worldwide network.

Are you getting the best service?

The combined impact of the GFC, the ash cloud disruptions and continuing threat of global terrorism, have ensured that reducing costs, gaining policy

compliance and increasing traveller safety remain the three biggest drivers for corporate travel management. In this economic and security conscious climate if your TMC is failing to deliver on any of these aspects, now is the time to be surveying the marketplace to ensure all of your business travel needs are being serviced efficiently and comprehensively.

Today's corporate TMC is vastly different from traditional travel agencies. While they still provide the fundamentals such as travel bookings, visas, insurance and leisure travel services, the world's leading TMCs are capable of managing the end-to-end needs and complex processes of corporate travel. From policy development, to compliance monitoring, rate negotiation, traveller security, management information reporting and event management, TMCs are the way forward for companies that want to smarten their business travel and provide the ultimate support network for their people.

Best practice TMCs, such as Corporate Traveller, offer value-adding services such as industry intelligence, state-of-the-art technologies, strategic sourcing

of travel products and consolidation across different business units and regions. The bottom line is measurable value, achieved through enhanced travel culture, visibility into expenditure, cost control, leaner transaction processing and more effective negotiation with industry suppliers.

Partner with a business travel expert like Corporate Traveller and your business will benefit from a full suite of services that you won't get from a traditional booking agency. These include:

- more competitive rates and fares, achieved through our global negotiating strength with suppliers and our access to multiple sources for the world's leading prices
- no call centres. You gain the unique combination of a personalised, local and boutique service delivered by a dedicated team of consultants backed by the strength of an established global network
- detailed reporting and data to demonstrate, track and benchmark your company's travel spend. This gives you complete transparency across your travel activity and helps you engage your departments to

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better manage their travellers and travel budgets

- informed decision-making based on the intelligence sourced from your company's own travel data
- best practice duty of care with 24/7 emergency traveller support and assistance including up-to-the-minute information and alerts on industry events and emergencies
- the latest technology and online booking tools that can be tailored to suit your individual needs
- ongoing strategic advice on how to manage and/or modify your program for the best outcomes, year-on-year.
- best rate negotiations with suppliers.

Is your travel program adapting to market dynamics?

Changes to industry supply and consumer demand in the market, as we are currently witnessing, have a direct impact on prices and rates. As such,



your travel program and policies need to evolve in line with market changes so that ongoing savings and efficiencies can be achieved.

A review of your existing travel policy should consider the following market dynamics that currently prevail in the industry:

Air – Airlines are closely controlling their operating costs and tightly managing yield. This has caused a more equal balance in supply and demand, which means cheaper tickets aren't as plentiful. There are still low-cost tickets around but it's a matter of implementing smart policy to secure the best deals. In addition the emergence of low-cost carriers in the market is changing the way many companies are flying.

Hotels – The key indicators of growth in the hotel industry including occupancy, average daily rates and revenue per available room are increasing across many global markets. As a result of



increased demand and minimal new supply, hotel rates are expected to rebound with Asia leading the way.

Car hire and ground transport – There has been positive growth in the car rental industry with a single-digit increase in car rental days expected during 2011. Corporate buyers with the ability to direct significant volume can still expect a strong hand in car rental negotiations, however smaller accounts might find vendors less interested in cutting rate-based deals than during the GFC.

Has your travel program recently been revised?

The rebound in the global travel industry means that now is the time that companies should be reviewing their travel policy and assessing whether more cost effective strategies are needed to combat the change in market conditions.

If your travel program has not been revised for at least 12 months, Corporate Traveller suggests working with your travel manager to review your policies for air, hotel and car rental; forward strategies for cost containment and any supplier negotiations you have in place to ensure they are generating the best value for you.

Travel policy

While there are many ways to refine your travel policy, it's recommended you work closely with your travel or account manager to develop a tailored strategy to suit your needs. Small-to-medium sized enterprises (SMEs) can look at strategies such as mandating advance airfare bookings, using best fare of day, using the competitive rates of preferred suppliers or including guidelines around the use of airtrains, instead of taxis, for staff travel to and from the airport during work hours.

Cost containment

Cost containment is best achieved by having complete visibility of your travel program. Companies looking to achieve clearer insight into their travel patterns can look at strategies such as online booking tools and/or detailed management information as provided by your TMC.

Supplier negotiations

SMEs with preferred supplier relationships can ask their TMC to review and, if needed, renegotiate the terms of air, hotel and car contracts.

Crisis management

The volcanic eruptions in Iceland opened the eyes of many to the unequivocal value and support of a TMC in an emergency. SMEs that found

the Iceland crisis the most challenging and indeed frightening, were those that had made their bookings either with an online agency or direct with an airline. While Corporate Traveller's clients felt safe in the knowledge they had a travel manager doing everything to assist them, other travellers were left with the near-impossible task of reaching and negotiating with suppliers themselves.

Crisis management forms a major part of a TMC's role. As a Corporate Traveller client your company has access to around-the-clock assistance, the latest in up-to-date information, rebooking, ticketing support and repatriation if required.

Does your travel manager have global reach?

One of Corporate Traveller's strengths is the cohesion of our global network. As part of the Flight Centre Limited group of companies, our corporate business spans 75 countries across the Asia Pacific, Americas, Europe, Middle East and Africa regions. Despite the size of our organisation, our people across the globe have close working relationships so that you can rely on us for local support in every global region.

As part of our global capabilities, clients also have the advantage of globally-competitive airfares through Corporate Traveller's Global Fare Finder and best rates and availability through our Global Hotel Program.

In this day and age it's essential your TMC has the capabilities to go beyond mere travel so that your people have 24/7 local and global support no matter where they are or what challenges are being faced by the wider travel community.



about corporate traveller.

Corporate Traveller is a leading travel management specialist for the SME market. We offer a unique combination of expert advice, local personal service and global negotiating strength to maximise your savings.

The Corporate Traveller team is the best in the business. Our travel experts are highly experienced and have exceptional product knowledge to deliver airfare and accommodation options that will have an immediate and positive impact on your bottom line. Our flexible business model is shaped to match the distinctive needs of SMEs, enabling us to better understand your travel requirements, offer tailored solutions and build long-term partnerships.

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