

**COMPLIMENTARY ISSUE FROM GETTHERE**

*The McGraw-Hill Companies*

# BusinessWeek

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A woman with blonde hair, wearing a grey blazer over a white shirt, is smiling and holding a large globe of the Earth. The globe is positioned on the left side of the frame, showing the Americas. The background is a bright, out-of-focus office setting.

## No Boundaries

Companies are getting on board with savvy new ways to save when it comes to business travel.

**Bev Heinritz**  
*General Manager*  
GetThere

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# Travel management gets savvy, saving millions for today's businesses

With corporate travel booking sites, organizations are empowering employees to make cost-conscious choices.



## More flexibility for employees, unlimited savings for companies

Who hasn't scoured the Internet for great travel deals? Most people today know where to go to find lots of options and lots of savings when it comes to booking travel easily and online. The same behavior that drives individuals to book personal travel a certain way creates a significant savings opportunity for corporations.

"Whether a company is new to online booking, or has already been using travel web sites to some extent, it stands to save significant dollars by bringing corporate travel policy online," said Bev Heinritz, general manager of GetThere, the leader in online corporate travel management.

Companies stand to save thousands – or even millions. By using policy-driven corporate travel web sites, employees are automatically led to the least-expensive or vendor-preferred travel options based on the company's corporate travel policy.

Analyst firm PhoCusWright predicts that gross U.S. online corporate bookings will grow 18 percent in 2007, with industry online adoption rates growing from 45 percent in 2006 to 52 percent in 2008.

## Taking travel online

More than 3,000 corporations – including a majority of the Fortune 200 – rely on online booking sites managed by GetThere. GetThere technology provides corporate travel sites that feature each company's preferred travel suppliers, special negotiated rates and more.

The technique is working. Last year, GetThere's clients booked 10 million airline, car, hotel and rail reservations. The savings have been significant:

- Average savings of 14 percent on airline tickets
- Collective savings of more than \$600 million on airfare in 2006
- An average adoption rate of 68 percent – much higher than the 45 percent statistic cited in the PhoCusWright study

Compass Group USA, Inc., a leading foodservice company, spends about \$50 million on travel each year. Last summer, the firm deployed GetThere, replacing its existing corporate travel web site. The results directly impacted the company's bottom line.

Within five months, Compass Group USA tripled the number of employees using the corporate travel site. By the end of the year, the company had realized savings of 17 percent or more on its most-traveled city pairs.

"GetThere's customer success managers and knowledgeable support staff are dramatically impacting our travel program," said Steven Howell, senior procurement manager for Compass Group USA. "GetThere's easy booking process, along with a support structure of people that truly grasp the complexities of business travel, reaps benefits for us every day."

## Travel agency + web site = savings

But what about corporations that already rely on a travel agency to save big bucks? In fact, by combining online technologies with an existing travel agent relationship, they can save even more.

Travel agencies are buying into the strategy. In 2006, 21 regional travel management companies in North America signed agreements to offer GetThere to their corporate clients. This has led to a 97 percent increase in online bookings via travel management companies.

"Our clients increasingly have a better understanding of the time and money savings they can generate via use of GetThere," said Michael MacNair, president of MacNair Travel Management in the greater Washington, D.C. area. "We've implemented a number of long-time clients who were previously unaware of such systems."



# BEST-PRACTICE TIPS FOR TRAVEL AND MEETING PLANNERS

Using meeting planning technology to meet and exceed your needs.

Meetings-related travel currently makes up approximately 35-45 percent of a company's annual travel budget, according to a 2006 PhoCusWright study. The same PhoCusWright study found that 75 percent of corporate meetings are considered ad-hoc and are often coordinated by employees who are non-professional meeting planners.

In most cases, impromptu meetings often bypass monitoring and negate cost-control efforts, resulting in unmanaged expenses. With pressure to make the most of business travel dollars, corporations continually are searching for new technologies and services that bring ease of use and cost control into the travel and meeting planning cycle.

GetThere DirectMeetings is the only corporate meeting and travel procurement solution that is fully integrated with the GetThere DirectCorporate online corporate booking tool. A corporate travel department can extend the powerful and proven cost savings of GetThere DirectCorporate to a company's meeting and event planning spending – via one powerful combined solution.

More than 3,000 corporations, including a majority of Fortune 200 companies that have online booking sites, use GetThere. More information is available at [www.getthere.com](http://www.getthere.com).

## Making the Most out of Meeting Planning Technology

### 1. Implement a meetings program, don't just use a tool

- Have a structured plan for use and adoption in place for all employees
- Offer training to help others understand the program and technology
- Get the meetings tool in the hands of the people who can use it, such as the corporate meeting planners, executive assistants and team leaders

### 2. Have a C-level executive buy into the meetings program

- Get an executive's approval and endorsement for the meetings program
- Build awareness for adoption of the program from the top down
- Send company-wide marketing communications from C-level executives about the meetings technology

### 3. Put an ROI model in place to help people understand the value of using meetings technology

- How does it work? Does it help the company save money or control policies?

### 4. Know how supply and demand impacts meetings

- High demand for meeting venues and hotel space can drive up costs, especially in top meeting locations. Moving your meeting by a day or a week, or to a different location, can save your company money

### 5. Give corporate travelers options to enhance their meeting experience

- With the help of online meeting technology, such as GetThere's DirectMeetings, not only can meeting planners book venues and room, but attendees have options to choose which meals they would like, activities they want to participate in, and other meeting add-ons

### 6. Understand and analyze an organization's strategic goals and objectives for meetings and events

- Is the meeting ad-hoc or is it a planned event?
- Make sure everyone knows the purpose of the meeting/event
- Determine a budget for the meeting and stick to it
- Define the success measures for individual meetings and events

### 7. Be sure to compile attendee reports for company records

- Use a tool that allows tracking of everything from invitation responses and survey question responses to room block responses, check in/out dates, response history and departure/arrival information



## Going global? We're your foreign ambassador.

If you're taking your corporate travel program global, look to the company that has successfully implemented corporate online booking technology in more than 40 countries. Our international capabilities include demonstrated savings for over 3,000 companies, with over 500 customers based outside of North America. Quite simply, GetThere takes the complexity out of going global and builds you a solution. Proven success worldwide. That's GetThere. Contact us today at [getthere.com/direction/global](http://getthere.com/direction/global) or call us at 800 850 3906.



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*Where business travel is going.*

- One easy tool, one single platform
- Multiple languages
- Regional knowledge and expertise
- Local service, global reach