

# ODYSSEY

Follow us on Twitter at:  
[www.twitter.com/OdysseyMG](http://www.twitter.com/OdysseyMG)



August 16, 2010  
Published by Odyssey Media Group

## eMagazine



### NBTA To Become Global Business Travel Association

The world's largest network of business travel professionals -- now known as the National Business Travel Association (NBTA) -- has announced that it will change its name next year to the Global Business Travel Association (GBTA). The announcement was made during the first general session of the 2010 NBTA International Convention & Exposition held last week in Houston, Texas.

NBTA President & CEO, Craig Banikowski, CTE, C.P.M., CMM, laid out the vision for the organization's future: "Our industry continues to evolve, and our jobs are evolving as well. Just as we have all changed our thinking about our jobs in recent years, our association must shift its thinking.

page 3



### United & Continental Unveil New Visual Branding

United Airlines and Continental Airlines have revealed refinements to the visual branding for the new global airline that will result from the proposed merger between the two airlines.

The new logo displays the combined company's brand name in capital letters (UNITED) in a custom sans-serif font, joined with the global mark which has represented Continental's brand image since 1991.

page 9



### Travelocity Business Dashboard

Travelocity Business has announced a proprietary dashboard reporting solution that allows corporations to thoroughly and easily analyze their total travel program. The on-demand, web-based analytic suite is designed to leverage detailed information from Travelocity Business's extensive travel data reporting warehouse to bring greater visibility into the performance and compliance of their customers' travel programs. The visual representation of the new dashboards better enables Travelocity Business customers to easily view large data sets in a more meaningful and useful manner.

"Our new dashboard offering will greatly enhance our customers' ability to compare a variety of vital travel metrics, ranging from adoption rates and travel spend by business unit to lost savings and unused tickets," said Yannis Karmis, president of Travelocity Business. "The easy-to-navigate dashboards will not only give a clearer top-level view and analysis, but will also allow site users to drill down for additional, important reporting information."

page 7



### Emirates Second Daily Flights To LA & Houston

Emirates, the Dubai-based international carrier, has underlined its commitment to the United States by announcing the launch of second daily flights to Los Angeles and Houston. The airline, which recorded a significant increase in revenue for the Americas in 2009-10, will soon offer over 15,000 seats on 98 round trip flights per week between Dubai and the U.S.

Starting October 31st for Los Angeles and November 1st for Houston, Emirates will fly non-stop to both cities twice a day on Boeing 777 aircraft. The services will provide the highest standards of passenger comfort...

page 10

# CONTENTS

NBTA Foundation Study: Business Travel Spend Fell 8.8% In 2009 NBTA To Become The “Global Business Travel Association” (GBTA) In 2011	page 3
Travel Guard Survey: 76% of Travel Managers See Activity Increase International Travel House Limited - India Joins GlobalStar Travel Management	page 4
Travel GPAT Partners With Vision 2000 Travel Group iJET Enhances Worldcue Global Control Center Sabre and Cisco To Develop Telepresence Distribution & Reservation Platform	page 5
Ariett Xpense For The iPhone Unveiled At NBTA	page 6
Travelocity Business Dashboard Offers More Meaningful Analysis Travelocity Offering Improved Insight into Ancillary Fee Spend	page 7
Amadeus Unveils Latest Evolution of Amadeus One IT Portfolio Cathay Pacific & Travelport Enter Into Marketing Agreement	page 8
Continental Unveils Boeing 787 Dreamliner At NBTA Etihad CEO Addresses One Of The World’s Biggest Travel Forums United & Continental Airlines Unveil New Visual Branding	page 9
Delta’s “Ticket Window” Enables Bookings From Social Media Sites Emirates To Launch Second Daily Flights To LA & Houston	page 10
Carlson’s New Products & Services Express “Travel Empathy” Hotel Industry’s Pulse Index Increases 3.8% in July	page 11
Homewood Suites Study: Travelers Combining Business & Leisure Trips	page 12
BMO Alliance With IBM For Global Business Travel Expense Management CyberShift Announces Expense Management Outsourced Services At NBTA	page 13
American Express Business Travel North America BTM Data & Analysis	page 14
U.S. Bank Launches Electronic Expense Reporting Tool ExpenseWatch.com Integrates With Triplt	page 15
FCm Appoints New UK Head of Account Management David Painter Named COO of GTA By Travelport NBTA Adds New Board Members	page 16



**ODYSSEY**  
Media Group

Publisher & Managing Editor: Colin J. Holden - [colin@odysseymediagroup.com](mailto:colin@odysseymediagroup.com)

Associate Editor: Brian Menzies - [brian@odysseymediagroup.com](mailto:brian@odysseymediagroup.com)

Associate Editor: Edward Lambert - [ed@odysseymediagroup.com](mailto:ed@odysseymediagroup.com)

Technology Editor: Marten Streifel - [marten@odysseymediagroup.com](mailto:marten@odysseymediagroup.com)

M.I.C.E. Editor: Deborah Ibsen - [deb@odysseymediagroup.com](mailto:deb@odysseymediagroup.com)

Vancouver, Canada - San Francisco, USA

Telephone: (604) 543-7375

# ASSOCIATIONS

## NBTA Foundation Study: Business Travel Spend Fell 8.8% In 2009

The NBTA Foundation, the research arm of the National Business Travel Association (NBTA), has released a comprehensive report analyzing the current state of global business travel spend and growth projections over the next five years. The study, sponsored by Visa, reveals that business travel spend around the world fell 8.8% in 2009 -- the largest drop the industry has seen since the recession in 2001 and following the events of 9/11. However, economic recovery to date has surpassed expectations and, as a result, global business travel spend is projected to reach \$896 billion in U.S. dollars this year and grow to \$1.2 trillion by 2014.

According to the report, while the world experienced the worst economic recession in 2008 to 2009 since World War II, the decline in business travel was worse in the recession of 2001. Business travel fell 11.5% in 2001 and strengthened by only 2% in 2002. Most of the 75 countries covered in the study faced worse declines in 2001 than in the "Great Recession" of 2009, including the United States (-9.4% vs --9.3%), despite experiencing two consecutive years of business travel spend loss in 2008 (-3.8%) and 2009 (-9.3%).

Craig Banikowski, NBTA President & CEO, said, "Surprisingly and thankfully, while much of the world has just weathered a devastating recession, declines in business travel last year were not as detrimental as expected, positioning the industry to achieve a swifter recovery, which we are already seeing. Air traffic is rising, along with average fares. Hotel occupancy, particularly in higher tiers, is also on the increase. However, while we believe recovery is sustainable, corporate travel managers and suppliers should be prepared for a bumpy ride."

The study indicates that business travel recovery will not be uniform across the globe. Asia, Latin America, and the Middle East are expected to grow more rapidly than North America and Europe. China, the only nation that grew business travel last year (8.5%), and other Asian markets currently add business travel spending at about four times the rate of the United States.

In fact, China is expected to grow by

### NBTA To Become The "Global Business Travel Association" (GBTA) In 2011

The world's largest network of business travel professionals -- now known as the National Business Travel Association (NBTA) -- has announced that it will change its name next year to the Global Business Travel Association (GBTA). The announcement was made during the first general session of the 2010 NBTA International Convention & Exposition held last week in Houston, Texas.

NBTA President & CEO, Craig Banikowski, CCTE, C.P.M., CMM, laid out the vision for the organization's future: "Our industry continues to evolve, and our jobs are evolving as well. Just as we have all changed our thinking about our jobs in recent years, our association must shift its thinking. As your elected President & CEO, my primary strategic focus is taking NBTA from being a national organization to being a truly global business group that gives you seamless access to best-in-class resources, information, and the global network you need -- anytime, anywhere."

The NBTA network previously included operations in Australia, Brazil, Canada, Mexico, and the United States. Earlier this year NBTA Europe was formed in partnership with seven groups across the continent, providing NBTA members an expanded network of peers and colleagues in the second largest business travel market.

Michael W. McCormick, NBTA Executive Director & COO, said, "Today, NBTA encompasses six regional operations on four continents. We have customers in more than 30 countries who serve millions of business travelers worldwide. In 2011, our name will officially change as we become the Global Business Travel Association, or GBTA."

McCormick went on to tell attendees that association members would have opportunities to provide input to help shape the new GBTA brand: "From graphics to member benefits, your ideas will help determine the new look and feel of a newly-energized organization."

double digits in 2010 and add nearly \$130 billion in new business travel spend by 2014, surpassing the U.S. market in size by as early as 2015.

"Visa values its relationship with the NBTA and believes that its new research and reporting on the travel marketplace will be a valuable tool for organizations throughout the industry," said Rafael De la Vega, head of commercial solutions, Visa Inc. "This report comes at an ideal time - when economies are fluctuating and corporate cultures are shifting. Visa is proud to help the NBTA offer this resource to corporate travel professionals and businesses around the world, providing an outlook to help both buyers and suppliers."

Industry sectors reacted differently to the Great Recession, according to the

study. After several years of double-digit growth because of a booming economy, business travel spend in utilities declined by almost 14% last year but is expected to rebound quickly in 2010. Real Estate, one of the main drivers of the global recession, is predicted to bottom this year and begin to recover slowly. Business travel spending from the Government sector, on the other hand, experienced no decline thanks to fiscal stimulus package, but is expected to grow slowly in the coming years.

Those with the largest projected increases in business travel spend over the next five years include: Utilities (\$38.2 billion), Food Processing and Services (\$32.2 billion), Real Estate (\$23.2 billion), Rubber & Plastic Manufacturing (\$18.2 billion) and Social & Personal Services (\$17.9 billion).

Banikowski commented, "By analyzing travel spend and recovery by business sector, this report will help corporations determine the pace they should maintain in preparing travel programs for greater volume or more cost savings opportunity. Some industries, more than others, can realize from this report that an aggressive stance toward investing in business travel can

grow top-line revenue."

Global business travel air spending, comprising one-fourth of total trip spending, is estimated at \$201 billion in 2009, down 13% from 2008. Business travel comprised 54% of total airline revenue in 2009, which is expected to fall this year as leisure travel begins to recover.

The study also found that business travelers are responsible for 14% of total global hotel and restaurant sales. In 2009, hotel, food and beverage spending comprised about 41% of the global business trip budget for a total of \$359 billion, a decline of nearly 7% compared to 2008.

# TRAVEL MANAGEMENT

## Travel Guard Survey: 76% of Travel Managers See Activity Increase

As a sign that the economy is on the upswing, 76 percent of travel managers said that their travel activity increased for the first half of this year compared to the same time period in 2009. At the same time, travel managers have numerous concerns about their travelers overseas, one of these being their medical well-being. This information comes from a recent survey of those responsible for booking corporate travel, which was conducted by Ruf Strategic Solutions. The survey of more than 100 corporate travel managers was conducted on behalf of Travel Guard North America, one of the nation's leading providers of travel insurance and assistance. Travel Guard offers Premier Assist, a medical, security, and personal assistance program designed for international business travelers, expatriates, and students traveling overseas.

More than half of those surveyed - 53 percent - said that the medical well-being of their international travelers was of greater concern to them compared to five years ago.

In addition, 37 percent of respondents felt that a global pandemic had a likelihood of impacting their travelers, and 36 percent were concerned about the fallout from a recurrence of volcanic ash over the Atlantic. The occurrence of an earthquake, tsunami or other natural disaster could also impact travelers in the coming year, according to 32 percent of respondents. And, 28 percent said that a labor strike by a major air carrier was most likely to affect their travelers in the next few months.

As for the international business travelers themselves, their number one concern was becoming stranded while being away, according to 43 percent of those surveyed. This was followed by getting sick/injured (30 percent).

### International Travel House Limited - India Joins GlobalStar Travel Management

International Travel House Limited (ITH), founded in 1981 currently with a network of 10 IATA Travel Offices, 14 Car Rental Offices and 19 Hotel Travel Counters and HQ in Delhi joins GlobalStar from the 1st August 2010.

Over the years, ITH has grown to be one of the largest Total Travel Management Companies in India with each of its products and services certified by the ISO 9001:2008 quality system. ITH currently realizes an annual turnover of approximately USD 130 Million and employs over 700 travel professionals. The company services Indian and International companies with over 100 implants and operates a transport Fleet of 900 cars.

ITH is connected to the Amadeus GDS and holds an exceptional reputation on the Meetings and Incentive market next to Corporate Travel. Travel House will be joining the GlobalStar Board and have direct input into the future strategy of the organization which was an influential factor in their decision to join.

ITH's Managing Director Jehangir J Ghadiali comments; "We are excited to finally being able to offer a true multinational Travel Management solution for our clients through GlobalStar. We believe in outstanding personal service and smart travel management solutions to our customers. We believe that the proposition of the GlobalStar organization fits our needs perfectly and are proud to join this established and constantly growing network of independent travel management companies".

"To say that we are delighted to have ITH onboard with us now is an understatement" said Steve Hartwell GlobalStar's President. "We have been in discussion with ITH for some time now, it's quite impressive what they have been able to accomplish in the Indian market and we are excited to have ITH joining our network. ITH is able to provide a true National Travel Management solution across India which, in this fast growing market is essential seen the strong demand for personal and local services".

[www.globalstartravel.com](http://www.globalstartravel.com)

"It's good for the entire industry to see business travel going up; that signifies an improving economy and hopefully enhanced corporate profits," said John Rose, president of Travel Guard's Business Travel Services.

"However, with the uncontrollable forces of natural disasters, union strikes

and airline labor issues, and worldwide illnesses and outbreaks, there is mounting concern for the overall well-being of international corporate travelers."

Travel Beat is a survey offering traveler insights conducted by Ruf Strategic Solutions on behalf of Travel Guard.

## Travel GPAT Partners With Vision 2000 Travel Group

Vision 2000 Travel Group has announced an agreement with Travel GPAT.

"The services and solutions Travel GPA offers is right in keeping with the services we strive to offer our business clients," said Brian Robertson, COO of Vision 2000. "Our business clients expect us to offer them the latest technology that will help manage their travel expenses. Travel GPA enhances Vision Intelligence (the Vision 2000 travel management reporting suite) by helping to ensure travel policy compliance which in turn helps our business clients travel smarter."

Travel GPA provides real-time, in-depth policy and benchmarking analysis on corporate travel spend. The data is live and can be scored against internal goals or benchmarked against the Travel GPA database of more than 32,000 companies and totaling more than \$4 billion in spend.

"It's a significant milestone to have the largest independent TMC in Canada using our product," said Rock Blanco, president of Prime Numbers. "Our partnership with Vision 2000 helps establish a foothold in a brand new market. It also shows wherever there is a need to travel for business there is a need to ensure travel policy compliance and manage travel spend."

## iJET Enhances Worldcue Global Control Center

iJET Intelligent Risk Systems, a leading provider of global intelligence and business resiliency services, has announced the release of several major enhancements to its patented Worldcue Global Control Center solution at this year's NBTA International Convention & Exposition. The enhancements—including the capability for clients to embed their own location-specific notices to employees through the iJET service—allow multinational organizations to customize their travel risk management and resiliency programs and ultimately better protect their employees in today's changing global economy.

The most recent iteration of Worldcue is client-driven and delivers customization capabilities for both the Important Notice and Welcome Email features. Important Notices provide employees with company-specific information for cities or countries of interest, while the Welcome Email

## Sabre and Cisco To Develop Telepresence Distribution & Reservation Platform

Sabre Travel Network has announced plans to collaborate with Cisco on the development of the industry's first telepresence distribution and reservation platform, enabling agencies and corporations to book services from any telepresence provider and any point of sale. Telepresence uses high-definition video and audio to create a unique experience where meeting participants feel as though they're sitting in the same room.

Using the telepresence distribution platform, users will be able to view room availability in real time, book meetings, and review applicable rates and restrictions, extending access to a broader set of collaboration capabilities available to corporations. Public telepresence providers and private corporations will have the ability to provide open or restricted access to their rooms through the platform. For example, public telepresence suite providers could provide open access to view and reserve their rooms, while corporations with private rooms could restrict viewership to their employees and select business partners.

The new platform will leverage Sabre's deep history and expertise in building highly scalable reservation and distribution systems with Cisco's established presence in the collaboration space, and its innovation with telepresence technology. By bringing an industry solution to market, Sabre will be able to offer corporations and agencies a true "travel and collaboration management" solution that maximizes their returns on collaboration investments. Additionally, by utilizing the existing workflows in place for booking and managing travel through tools like GetThere, companies can further build awareness of this technology and increase utilization of existing telepresence rooms.

"For years, corporations and agencies have been using Sabre and GetThere technology to effectively manage their business travel and today it remains one of the primary tools used to collaborate," said Greg Webb, president of Sabre Travel Network. "Over the past few years, we've also seen the demand for telepresence grow and become an important collaboration technology that, like travel, drives business and economic growth for our customers. We believe our long history of technology and distribution leadership uniquely positions us to deliver the industry's first platform for virtual meetings."

Mark Weidick, vice president and general manager, Cisco TelePresence Exchange business unit, said: "Corporations are using telepresence technology to collaborate more effectively and to solve real business problems, which is driving the significant growth of this technology. Cisco believes that by distributing telepresence unit availability using a common platform with appropriate viewing restrictions and access controls, corporations will be able to improve productivity and drive new levels of collaboration across their organizations and with their partners, customers and suppliers."

Editor allows each organization to select content that is most important to send to employees. Additionally, iJET has improved the online Travel Intelligence for client employees using its Worldcue PLANNER, TRAVELER and EXPAT websites with user-friendly web pages and "smart pages," which compile travel, security and health briefs, maps, threat intelligence and more for each destination onto one page.

"These enhancements speak to iJET's larger goal of enabling our clients to help their employees in a more impactful and immediate way," said Steve Hoffman, CEO of iJET. "In an increasingly turbulent global landscape, the difference between a minor

disruption and a major crisis can be a matter of minutes. We are pleased to extend our clients' ability to provide their travelers and expatriates with the important information they need, when they need it and how they need it."

Shaped by direct input from iJET's clients, changes to Worldcue include new features that give organizations more control when creating and disseminating information to employees on business travel or expat assignment. Ultimately, traveling employees can stay one step ahead of evolving global threats that impact their organizations and their personal safety.

iJET's Worldcue Global Control Center

solution enables organizations to monitor and assess threats across the globe; immediately determine their impact on an organization and its global assets; and communicate and respond to risks at a moment's notice-all from a single platform.

[www.ijet.com](http://www.ijet.com)

## Ariett Xpense For The iPhone Unveiled At NBTA

Ariett Business Solutions unveiled Ariett Xpense for the iPhone at the 2010 NBTA International Conference & Exposition. This innovative extension of the Ariett XpenseNet solution enables iPhone and iPad users to easily manage all their travel expenses within the familiar iPhone app environment.

Ariett Xpense raises the bar for iPhone expense reporting offering both a stand-alone, as well as a fully integrated version for corporate users of XpenseNet. Ariett Xpense helps make life a little easier by providing users with an easy to use way to enter and manage out-of-pocket expenses through their iPhone or iPad with full support of receipt attachments.

This solution will empower business

travelers to quickly capture miscellaneous purchases and expenses, with snapshots of receipts, making sure that overlooked transactions are quickly and accurately accounted for within an expense report.

When combined with a company's corporate XpenseNet solution, user's expenses can also be seamlessly submitted, automatically creating an expense report for approval routing and financial processing. XpenseNet approvers can likewise review and approve expense reports on their iPhone/iPad.

"With the Ariett Xpense Mobile App, Ariett continues to provide innovative travel and expense management solutions for both companies that rely on their mobile work force, as well as the individual professionals on the road.

Our goal is to lead with software solutions that are cost effective and easy to use," said Glenn Brodie, President of Ariett. "With the explosive growth of mobile technology, Ariett is delivering the next phase in our continuous development cycle to help our customers improve efficiency and to help make life a little easier for their employees." The Xpense Mobile App joins Ariett's existing web-based apps

for a complete employee workflow and spend management solution.

Ariett Xpense optionally offers real-time integration to Microsoft Dynamics ERP for posting and employee reimbursement -- further extending an organizations return on its technology investment through financial system processing and integration. Slated for release in September, iPhone and iPad users will be able to download the App from the iTunes app store for a nominal fee.

[www.ariett.com](http://www.ariett.com)

# NBTA 2011

International  
Convention & Exposition  
Denver, Colorado

Aug 21- 24, 2011

[www.nbta.org](http://www.nbta.org)

*Introducing*

# Odyssey 360

*Guarantee publication of **ALL** of your news releases, product/service announcements, executive appointments, and, more on our website and news archive at:*

[www.odysseymediagroup.com](http://www.odysseymediagroup.com)

For more information and to enrol in Odyssey 360, contact:

Colin J. Holden  
Group Publisher/Managing Editor  
[colin@odysseymediagroup.com](mailto:colin@odysseymediagroup.com)

---

# Travelocity Business Dashboard Offers More Meaningful Analysis

Travelocity Business has announced a proprietary dashboard reporting solution that allows corporations to thoroughly and easily analyze their total travel program. The on-demand, web-based analytic suite is designed to leverage detailed information from Travelocity Business's extensive travel data reporting warehouse to bring greater visibility into the performance and compliance of their customers' travel programs. The visual representation of the new dashboards better enables Travelocity Business customers to easily view large data sets in a more meaningful and useful manner.

"Our new dashboard offering will greatly enhance our customers' ability to compare a variety of vital travel metrics, ranging from adoption rates and travel spend by business unit to lost savings and unused tickets," said Yannis Karmis, president of Travelocity Business. "The easy-to-navigate dashboards will not only give a clearer top-level view and analysis, but will also allow site users to drill down for additional, important reporting information."

Travelocity Business's dashboards will enable, at all levels in an organization, the ability to analyze major travel spend categories, review performance and trends, drill down on reports and compare spend data with policy compliance to make more informed business decisions.

The 14 basic dashboard reporting offerings with customizable views allow for further drill down into additional reports where data can be viewed from various time periods or side by side. Various available reports in the Travelocity Business standard reporting tool are:

- **Overall Adoption / by Month / by Quarter:** Shows broken out percentages of adoption overall by year or by month / quarter, both domestically and internationally
- **Advanced Purchase Spend:** Offers the ability to view advance purchase spending by individual company units
- **Lost Savings:** Provides an analysis on areas of lost travel savings within a company, with categories including booking refusal due to timing, preferred airline booking, refused connections, rail service and class of service choices
- **Missed Hotel Nights:** Analyzes the differences between a company's overall number of travel nights as compared with the number of missed hotel nights, resulting in the potential loss of savings from a supplier
- **Non-Refundable Tickets:** Provides the total number of tickets purchased and then compares the number of non-refundable vs. refundable tickets purchased
- **Purpose of Trip:** Breaks out the reasons for travel, combined domestically and internationally, in a variety of categories including a customer-facing client meeting, an internal non-customer meeting, sales meeting, consultant travel, training, convention / conference travel and customer service visits

Additionally, Travelocity Business' basic dashboard offerings also provides customers with the ability to analyze its top travel brands along with total spend across hotels, airlines and car rental companies, offering insight into company usage for future supplier negotiations.

Towards the end of the 3rd quarter in 2010, Travelocity Business customers will also have the option to choose a more advanced dashboard reporting system, allowing for more than 30 different dashboards and a "what if?" analysis capability, as well as customized dashboards built specifically to their company and travel arrangers' needs.

## Travelocity Offering Improved Insight into Ancillary Fee Spend

Travelocity Business has announced a solution that is a first step in improving visibility into airline ancillary fees, bringing additional insight to clients in an area of travel expenses that can range from 2 percent to 10 percent of a traveler's average ticket price (ATP).

Travelocity Business is able to break ancillary fees by carrier, then by category. The company will also be able to report the carrier with the highest prices by category. Travelocity Business has developed an algorithm that looks at credit card reports from customers and determines what charges are attributable to ancillary fees. With this knowledge a customer is able to better negotiate with suppliers since they now have a better idea of total cost of ancillary fees. The information will also help the customer set policy regarding these fees.

"While it is clear the industry needs more transparency on fee structures and improved clarity throughout the settlement process, Travelocity Business also understands that corporations can't wait to begin gaining insight into a significant travel cost," explained Yannis Karmis, president of Travelocity Business. "Our new Ancillary Fee solution begins to give travel and procurement managers visibility into fees by carrier, category and traveler."

According to the Department of Transportation (DOT), U.S. airlines collected more than \$7.8 billion on ancillary revenue in 2009, of which \$2.7 billion was from baggage fees alone. And ancillary fees now comprise 6.5% of all airline revenue with the majority of the fees being collected post booking at the airport or on-board the aircraft far from the preview of managed corporate travel. Common fees include luggage, seat selection and items purchased on the plane. Without the ability to delineate and extract the amount paid for ancillary services, corporations cannot determine the impact of these fees on air spend, decreasing their ability to apply policy controls to travelers and to gain leverage with the suppliers in contract negotiations.

# GDS/CRS

## Amadeus Unveils Latest Evolution of Amadeus One IT Portfolio

Amadeus has unveiled the latest evolution of its Amadeus One IT portfolio - the Amadeus One open technology platform - at this year's 2010 National Business Travel Association (NBTA) International Conference and Exposition in Houston, August 8-11.

Taking corporate travel "beyond the desktop," the new Amadeus One technology platform with shared services will allow U.S. corporate travel agencies to regain control of their operations, their data and their processes. With the Amadeus One desktop serving as the entry point, corporate travel agencies will be able to access and utilize the functionality and solutions they need most, from achieving optimal operational efficiency to offering enhanced traveler services.

"Built on our shared transaction framework, Amadeus One isn't a product, but a true integration platform. Amadeus One is the technology framework that will enable full integration of tools and solutions, whether they are the agency's, ours or others'," said Pynn.

The Amadeus One technology platform features:

- An open, service-oriented architecture which enables seamless integration of an agency's new and existing IT tools and services, whether proprietary, third-party, or Amadeus technology
- A Web-based agent point-of-sale desktop offering dynamic workflow customization
- Powerful profile capabilities, tools and integration to offer better customer service
- An integrated booking file repository that stores all trip-related information in one place
- A robust rules engine with intuitive agency and customer administration tools to automate workflow tasks and free up time
- The ability to integrate corporate self-booking tools

The Amadeus One technology platform is also the foundation for the full Amadeus One suite of solutions, which includes the Amadeus One agency desktop, multi-source travel content, seamless mid- and back-

office integration capabilities, expert consulting services, and custom IT. This portfolio enables agencies to integrate all of their components so they work together, sharing information throughout the travel transaction lifecycle and beyond. Amadeus One can move an agency's operations to a new level where profiles and booking data are fully structured and stored outside the GDS, creating opportunities for greater efficiencies and increased revenues.

Built using Common Java technology, the platform was designed, developed, and delivered using Agile methodology for speed and flexibility. Amadeus One's open IT architecture enables a strategic, holistic and integrated approach to corporate travel and technology. The Amadeus One portfolio was conceived and built by Amadeus' Boston

development team in conjunction with the Chicago-based Amadeus Travel Technology Consulting group.

Initial integration capabilities will be available in conjunction with the U.S. market availability of the Amadeus One desktop in early 2011.

The Amadeus One technology platform has already been integrated with other Amadeus IT solutions, including the Amadeus One desktop and Amadeus e-Travel Management corporate self-booking tool. The Amadeus One platform will continue to evolve, and additional integration functionality will be added with a focus on enabling complete integration with Amadeus solutions as well as proprietary and third-party solutions.

[www.amadeus.com](http://www.amadeus.com)

### Cathay Pacific & Travelport Enter Into Marketing Agreement

Cathay Pacific Airways and Travelport announced a marketing agreement that will provide all Galileo, Apollo and Worldspan-connected travel agents with efficient access to the airline's fares and content.

The five-year deal provides Travelport's extensive network of travel agency customers worldwide access to Cathay Pacific's fares and inventory of flights, with full booking functionality. The agreement takes effect immediately.

"We are delighted to renew our agreement with Cathay Pacific which ensures that all Travelport-connected agents will have unprecedented access to fares from this leading international carrier. The new deal also seals parity for travel agency users in Asia and worldwide," said Simon Nowroz, Managing Director, Asia Pacific Travelport GDS.

"Both parties have been focused in finding a cost-effective arrangement that provides the greatest benefit for our travel agency partners. The latest deal offers comprehensive access to Cathay Pacific's fares, functionality and content available to travel agents today," said Clarence Tai, General Manager Sales & Distribution, Cathay Pacific.

The agreement with Cathay Pacific is the latest example of Travelport's strategy of securing content agreements and reaffirms the value of its global distribution platforms for airlines. Other recent airline renewals include British Airways, Emirates and Etihad.

subscribe to:

Odyssey eMagazine  
Odyssey eMagazine/MICE

[www.odysseymediagroup.com](http://www.odysseymediagroup.com)

# AIRLINES & AIRPORTS

## Continental Unveils Boeing 787 Dreamliner At NBTA

Continental Airlines is offering a sneak preview of its Boeing 787 aircraft interior at the 2010 National Business Travel Association (NBTA) International Convention & Expo, giving customers a glimpse of what's ahead for air travel in the future. The 787 Dreamliner is making headlines for its revolutionary cabin environment and advanced aerodynamic design, allowing it to fly farther, faster and more efficiently. Continental will be the first U.S. carrier to take delivery of the new 787 Dreamliner beginning next year.

"Continental is excited to unveil the Boeing 787 Dreamliner to some of our best customers," said Dave Hilfman, Continental's senior vice president of worldwide sales. "The Dreamliner's unrivaled customer experience and superior economic performance will change the future of travel."

The 787 Dreamliner's revolutionary cabin environment will help Continental customers feel better during and after a long flight:

- *Lower cabin altitude: Lowering the cabin altitude to 6,000 feet reduces the adverse physical effects of pressurization on customers.*
- *Increased luggage storage: The overhead storage bins are the largest in the industry, allowing space for every passenger to fit a standard-size carry-on bag in the bin above.*
- *More space and freedom: Architectural design elements such as sweeping arches and more natural light create a feeling of spaciousness.*
- *Larger windows: The 787 windows are the largest on any of today's airplanes, giving passengers a view to the horizon from any seat on the plane. Rather than pull-down window shades, electrochromatic shades give passengers the ability to dim the window and still enjoy the passing terrain.*
- *Simulated cabin sky: The cabin ceiling is illuminated by ambient LEDs that create a sense of the sky overhead. The flight crew, able to control the brightness and color of the cabin sky, can give passengers a sense of daylight when desired or help passengers rest by simulating a night sky.*
- *Cleaner, less dry cabin air: Innovative air purification systems maintain*

## Etihad CEO Addresses One Of The World's Biggest Travel Forums

Etihad Airways' Chief Executive Officer, James Hogan, anticipated the return of business travel over the coming year, in a CEO Exchange at the just concluded 2010 NBTA Conference and Exposition in Houston, Texas. "The signs of recovery are there, with most of our markets - particularly Asia and the Middle East - showing clear signs of improvement across all cabins," Mr Hogan said.

Addressing more than 3,000 business travel professionals at what is one of the world's largest travel forums, Mr Hogan outlined the challenges Etihad had faced as one of the world's youngest but fastest growing airlines.

"What we have focused on getting right is our service ethos, with the customer at the core of everything we do. That, along with our investment in what we believe is the best product in the world, have enabled us to build our brand and our reputation quickly and strongly."

Mr Hogan outlined the major projects underway in Abu Dhabi, including attractions under development such as the Louvre and Guggenheim, which ensure Abu Dhabi is on map for American travelers in the business, leisure, conventions and incentives sector.

*Etihad Airways operates daily flights to both New York and Chicago. Etihad has a codeshare agreement with American Airlines (AA) to operate codeshared services to a number of cities across the USA including, Washington DC, Los Angeles and Houston.*

[www.etihadairways.com](http://www.etihadairways.com)

## United & Continental Airlines Unveil New Visual Branding

United Airlines and Continental Airlines have revealed refinements to the visual branding for the new global airline that will result from the proposed merger between the two airlines.

The new logo displays the combined company's brand name in capital letters (UNITED) in a custom sans-serif font, joined with the global mark which has represented Continental's brand image since 1991.

A corresponding update of the combined airline's aircraft livery will adopt Continental's livery, colors and design, including its blue-gold-white globe image on the tail, combined with the new-style UNITED name on the fuselage.

Both airlines have earned strong brand recognition in one of the world's most visible and highly competitive businesses. The new visual identity builds upon the significant value of each airline's current brand, while advancing the combined airline's future brand image.

### CEO's

*Glenn Tilton, UAL's chairman, president and chief executive officer, will serve as non-executive chairman of the Board of Directors through December 31, 2012 or the second anniversary of closing, whichever is later.*

*Jeff Smisek, Continental's chairman, president and chief executive officer, will be chief executive officer and a member and chairman of the Board upon Tilton's ceasing to be non-executive chairman*

cleaner cabin air, and the air system allows for higher cabin humidity levels to combat the effects of dryness on passenger comfort levels.

- Sound quality: The 787 improvements lower noise both inside and outside the cabin. Less cabin noise equates to reduced passenger fatigue, while decreased engine noise creates significantly quieter takeoffs and landings, improving the experience for airport communities and employee ground crews.

With expanded range capabilities, unmatched fuel efficiency and superior operating economics, the 787s will allow Continental to target additional long-haul markets or replace older, less-efficient widebody aircraft. Constructed mainly of lightweight, carbon-fiber composite materials, the Dreamliner is aerodynamically refined to minimize drag and maximize speed. This, combined with the aircraft's reduced weight, allows the 787 to fly farther using 20 percent less fuel and emitting 20 percent less carbon dioxide than similarly sized airplanes.

Continental has firm orders for 25 Dreamliners with delivery scheduled beginning third quarter 2011. The aircraft will have 228 seats, including 36 of Continental's new flat-bed BusinessFirst seats for the best rest on long-distance flights.

[www.continental.com](http://www.continental.com)

## Delta's "Ticket Window" Enables Bookings From Social Media Sites

Delta Air Lines has launched the industry's first social media 'Ticket Window,' enabling bookings directly from its Facebook page and other social media sites. The Delta Ticket Window, along with a newly designed home page at delta.com introduced earlier this week, offers the first visual cues of the airline's planned transformation in customer-facing technology.

"Our customers are spending more time online and are looking for new ways to connect with us. We're now delivering technology where our customers are - from our own website to our Facebook page to Internet news sites and beyond," said Bob Kupbens, Delta's vice president - eCommerce. "We already know Facebook is the most used website by inflight WiFi users on more than 2,000 Delta flights every day, giving us the natural launching point for a new online Ticket Window."

Delta's Ticket Window allows any of Facebook's 500 million users to

## Emirates To Launch Second Daily Flights To LA & Houston

Emirates, the Dubai-based international carrier, has underlined its commitment to the United States by announcing the launch of second daily flights to Los Angeles and Houston. The airline, which recorded a significant increase in revenue for the Americas in 2009-10, will soon offer over 15,000 seats on 98 round trip flights per week between Dubai and the U.S.

Starting October 31st for Los Angeles and November 1st for Houston, Emirates will fly non-stop to both cities twice a day on Boeing 777 aircraft. The services will provide the highest standards of passenger comfort, with luxurious private suites in First Class, lie-flat seats in Business Class and generously-sized Economy Class seats.

Tim Clark, President of Emirates Airline said: "Emirates has experienced very strong demand across all of its U.S. gateways this year, including very healthy premium and business traffic. We are delighted to meet this increased demand with the start of second daily services to both Houston and Los Angeles."

Mr. Clark continued: "The additional services will provide customers in the Middle East and Asia with even easier access to the largest cities in Texas and California, supporting the burgeoning business and leisure traffic between these markets and the United States."

Emirates' services play a significant role in supporting trade and tourism between the United Arab Emirates and America. Since the airline launched its first flight to New York in 2004, the value of trade between the two nations has almost tripled, reaching US\$12.7 billion in the 12 months to June 2010.

The additional flights will provide further impetus to the U.A.E.'s strengthening trade relationship with the States, which saw U.S. exports reach US\$11.4 billion this year - making the U.A.E. the largest consumer of American exports in the Middle East and North Africa. Key imports from the United States include machinery, computer and electronic products, primary metal manufacturing, chemicals and transport equipment. Last month, Emirates ordered 30 Boeing 777-300ER aircraft and placed a US\$2.0 billion order for US-manufactured GE90-115B Engines to power the US-built aircraft, which will add to the airline's fleet of 65 777-300ER and 777-200LR that are currently in service.

Over 750 U.S. firms have set up offices in Dubai and 400,000 American business and leisure travelers visited the Emirate last year, a 23 percent increase from 2007-08.

Emirates currently flies nonstop from four U.S. cities: New York, Houston, Los Angeles and San Francisco. The airline will reinstate its flagship A380 aircraft on one of its double-daily JFK services from October 31st.

Emirates was the first carrier to launch non-stop operations from Dubai to both Houston, which started on 3rd December 2007; and Los Angeles, which began services on 26th October 2008.

The additional U.S. services come during a busy summer for the airline. Aside from the Boeing 777 order, FIFA World Cup sponsorship and new destination launches, Emirates further expanded its fleet with an order for 32 additional A380s at the Berlin Air Show in June. This order, valued at US\$11.5 billion, adds to the 58 A380 aircraft previously ordered, 11 of which are currently in service.

[www.emirates.com/usa](http://www.emirates.com/usa)

complete a full travel booking using a dedicated "tab" at facebook.com/delta without navigating to delta.com. Delta plans to expand its Ticket Window to other sites, including online banner ads to allow full booking capabilities within the airline's advertisements.

The redesign of Delta's home page is the first step toward a larger redesign which will continue to improve the

online experience on delta.com and its affiliated technology, including airport kiosks, to offer more functionality to customers. The immediate home page changes include easier access to flight booking, status updates, online check-in and SkyMiles account information.

Earlier this month Delta enhanced its smartphone site and will continue

to deliver other popular consumer applications. In the coming weeks, Delta plans to launch a new iPhone application to offer customers the ability to check in for flights, check flight status, review flight schedules, set a parking reminder, review SkyMiles

account balance and use eBoarding passes (in select cities) directly from their mobile devices. Future releases of the app will enable customers to book flights, select their seats and track their Medallion status and other features that will streamline customer real-time

travel experiences.

“Unlocking the full power of social media & mobile apps is the next step for Delta, providing innovative travel tools and greater convenience for customer’s mobile world,” Kupbens said.

# HOTELS & RESORTS

## Carlson’s New Products & Services Express “Travel Empathy”

Carlson has launched comprehensive new product and service offerings around the concept of “travel empathy.” The announcement was made at the National Business Travel Association’s (NBTA) annual International Convention and Exposition.

“Empathy means being in the forefront of understanding trends, travelers’ needs and lifestyle changes,” said Thorsten Kirschke, executive vice president and chief operating officer, Carlson Hotels, The Americas. “One of the key priorities of our Ambition 2015 growth strategy is to enhance services for travelers who choose to be our guests.”

The World of Radisson, a series of globally consistent services and amenities, was designed with guests’ unique requirements in mind. Already available at Radisson hotels in Europe, the Middle East and Africa, the amenities are being introduced at Radisson hotels in the Americas:

- The Business Class Upgrade: Features include free, high-speed Internet access, which was previously introduced and is highly valued by business travelers. Radisson also is providing free breakfast in the hotel restaurant, complimentary newspaper delivered to guest rooms each day, a drink credit, upgraded room amenities, turn-down service, early check-in, plus 1,000 bonus Gold Points(r) per night.

- Grab & Run: This quick, complimentary breakfast is perfect for the business traveler on the go. Now, travelers can simply grab a cup of tea or coffee, along with fresh fruit and energy bars right in the lobby.

- 3 Hour Express Laundry: This service is quick and simple. Within three hours, items will be returned fresh, clean and pressed. The service is available all day and is the perfect solution for guests who need to look their best on short notice.

## Hotel Industry’s Pulse Index Increases 3.8% in July

The Hotel Industry’s Pulse index, or HIP, increased 3.8 percent in July after edging up 2 percent in June, according to economic research firm e-forecasting.com in conjunction with STR.

HIP is a composite indicator that gauges business activity in the United States hotel industry in real-time, similar to a gross domestic product measure for the industry. The latest monthly change brought the index to a reading of 89.9. The index was set to equal 100 in 2000.

HIP’s six-month growth rate, which historically has signaled turning points in U.S. hotel business activity, continued to improve. After 20 months of the six-month growth rate being negative, the rate has gone up six consecutive months. In July, the six-month growth improved upon June’s growth of 10.8 percent by gaining 17.5 percent. This compares with a long-term growth rate of 3.2 percent. It is useful to benchmark against the long-term growth rate of 3.2 percent because it is the same as the 38-year average annual growth rate of the industry’s GDP.

“With the July HIP out, we see that the U.S. hotel industry started Q3 quite strong,” said Maria Simos, CEO of e-forecasting.com. “What we have to keep in mind, though, is that HIP is a real-time index that measures hotel activity of the previous month, so while it’s good to know how the industry is today, what’s a step above is to know the future direction. That’s where the HIL, the Hotel Industry Leading indicator, comes into play. The last few months that has gone up and down, a sign that possibly business activity may change direction later this year. My advice is to keep a solid eye on HIL the next few months.”

The probability of business expansion remained near the 100 mark in July, as has been the case since the beginning of the year. In July, the expansion probability was at 100 percent, up from the already high 99.9 percent mark reached in June.

“We know that business travel is resuming and corporate travel policies are changing,” said Kirschke.

“At the same time, the business traveler is facing greater demands, so our goal is to make them as welcome and comfortable as possible, which is the core of our Yes I Can! service culture.”

These global services have already been rolled out at more than 70 percent of the Radisson hotels in the Americas. Carlson expects to fully implement the services at all Radisson hotels in the Americas by the end of 2010, with more on the way.

Travel empathy is not limited to the Radisson brand in the Carlson portfolio. In support of both the business and leisure traveler, Country Inns & Suites By Carlson is launching its new Be Our Guest Breakfast, offering an enhanced and redesigned complimentary breakfast.

Beginning in September, Country Inns & Suites will introduce enhancements rarely found in the midscale segment with a new “Hot & Fresh” rotating menu to its breakfast buffet.

The Be Our Guest Breakfast also responds to guest feedback by offering

an extensive array of healthful breakfast options. For guests on the run, a new To Go station also is available.

“Complimentary breakfast is a key driver of guest satisfaction in our market

segment,” said Steve Mogck, executive vp & chief operating officer, Country Inns & Suites By Carlson. “To ensure we remain competitive and continue to grow the brand’s preference among consumers, we have enhanced our

menu variety, expanded our healthier options and developed an outstanding service design so guests have the highest quality experience.”

[www.carlson.com](http://www.carlson.com)

## Homewood Suites Study: Travelers Combining Business & Leisure Trips

Homewood Suites by Hilton has released the results of its 2010 Workstyles Study. The independent survey, conducted a decade after the initial study, polled 549 extended-stay business travelers about their current work-life balance and the amenities that they find most valuable while on the road.

According to Carla Raynor, vice president of marketing, Homewood Suites by Hilton, the most significant study finding was that the division between business travelers’ professional and personal lives has eroded over the past decade. In fact, 67 percent of respondents have either “frequently” or “sometimes” combined a leisure vacation with a work trip in the past year (16 percent increase since 2000), with over half of those respondents having done so three or more times.

Combining business with leisure travel wasn’t the only area to increase. Respondents shared that working after hours has become increasingly more common. Eighty-three percent of those surveyed said they often work in the evenings or on the weekend (an 11 percent increase since 2000).

Maintaining a regular diet and exercise regimen has also become more imperative to a vast majority of business travelers. More than three-quarters (76 percent) of respondents stated that it is either “important” or “very important” for them to maintain their routines on the road, saying that an in-room kitchen, stocked with requested food would make this easier. Participants further confirmed this trend by citing a full refrigerator and microwave as the second and third most-desired in-room amenities, after complimentary internet.

“We frequently survey our guests in order to ensure we’re staying as relevant as possible and meeting their needs,” said Raynor. “The findings from this most recent study further reinforce that our bundled value proposition is addressing the needs of our guests.”

The Workstyles Study also reinforced that location, value and loyalty programs are important factors for business travelers when choosing hotels. Additionally, the results found that the three currently available amenities business travelers most use during their travel were internet, breakfast and fitness facilities. Although, when asked what amenities they would use most if offered for free, an evening reception moved ahead of fitness facilities, joining complimentary internet and breakfast as the most valued.

Rather than cutting back on guest services and amenities during the economic downturn, Homewood Suites began a significant capital investment to improve and expand its offerings. The brand’s food and beverage program was perhaps the most noticeable change of this “Distinctly Homewood” enhancement, with a 30-day rotational menu which includes a daily full hot breakfast and evening meal with drinks\* every Monday-Thursday. Additional elements of the program included the installation of flat-panel televisions, granite countertops, wood laminate flooring, upgraded bedding in all guest suites and improvements to fitness equipment.

“Homewood Suites will continue to afford guests the conveniences and bundled value they appreciate and want as reflected by the Workstyles Study,” said Raynor. “From complimentary internet and daily full hot breakfast, to in-room kitchens and a free grocery shopping service, our guests know that they can be at home when staying at one of Homewood’s nearly 300 properties.”

This independent, external study was conducted in May 2010 using an eRewards panel. A total of 549 travelers responded to the survey, representing an even male/female split. All respondents have taken three or more trips of four or more days in the past year.

**August 19th. Issue of Odyssey eMagazine/MICE**

**Special Feature Editorial by MICE Editor, Deborah Ibsen**

**The Ranch at Rock Creek in Montana**

# EXPENSE MANAGEMENT

## BMO Alliance With IBM For Global Business Travel Expense Management

BMO Spend & Payment Solutions, a division of BMO Financial Group, has announced an alliance with IBM's Managed Business Process unit to help joint clients control business travel and expense management costs, drive process and policy transformation, and improve compliance with corporate spend policies.

The partnership benefits organizations and their employees: Rich expense data from BMO and Diners Club corporate cards - both of which run on the MasterCard network - feeds automatically into IBM's Global Expense Reporting Solution (IBM GERS), reducing employee's time and effort to submit expense reports, and giving corporate travel managers improved visibility and control into travel and entertainment (T&E) spend.

Additionally, organizations that utilize BMO or Diners Club corporate cards automatically qualify for preferred pricing on GERS. The preferred pricing is an ongoing benefit, and will stay in place as long as organizations continue to utilize BMO-issued corporate cards and the IBM GERS solution.

Bolstered by its acquisition of the Diners Club North American franchise last year, BMO offers a comprehensive portfolio of corporate card solutions with the global acceptance of the MasterCard network. The partnership with IBM can give multinational organizations new flexibility to integrate travel spend data with an expense management solution deployed in more than 85 countries, in 35 languages and that supports country-specific tax rules and reclamation requirements.

"Our approach has always been to listen to customers and tailor solutions to meet their immediate and long-term needs. That means freedom to choose from an array of best-in-class solutions," said Terry Wellesley, Executive Managing Director & Group Head of BMO Spend & Payment Solutions. "With our card programs married to IBM's expense management solution; we are ideally positioned to provide global business travel solutions."

With IBM GERS, employees can easily track purchases made on their BMO or Diners Club corporate card, and access

### CyberShift Announces Expense Management Outsourced Services At NBTA

CyberShift, a global provider of expense management and workforce management software and services, has announced the availability of CyberShift Outsourced Services for their suite of Expense Management Automation solutions. These value-added services allow clients to offload some or all of the daily administrative tasks associated with expense reporting processes directly to CyberShift, enabling companies to focus on higher value, strategic functions such as policy review, spend management and vendor program analysis.

Whether employee travel is stable or on the rise, efficiently managing the full cycle of the expense report process is necessary for effective and prudent financial oversight. This requires staff to audit reports for accuracy; verify receipts, manage reimbursements, answer questions from end users and more. Focusing on these detailed actions needed for efficient expense report management leaves accounts payable and travel management professionals with little time to spend on more strategic activities.

By offloading the key administrative tasks associated with the expense report processes directly to CyberShift, organizations benefit from having increased spend and program insight and are able to focus on other business critical activities. CyberShift Outsourced Services include:

- *Expense Report Audits:*  
*Outsourced and independent audit of expense reports*
- *Expense Report Payments:*  
*Reimbursement to the charge card vendor and submitter*
- *Receipt Handling Service:*  
*Imaging and verification of paper receipts from submitters*
- *End User Support:*  
*Support services directly for end user submitters and approvers*
- *System Administration Support:*  
*Tasks such as policy and approval chain updates*

"Expense management is a significant component of business travel, yet in today's workplace reality many organizations are operating with fewer resources to manage these costs. CyberShift Outsourced Services help companies achieve greater control over costs, improve automation processes, increase employee productivity and satisfaction and expand spend management visibility without having to dedicate internal resources or add to headcount," commented Craig Fearon, CyberShift's senior product director, expense applications. "The combination of our expense management automation solutions and our Outsourced Services creates a true end-to-end approach to business travel and expense reimbursement."

CyberShift Expense, which streamlines the entire expense management process via a standard Web browser and is available on multiple mobile device platforms including the BlackBerry smartphone, and CyberShift Outsourced Services, was showcased at the National Business Travel (NBTA) International Convention & Expo.

[www.cybershift.com](http://www.cybershift.com)

specific and categorical breakdowns of where the card was used and what was purchased. Employees quickly

discern personal or business charges, and approval managers get maximum visibility into business travel spend

-- with airlines, restaurants, taxis and even hotel folio detail -- essential insight to improve controls, shape policy and drive better terms with preferred vendors.

"This partnership gives organizations tightly integrated tools to control T&E costs and encourage compliance with

spend policies, empowering our clients to drive even more costs out of their business," said Ray Curatolo, director for Global Expense Report Solutions, IBM MBPS. "We're extremely excited to align these two original world-class brands in business travel as we strive to deliver the highest levels of success to our clients."

Developed and used internally by IBM for decades, GERS is based on advanced automation and analytics to help businesses of every size improve process efficiency. With web-based accessibility and integrated receipt imaging and scanning, GERS simplifies the way employees report travel and other reimbursable expenses.

## American Express Business Travel North America BTM Data & Analysis

American Express Business Travel released its North America Business Travel Monitor (BTM) data and analysis for the first half of 2010, including details of trends in US domestic and international airfare and hotel rates paid this year. Overall airfares have increased substantially versus the first half of 2009, climbing steadily towards pre-recession levels as of June 2010. However, hotel rates have decreased slightly compared to the first half of 2009, but rate changes have varied dramatically based on region.

Gradual upticks over the first half of the year with further increases in demand indicate that hotel price declines will likely cease and even begin to rise in the 2011 negotiating season.

In the last year airlines have carefully calibrated capacity to ensure fuller planes and better profitability. This translates to higher pricing for available seats and fewer promotional discounts as travel demand increases. Today average rates are the highest they have been since the first half of 2008. BTM data shows trips to key business hubs around the world have increased indicating the primary contributing factor in the price increases is that business people are on the road again.

Manning continued, "With volume returning, airline alliances and mergers increasing, and increased competition for the airplane seats available, companies need to be more aggressive this year to find the best fares. This also means travelers need to change behavior and be aware of preferred supplier discounts where applicable and to plan ahead more effectively to make sure they get the seats they need at the best price."

- *Year-Over-Year Mid-Year International Airfare: Increased 8%*

- *Year-Over-Year Mid-Year US Domestic Airfare: Increased 9%*

The BTM data also reports use of business class for international flights has seen a slight increase year-over-year, a positive indication of business travel policies and budgets loosening. However, international business class usage is not nearly as high as traditional levels, reflecting that the "New Normal" of more cost-conscious business travel may be here to stay.

London, Frankfurt and Paris remain the top traveled to destination spots for US-based business travelers to Europe, with all three seeing notable volume increases in the first half of 2010 from the same period last year. London saw a 24% increase, Frankfurt saw a 30% increase, and Paris saw a 16% increase. In Asia, Tokyo, Shanghai and Singapore remain on top as the most popular traveled to business destinations; year-over-year Tokyo saw a 24% volume increase, Shanghai saw a 68% increase, and Singapore saw a 47% increase in the first half of 2010.

Overall business traveler rates paid on average are slightly down year-over-year in 2010. This is due to the very competitive negotiating environment for corporate rates at the end of 2009 for the 2010 contract year. Of note, companies with hotel programs managed by American Express Business Travel's Global Advisory Services achieved a 9.8% year-over-year average rate reduction in 2010 over 2009 contracts in the last year.

However, the hotel industry rate changes vary by business destination. On the US domestic front, May showed particularly strong average rates. As the first half of 2010 came to a close, commonly traveled to US domestic destinations including Los Angeles, Atlanta, Seattle, and Washington D.C. showed rate increases, albeit in single digits.

From an international perspective, June showed the highest average rates so far this year with popular destinations including Amsterdam, Athens, Madrid, Rome, and Zurich seeing notable business traveler average rate paid increases across the second half of Q2.

- *Year-Over-Year Mid-Year International Booked Hotel Rates: Decreased 2%*

- *Year-Over-Year Mid-Year Domestic Booked Hotel Rates: Decreased 2%*

Manning concluded, "As hoteliers have less ability to constrain capacity, we saw strong competition in the last negotiating season to lock in business traveler loyalty with more discounts for 2010. However, travel category managers and meeting planners will need to evaluate destinations carefully when looking at hotels for 2011. While some regions are flat or even slightly down, others are rebounding incredibly strong. Buyers will need to educate themselves on local markets, benchmark rates with peers, and even weigh alternative options to find the most cost-effective options next year."

# U.S. Bank Launches Electronic Expense Reporting Tool

U.S. Bank is introducing an electronic expense reporting tool for mid-size companies that allows employees to easily manage travel expenses online while enabling travel managers to better track spending patterns and identify savings opportunities. U.S. Bank Expense Management is simple to learn, easy to use, and is perfect for companies with revenues from \$25 million to \$500 million -- a market that has been historically underserved.

"Most mid-sized companies still use manual or paper-based expense reporting systems," said Jeff Rankin, senior sales and marketing officer at U.S. Bank Corporate Payment Systems. "They see the savings captured by larger companies through automated expense reporting and want to the same opportunity. But managing travel expenses is often a part-time responsibility at companies this size, so they need a system that's simple to use and easy to manage -- which describes U.S. Bank Expense Management perfectly."

U.S. Bank Expense Management offers benefits for the traveler, the travel program administrator and the procurement manager alike:

*- Travelers get a time-saving tool that automatically posts all their U.S. Bank commercial or corporate card purchases into an online account, so they can submit accurate expense reimbursement requests fast, from anywhere -- including web-enabled mobile devices*

*- Managers and travel program administrators get the ability to quickly approve traveler expenses and ensure they comply with company policy*  
*- Procurement professionals get to see exactly where the travel dollars are going*

"Instead of knowing only the total company expenditure on airlines tickets, for example, the procurement officer can know what the company spends with each individual airline and then use that data to negotiate more favorable pricing with airlines, hotel chains, car rental companies and travel service providers," explained Kurt Adams, senior vice president of strategy and product at U.S. Bank Corporate Payment Systems. "Additionally, U.S. Bank Expense Management can help ensure employees use these preferred providers."

## ExpenseWatch.com Integrates With Triplt

ExpenseWatch.com is integrating with Triplt to enable Triplt itinerary information to flow into ExpenseWatch.com Expense Reports, creating a completely flexible, fully integrated travel expense management system for businesses of any size. Both Triplt and ExpenseWatch.com are open platform solutions, enabling customers to integrate their respective systems with the wide range of business Websites and applications they use.

Triplt helps customers organize trips that can be created from more than one-thousand different travel booking sites onto one itinerary. Customers send in confirmation emails to plans@tripit.com and Triplt turns them into a master travel itinerary that's easy to share and access.

ExpenseWatch.com users can quickly populate reports using the Triplt itineraries and credit card information that flows into the system. A running tab of booked versus expensed travel makes it easy for report filers, approvers and accounting reviewers to reconcile booked travel against actual expensed items or credit card transactions.

Managers quickly acquire visibility into company-wide travel and expense behavior and can report on spending patterns that are distributed over the many different booking solutions that Triplt aggregates onto its itineraries.

"Our integration with Triplt reinforces our ability to offer companies the most flexible and robust travel expense management solution available," said Bill Vergantino, president and CEO of ExpenseWatch.com. "This will be especially engaging for our small and midsized business customers. They can book travel on whatever sites they prefer, consolidate their plans into one itinerary in Triplt, and then easily create and manage expense reports in ExpenseWatch.com."

"We are pleased to have ExpenseWatch.com leverage our open itinerary platform to offer companies the ability to build the travel and expense management system that best meets their needs," said Scott Hintz, Co-Founder and Vice President, Business Development at Triplt. "ExpenseWatch.com enables us to extend the value of using Triplt by enabling our business customers to more easily manage and control business travel expenses."

U.S. Bank Expense Management is simple to use. Because it delivers its services directly to employees via the Internet, it does not require information technology (IT) resources or time-consuming training. It complements other U.S. Bank tools, such as the U.S. Bank One Card and Access Online, the award-winning card program management system.

Much recent evidence points to the value of converting to electronic expense reporting (EER).

The Aberdeen group has found that enterprises still processing expense reports manually spend more than twice what those with fully automated reporting systems spend to process each expense report (as noted in their

Expense Management Automation: Process Efficiency, Greater Visibility, executive summary, Feb. 2007). In addition, a study by the Richard Palmer & Mahendra Gupta Research Corporation found that EER reduced the time needed to process an expense report by 40 percent, the time between submission and reimbursement by 27 percent and the cost of processing by 58 percent (taken from the 2009 Corporate Travel Card Benchmark Survey Results, p. 160).

After testing the product with a select group of customers in spring 2010, U.S. Bank is now launching the program throughout the United States and Canada.

[www.usbpayment.com](http://www.usbpayment.com)

# PEOPLE

## FCm Appoints New UK Head of Account Management

FCm Travel Solutions UK has appointed Greg Fieldgate as head of account management. Fieldgate joined FCm Travel Solutions in 2005 in the sales department as a business development manager before moving into account management in 2008 as regional team leader for London and the south west. Prior to joining FCm, he was UK sales & marketing manager at Air New Zealand from 2003 to 2005 and UK & Ireland head of sales and marketing at Austrian Airlines for two years from 2001.

Fieldgate's immediate task is to recruit eight new account managers in order to double the size of the account management team. The new staff will be based in Aberdeen, Farringdon, Leeds and at FCm's head office in New Malden.

## David Painter Named COO of GTA By Travelport

GTA by Travelport has appointed David Painter as Chief Operating Officer (COO), with immediate effect.

Based in London and reporting directly to Ken Esterow, the Company's President and CEO, David will be responsible for Hotel Contracting and Inbound Operations globally. David will also assume overall leadership of GTA Simplify - the Company's programme to make it easier for suppliers, customers and employees to work with GTA.

Immediately prior to joining GTA David was Managing Director, EMEA of the combined Travelex Retail and Commercial foreign exchange businesses and before that he was Chief Operating Officer for Thomas Cook's Global & Financial Services business.

## NBTA Adds New Board Members

The National Business Travel Association (NBTA) revealed the results of its annual Board of Directors elections. Two NBTA Direct (travel buyer) members and one Allied (travel supplier) member have been voted to the new Board. Christle Johnson, CTE, Director, Business Services of Johnson Partners LLC, and Donna Kelliher, CTC, GLP, Director, Travel & Corporate Services of Dominion, will serve as Director Members at Large, with terms of three years. Maylena Burchfield, CTE, GLP, Executive Director of ADTRAV Travel Management will serve as an NBTA Allied Director at Large, with a term of two years.

NBTA President & CEO Craig Banikowski, CTE, C.P.M., CMM, said, "Congratulations and welcome to our new Board of Directors members. NBTA is strengthening and expanding at a swift rate, tackling more industry challenges in more areas around the world than ever before. The industry experience of these innovative leaders is unmatched, and I am confident they will bring powerful new visions to our association and the managed travel community as a whole."

Johnson has been in the corporate travel industry for 18 years and an NBTA member for nearly a decade. She has taken active roles in the NBTA Chapter Presidents' Council, serving on multiple committees since 2002. Johnson has been an active member of the Texas Business Travel Association since 1995 and is currently serving as the chapter's President.

Kelliher has been a business travel professional for more than 33 years and an NBTA member since 1993. She has served on many NBTA committees, including the Technology Committee, the Legislative Political Action Committee, and the NBTA Foundation Industry Advisory Council. Kelliher is a founding member of the Virginia Business Travel Association, and has served as the chapter's Vice President and on many committees. She has also been the recipient of such esteemed awards as the 2009 NBTA President's Award and the 2007 Business Travel News Travel Manager of the Year.

Burchfield has been in the industry and an NBTA member for nearly a decade. She has served on the Technology Committee, the Legislative Advisory Council, the ByLaw Rewrite Committee, and the Foundation's Industry Advisory Council. Burchfield also helped to develop a CTE elective that pairs procurement with travel management, and in 2009 was honored with the Allied Member of the Year award.

Banikowski added, "NBTA has always encouraged corporate travel suppliers and buyers to work closely together to help advance business travel. These highly skilled leaders bring to the table a multitude of industry knowledge from many arenas within the corporate travel community, and I look forward to working with them to help further our association, industry and careers."

Ten corporate travel buyers and four suppliers, including two Allied Directors at Large and the President and Vice President of the Allied Leadership Council, sit on the NBTA Board of Directors. Directors at Large serve a term of three years, and Allied Member Directors at Large serve a term of two years. NBTA's Board elections are held each year in conjunction with the International Convention & Exposition.

Advertise In:

# Odyssey eMagazine or Odyssey eMagazine/MICE

For more information or to request a Media Kit, contact:  
**Colin J. Holden, Group Publisher/Managing Editor**  
[colin@odysseymediagroup.com](mailto:colin@odysseymediagroup.com)