

BusinessTravelNews

ISSUE DATE	AD CLOSING	MATERIAL DUE	FEATURES	SHOW DISTRIBUTION
Jan 23	Jan 6	Jan 10	• Top 25 Most Influential Executives In the Business Travel Industry, 2011	
Feb 6	Jan 23	Jan 25	• Data Management	
Mar 5	Feb 17	Feb 22	• Mobile Technology	
April 2	Mar 19	Mar 21	• 9th Annual Expense Manager Survey	ACTE Global Education Conference, San Francisco
May 14	April 30	May 2	• European Travel Management Study	Tech Talk 2012, Chicago
June 18	June 4	June 6	• Meetings Consolidation	
July 23	July 9	July 11	• 29th Annual Travel Manager Salary & Attitude Survey	GBTA Int'l Conv. & Expo, July 22-25, Boston
Aug 20	Aug 6	Aug 8	• Travel Manager of the Year	
Sept 10	Aug 24	Aug 28	• U.S. Hotel Chain Survey	
Oct 8	Sept 24	Sept 26	• Sustainability	ACTE Global Education Conference, Rome
Nov 26	Nov 12	Nov 14	• 15th Annual Airline Survey	
Dec 17	Dec 3	Nov 28	• European Business Travel Benchmarks	

BTN RECURRING DEPARTMENTS

- On The Horizon • News pages • Perspective, 'On The Record' • Special Section • Metrics • Travel Management • Distribution • Lodging • Transportation • Procurement • Payment & Expense • Multinational • Meetings Management • Blueprint

ROUNDTABLE

Discerning Mobile's Promises And Pitfalls

Panel: **Mary Ann McElroy**, **Deborah L. Smith**, **Christopher J. Smith**

Panelists discuss the challenges and opportunities of mobile technology in the business travel industry, including the use of mobile devices for booking and expense management.

RESEARCH

Big European Buyers Air Grievances, Share Experiences

European business travelers are increasingly voicing complaints about airline service, particularly regarding flight delays and cancellations. The research highlights the impact of these issues on travel management costs and the need for better communication and compensation from airlines.

DISTRIBUTION

Gilliland: New DOT Proposal Looks 'Difficult' To Implement

CREDIT CARD SURCHARGES BOOM IN EUROPE
But Stymied By Regs In United States

Schizophrenic? Economy, Distribution Mix Slows Rate Growth Potential

Hotels Consider New Check-In Processes

Progress: Online Rate Plus One

Travel Network Issues With Polycom

Travelers' Choice Awards: A New Standard

Travel Management: A New Standard

Travel Management: A New Standard

BusinessTravelNews RESEARCH & REFERENCE

ISSUE DATE	AD CLOSING	MATERIAL DUE	TITLE
Mar 19	Mar 5	Mar 7	Corporate Travel Index
April 16	April 2	April 4	The SME Study (Small & Medium Enterprises)
June 4	May 18	May 22	Business Travel Survey
July 9	June 25	June 27	Business Travel Buyer's Handbook
Sept 24	Sept 10	Sept 12	Corporate Travel 100
Oct 22	Oct 8	Oct 10	Road Warrior Productivity Study

*Research and reference issues are standard magazine size

Delivered in print and online, these special magazine issues are effective reference tools for travel managers and effective promotion vehicles for travel marketers. They help build a thought leadership position by associating your company in strategic editorial environments, offering extended shelf life for 12-month exposure.

- THE CORPORATE TRAVEL INDEX**
The daily cost of doing business in 100 domestic and 100 international cities.
- THE SME STUDY**
Travel management benchmarks for small and medium enterprises
- BUSINESS TRAVEL SURVEY**
A comparison of financial performance by agency, airline, car rental, payment system and hotel suppliers and initiatives they took in the corporate market during the previous year
- THE BUSINESS TRAVEL BUYER'S HANDBOOK**
A step-by-step explanation of how to establish travel programs and policies and to work with travel services suppliers.
- CORPORATE TRAVEL 100**
A ranking of the 100 biggest corporate travel spenders of U.S. point-of-sale airline tickets and a description of their travel programs.
- ROAD WARRIOR PRODUCTIVITY STUDY**
An examination of corporate traveler productivity and work/life balance focusing on efforts by companies to reduce wear and tear on travelers, increase their effectiveness in attracting and retaining talented employees and raise productivity on the road.



Travel Procurement
THE SOURCE FOR MANAGED TRAVEL INSIGHT

ISSUE DATE	AD CLOSING	MATERIAL DUE	SHOW DISTRIBUTION
February	January 19	January 24	
May	March 29	April 3	
August	June 1	June 6	GBTA International Convention & Expo, July 22-25, Boston
November	October 11	October 16	

TRAVEL PROCUREMENT RECURRING DEPARTMENTS

- Indicators • Leading Practices • Case Studies • Procurement Profiles • Supply Chain • Technology • Meetings Management • Payment • Perspective • News

COVER STORY BY MARY ANN MANDULY

Supplier Development As Competitive Strength

HP strives to raise the bar. In an era of global procurement, Hewlett-Packard has a small number of key suppliers that are critical to its success. To create a competitive advantage to enhance resilience around sustainability and diversity and give full capacity of our suppliers," according to Brian Tippens, HP procurement vice president and innovation director.

"By investing the time we do to grow our suppliers, we end up with incremental cost value," Tippens said. "Travel Procurement. Every enterprise is involved in cost savings, but you can only cut so far. You can't cut your way to zero. At some point, there must be other ways you look to. For readers asking where the ROI is, it's truly being able to drive some incremental, measurable and tangible value."

The HP travel-related value in its new level of supplier partnerships has come from a number of approaches to more fuel-efficient instead of larger rental cars and thus reduce gas and costs only on the operation of a broad spectrum of services to track waste and carbon output during hotel stays, increase hotel membership, diversify the scope of its own products and services.

"Our procurement team continually looks beyond traditional processes for value for HP," said global procurement manager Jim Kim, global program manager. "That includes helping our business units generate greater value through innovation with our strategic suppliers and doing the right thing for our customers and employees with respect to corporate and social responsibility."

Jessamie Kaminski, senior director of global program strategy and program management, including travel, has also added, "Not that speed and cost reduction lose any level of importance, but at some point when you reach the size and breadth of HP, it's really steps beyond that in looking for areas of opportunity to drive value not only for HP but across relationships in the industry. We take that responsibility very seriously to have the chosen to engage with our suppliers."

Impact to Travel
As in other procurement categories, HP agrees in travel supplier base into a flat fee, a second tier and the remainder, according to travel and services manager global director Maria Chevalier. "A lot of focus and stability in our core supplier base as we depend on it to keep our program working. It's taking them to beyond just being a supplier," Chevalier, global travel strategy manager. Jim Kim, global

TECHNOLOGY BY JAY ROEMER

Defining Corporate Contracting

Improved Prism System Promises To Advance Air Deals

Since its release in 2000, Prism (Prism Generation System), the remainder of the year based during the next 18 months will "shift from one course" in transitioning to the new system, Whitegrave said.

Core functionality from Prism's initial hardware tool used for the new Prism Information System, but the company shifted to a browser-based environment from a server-based operating system. Among other upgrades, the new system integrates with customer relationship management tools and other ad hoc systems on which airlines rely.

Facilitating global sales, Prism's new system can connect between Chinese, English, French, German, Japanese, Portuguese, Russian and Spanish. The tool also can report data in local currencies and account for other regional preferences, kilometers or miles, for example. Prism identified Russia's Aeroflot and Japan Airlines as early adopters.

The transition to a browser-based system has made Prism "much faster and much easier for the end user," said Japan Airlines vice president of passenger sales for the Americas Steve Smith. "There are less technical issues. The additional language and currency capabilities for JAL's Japanese sales personnel are huge," Smith added. "Those kind of things are going to help them get educated on the usage of the system."

A New Lifecycle
To Whitespace, the old system was a bound volume of Encyclopedia Britannica and the new one is Wikipedia. "Whitespace was state-of-the-art in 2000, but state-of-the-art is still relevant and it still does its job, but the product is not at the end of its lifecycle. This is a new lifecycle. We believe this environment is going to give us 20 years."

"We looked at creating an annual, centralized system that can give access across regions, airports," said Prism director of airline contracting, Tim Harkin. By taking Prism to the cloud, users can access documents and information, including copies of contracts, contract information and other client details. Because critical client information is readily available to authorized air line personnel, it does not have to be stored in a local computer or in a local under control of the local office, Harkin said. That already has led to the reduction and approval process of contracts among the first users, officials said, in some cases from weeks to days.

Users can map access to the system based on software licenses, as "each individual user has access to all the information they need," Harkin said.

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LODGING'S NEW LANDSCAPE

AstraZeneca Finds An Outsourcing Cure

Thomson Reuters Presses Post-Merger Consolidation

Symantec's Global Travel Review Delivers Savings

Tough Negotiating Time Awaits Buyers

INDICATORS AIRLINES

U.S. Airline Traffic And Capacity, September 2011

Year-Over-Year Changes	U.S. Domestic		Global	
	Traffic	Capacity	Traffic	Capacity
American	+1.7%	-1.1%	+1.9%	+0.3%
Delta	+0.5%	-0.3%	-0.9%	-2.3%
JetBlue	+7.0%	-8.7%	NA	NA
Southwest	+8.4%	-3.2%	NA	NA
United	-2.5%	-0.9%	-1.7%	-1.0%
US Airways	-1.8%	-4.6%	-1.0%	-2.8%

Q3 2011 Average Corporate Travel Air Ticket Prices

U.S. Domestic Prices Paid By Aviation Corporate Travel Clients

Year	Q3 2010	Q3 2011
Average	\$447	\$474

Jet Fuel Prices* Per Gallon

U.S. Gulf Coast kerosene-type jet fuel spot price

Date	Price (\$/Gallon)
Oct. 24, 2007	\$1.724
Oct. 24, 2008	\$2.414
Oct. 24, 2009	\$2.023
Oct. 24, 2010	\$2.255
Oct. 24, 2011	\$3.036

Corporate Airfare Savings For Domestic U.S. Air Travel

Year	Average Published Fare	Average Ticket Cost	Savings
September 2007	\$721	\$454	37.0%
September 2008	\$780	\$488	37.3%
September 2009	\$747	\$420	43.7%
September 2010	\$811	\$441	45.6%
September 2011	\$753	\$488	35.2%