# **Travel Data Solutions**

Enterprise Travel Program Data Optimization and Insights

### Next Gen Travel Programs Driven By Data

Travel programs are being reimagined. The future of work and the needs of travelers are changing along with the emphasis of purposeful travel, which have given rise to a rethinking of travel programs and the roles of travel teams. Travel data is no longer an afterthought but a strategy to enable travel teams to be storytellers and make successful evidence-based decisions. The opportunity, to own and optimize travel data as it goes on to positively navigate this new phase of travel management.

Every touch within a travel program creates data. Booking data is captured by suppliers and TMCs, payment data is created during a trip and expense data is recorded often days and weeks after the event. That's a lot of data and viewed in silo's it can be misleading but once consolidated is designed to tell a story. By positioning data as a starting point enables business objectives and initiatives to be driven by evidence and insights rather than guesses and hunches. Data-driven insights empower your company to:



**Further Increase** Savings and Efficiency



Make Better Strategic Improve Employee Decisions



Experience



Manage Risk and Compliance



Prepare for the **Future and Support Business Growth** 

### Challenges

Enterprises are challenged with getting a better 360-degree view of their business. Global organizations often engage multiple travel management companies (TMCs) to cater to their diverse needs across different countries or regions, such as EMEA, LATAM, NA, and APAC. These dedicated TMCs can be assigned to certain regions to ensure a seamless and efficient travel experience. Grasping global insights on a deeper level can be complex as the data may need to be aggregated, consolidated, cleaned, normalized, translated, and enriched. Complexities can arise from having:

- Various systems, sources, vendors, data formats, and storage options
- Multiple subsidiaries, business units, or M&As
- A data team that is stretched thin trying to support multiple people
- Rapidly changing industries and technologies
- Business initiatives driving innovation around processes, people, or tools

### **Solution Highlights**

P1 = Period 1 (Current) / P2 = Period 2 (Previous)

### **Understand Spending Trends**



Division / Department	P1 Air Spend	P2 Air Spend	P1 Hotel Spend	P2 Hotel Spend	P1 Car Spend	P2 Car Spend	P1 Rail Spend	P2 Rail Spend	TTL P1 Spend	TTL P2 Spend	Air Variance	Hotel Variance	Car Variance	Rail Variance
US-Sales	\$9,059,146	\$7,497,469	\$3,395,713	\$2,817,877	\$175,692	\$201,351	\$66,242	\$179,681	\$12,696,793	\$10,696,378	1 21%	1 21%	-13%	-63%
US-Customer Experience	\$8,523,411	\$5,342,878	\$3,251,482	\$2,448,615	\$209,299	\$237,840	\$100,981	\$107,221	\$12,085,173	\$8,136,554	60%	33%	-12%	-6%
EM-Sales	\$4,489,352	\$3,029,989	\$1,042,822	\$706,634	\$11,476	\$11,019	\$280,229	\$278,805	\$5,823,879	\$4,026,447	1 48%	1 48%	1 4%	1%
US-Communications	\$2,876,813	\$524,661	\$1,322,860	\$197,963	\$38,098	\$14,544	\$74,548	\$3,679	\$4,312,319	\$740,847	100%	100%	100%	100%
EM-Customer Experience	\$2,685,770	\$1,027,655	\$378,943	\$229,191	\$167,484	\$12,531	\$88,395	\$64,713	\$3,320,592	\$1,334,090	100%	1 65%	100%	<b>1</b> 37%
US-Network Systems	\$1,618,220	\$1,065,621	\$1,034,921	\$676,889	\$40,155	\$15,682	\$2,948	\$5,965	\$2,696,244	\$1,764,157	1 52%	1 53%	100%	-51%
US-Laboratory Science	\$1,421,129	\$1,990,698	\$733,701	\$918,415	\$26,643	\$58,635	\$9,162	\$38,721	\$2,190,635	\$3,006,469	-29%	-20%	-55%	-76%
AP-Sales	\$1,723,622	\$1,663,638	\$358,507	\$479,696	\$3,509	\$4,099	\$9,131	\$59,889	\$2,094,769	\$2,207,322	<b>1</b> 4%	-25%	-14%	-85%
US-Marketing	\$916,030	\$1,087,495	\$692,048	\$579,800	\$22,885	\$17,649	\$42,490	\$52,272	\$1,673,453	\$1,737,216	-16%	19%	1 30%	-19%
US-Research and Development	\$904,541	\$939,759	\$381,857	\$543,139	\$49,717	\$42,314	\$2,459	\$476	\$1,338,574	\$1,525,688	-4%	-30%	17%	100%
US-Accounting and Finance	\$581,049	\$539,823	\$410,007	\$376,528	\$26,532	\$22,554	\$520	\$2,069	\$1,018,108	\$940,974	1 8%	1 9%	18%	-75%
EM-Communications	\$743,261	\$197,738	\$136,805	\$59,126	\$1,093	\$201	\$39,521	\$4,403	\$920,680	\$261,468	100%	100%	100%	100%
AP-Customer Experience	\$658,804	\$1,413,188	\$188,400	\$638,661	\$18,403	\$126,124	\$15,108	\$73,534	\$880,715	\$2,251,507	-53%	-71%	-85%	-79%
Total	\$610,619 \$39,066,802	\$517,817 \$28,581,867	\$101.801 \$14,194,448	\$120.974 \$11,177,800	\$804,925	¢10 \$772,770	\$769,157	\$0 \$920,280	\$54,835,332	\$638,810 \$41,452,717	A 18%	27%	-100%	

### Identify Benchmarks and KPIs

Establishing clear benchmarks and key performance indicators (KPIs) will enable travel managers to evaluate the effectiveness of their travel program. Some commonly used KPIs include average ticket price, percentage of advance bookings, and travel policy compliance. Comparing these metrics against historical data will highlight areas for improvement and success.

### Analyze Departmental Performance

Travel managers should examine each department's booking behavior to identify patterns and trends. By comparing average ticket prices and other KPIs across departments, travel managers can pinpoint which groups are making the best choices and which may require further guidance or policy enforcement.

### Visibility into Deeper Insights



### Centralized Data for Comprehensive Analysis

Consolidating data across air, car, and hotel bookings, both domestically and globally, making it easy to compare previous and current periods. The intuitive interface enables travel managers to toggle between divisions and spend categories, providing quick answers for data range queries.

### Deeper Analysis by Region, Department, and Business Unit

Quick, exportable access to summary data empowers travel managers to proactively manage global data down to the division level, ensuring alignment with travel budgets. This data can be shared with department heads on a quarterly basis, helping them keep their teams' spending in check and stay within budget.

### **Empower Leaders**

Providing top-level spend reports to team leaders are crucial for travel managers. Access to comprehensive data equips leaders with the insights needed to make informed decisions and maintain control over their teams and budgets.

### **Understand Air Booking Trends**



Company Country	Transactions	Actual average ticket cost with 1 - 6 days advance	Potential average ticket cost with 7 - 13 days advance	Potential savings per ticket	Potential average ticket cost with 14 - 20 days advance	Potential savings per ticket	Potential average ticket cost with 21 - 70 days advance	Potential savings per ticket
United States	24,948	\$534	\$406	\$128	\$385	\$150	\$374	\$160
Economy	23,459	\$481	\$366	\$115	\$346	\$135	\$337	\$144
Business	1,166	\$1,609	\$1,223	\$386	\$1,158	\$450	\$1,126	\$483
Premium Economy	187	\$886	\$674	\$213	\$638	\$248	\$620	\$266
First	117	\$1,960	\$1,490	\$470	\$1,411	\$549	\$1,372	\$588
Unknown	19	\$601	\$457	\$144	\$432	\$168	\$420	\$180
India	3,826	\$134	\$101	\$32	\$96	\$37	\$93	\$40
Economy	3,446	\$120	\$91	\$29	\$86	\$33	\$84	\$36
Premium Economy	160	\$141	\$107	\$34	\$101	\$39	\$99	\$42
Business	155	\$441	\$335	\$106	\$317	\$123	\$309	\$132
Premium First	65	\$109	\$83	\$26	\$78	\$30	\$76	\$33
China	1,473	\$226	\$172	\$54	\$163	\$63	\$158	\$68
Economy	1,222	\$219	\$167	\$53	\$158	\$61	\$153	\$66
Business	121	\$314	\$238	\$75	\$226	\$88	\$220	\$94
Premium Economy	77	\$295	\$224	\$71	\$213	\$83	\$207	\$89
First	45	\$125	\$95	\$30	\$90	\$35	\$87	\$37
Unknown	7	\$174	\$132	\$42	\$125	\$49	\$122	\$52
Basic Economy	1	\$194	\$147	\$47	\$140	\$54	\$136	\$58
Australia	689	\$426	\$324	\$102	\$307	\$119	\$298	\$128
Total	33,083	\$413	\$314	\$99	\$298	\$116	\$289	\$124

### Save with Predictive Advance Purchase Analysis

Analyze historical flight data to maximize savings. Monitor employees' booking habits, encourage advance bookings, and provide guidance on cost-effective flight options.

The analytics of average ticket prices serves as a valuable tool for corporate travel managers, as it provides insight into the spending habits of employees and departments within an organization. By monitoring the average ticket price for each traveler, travel managers can identify those who consistently book higher-priced flights or make last-minute reservations, which tend to be more costly.

This data-driven approach not only helps organizations optimize their travel budgets but also fosters a culture of responsible travel choices that align with company goals and policies.

### Gain Hotel Bookings Insights

### Hotel Compliance: Preferred and Non-Preferred Bookings

A key component of corporate travel management is monitoring and improving hotel compliance, or the rate at which employees book preferred versus non-preferred hotels.



### Understanding the Data

Collecting data on preferred and non-preferred hotel bookings, both domestic and international, is essential for travel managers with sizable hotel programs or those looking to expand their hotel portfolio.

### Addressing Direct Bookings

Over 50% of hotel bookings are made directly by travelers, which can result in lost visibility and control over the booking process. By understanding the reasons behind direct bookings, travel managers can better address these issues and encourage compliance.

### **Proactive Management**

When employees book hotels directly and bypass negotiated benefits, companies may face additional costs. For example, if free parking was negotiated as part of a contract but not utilized by employees, the company would have to reimburse these expenses. By proactively managing hotel bookings, travel managers can prevent such situations and improve overall costeffectiveness.

### Hotel Attachment: Monitoring and Improving Performance

One critical aspect of corporate travel management is the ability to monitor and improve hotel attachment rates. Hotel attachment refers to the rate at which employees book hotels in conjunction with their flights.



P1 = Period 1 (Currrent) / P2 = Period 2 (Previous) Company Policy: Traveler should aim to book a hotel through an approved booking source when eligible at least 80% of the time when overnight air is booked.

Company Division	P1 Eligible No Hotel	P1 Eligible With Hotel	P1 Total Eligible	P1 Compliance	P2 Eligible No Hotel	P2 Eligible With Hotel	P2 Total Eligible	P2 Compliance	e Variance
US-Customer Experience	1,026	4,411	5,437	✓ 81%	2,116	8,644	10,760	✓ 80 <sup>o</sup>	% 1%
EM-Sales	986	1,888	2,874	★ 66%	1,660	3,510	5,170	8	-3%
US-Sales	981	4,057	5,038	✓ 81%	2,271	8,463	10,734	✓ 79 <sup>4</sup>	% 2%
EM-Customer Experience	442	550	992	55%	701	979	1,680	58	-5%
US-Communications	330	1,781	2,111	✔ 84%	399	2,014	2,413	✔ 83	% 1%
LA-Sales	258	97	355	× 27%	394	298	692	× 43	-37%
AP-Sales	229	1,013	1,242	✓ 82%	578	2,567	3,145	✓ 82 <sup>o</sup>	-0%
US-Network Systems	194	988	1,182	✓ 84%	337	1,893	2,230	✓ 85	~-2%
US-Marketing	172	948	1,120	✔ 85%	352	1,980	2,332	✓ 85	-0%
US-Laboratory Science	155	952	1,107	✓ 86%	573	2,656	3,229	✓ 82	% 5%
EM-Communications	146		518			450		× 71	
Total	5,689	19,766	25,455	78%	11,166	40,790	51,956	799	6 -1%

### **Duty of Care and Compliance**

Utilizing a system that tracks hotel attachment can help improve duty of care and visibility into repeat noncompliant travelers. Incorporating overnight air routing data can further enhance this process.

### **Data-Driven Negotiations**

Data on hotel attachment rates can aid in negotiating better nightly rates and amenities based on company spend. This information gives travel managers more control, as hotels may not always disclose or accurately record all details.

### Tracking Progress

Setting a hotel attachment goal at the beginning of the year enables travel managers to monitor progress and make adjustments as needed. Compliance indicators, such as red and green icons, can provide a visual representation of progress towards these goals.

### Data to Improve the Employee Experience and Increase Booking Tool Adoption



Division / Department	Total spend booking online	Number of tickets booked online	Avg ticket price when booking online	Total spend using a travel agent	Number of tickets booked with a travel agent	Avg ticket price when booking with an agent	Fee Savings by Booking Online	% of tickets booked online	% of spend booked online	% of tickets booked through an agent	% of spend booked through an agent
US-Customer Experience	\$6,420,074	10,195	\$630	\$459,681	449	\$1,024	\$273,807	96%	93%	4%	7%
Enterprise	\$815,728	1,222	\$668	\$9,606	9	\$1,067	\$32,886	99%	99%	1%	1%
Associates and Consultants	\$784,951	1,209	\$649	\$7,274	8	\$909	\$32,481	99%	99%	1%	1%
D2C Direct to Consumer	\$780,762	1,190	\$656	\$5,300	8	\$663	\$32,022	99%	99%	1%	1%
Prospect Generation	\$747,915	1,198	\$624	\$6,292	9	\$699	\$32,238	99%	99%	1%	1%
Technology	\$582,127	950	\$613	\$70,276	56	\$1,255	\$25,515	94%	89%	6%	11%
Operations	\$545,104	945	\$577	\$48,576	52	\$934	\$25,299	95%	92%	5%	8%
Suppliers	\$539,916	927	\$582	\$72,488	59	\$1,229	\$24,867	94%	88%	6%	12%
Support	\$536,190	882	\$608	\$53,965	49	\$1,101	\$23,652	95%	91%	5%	9%
Market Research	\$259,380	391	\$663	\$37,933	26	\$1,459	\$10,530	94%	87%	6%	13%
Applied Sciences	\$243,923	373	\$654	\$19,205	14	\$1,372	\$10,017	96%	93%	4%	7%
Experimental Dev	\$237,304	389	\$610	\$9,626	14	\$688	\$10,341	97%	96%	3%	4%
Total	\$27,385,767	37,949	\$722	\$3,515,181	3,777	\$931	\$832,294	91%	89%	9%	11%

Several factors may contribute to employees' reluctance to book online, such as login issues, complex itineraries, client-paid travel, lack of awareness of travel policies or booking tools, new hires without corporate cards, and relocation.

By identifying the key factors that influence employees' booking behaviors, travel managers can tailor their strategies to improve online booking, ultimately increasing online adoption rates, improve employee travel experience, and driving cost savings for the organization.

### See Trends Across Traveler Well-being and Support Duty of Care

METRIC	DEFINITION			Trave	eler Well Being	Metrics	
Weekend Travel Early Morning Arrival	Any flight that departs, arrives or traverses on a Saturday or Sunday Flights arriving between IAM and 6AM	<sup>8%</sup> - <sup>16%</sup>	<ul> <li>Last Minute Trips</li> <li>Weekend Travel</li> </ul>	Company Division	Number of Trips (Booking Level)	Number of Last Minute Trips	% of ALL Divisions
Late Night Arrival Red Eye Flights Early Morning Departure	Flights arriving between 9PM and 11PM Flights departing between 11PM and 3AM Flights departing between 1AM and 6AM	13% —	<ul> <li>Red Eye Flight</li> <li>Long Haul Flights</li> <li>Late Night Departure</li> </ul>	AP-Customer Experience AP-Sales	8,803 8,845	4,175 3,444	22.00% 18.15%
Late Night Departure	Flights departing between 9PM and 11PM Flights in economy class that are over 8 hours long		Late Night Arrival     Early Morning Arrival	US-Customer Experience US-Sales	22,652 17,870	2,665 2,471	14.04% 13.02%
Indirect Flight Booked	Traveler is connecting between origin and destination	5% 37%	Early Morning Depar     Indirect Flight Booked	EM-Sales US-Laboratory Science	9,787 4,712	1,665 608	8.77% 3.20%
Direct Flight Booked Last Minute Trip	Traveler is flying non-stop from origin to destination Trips booked 0-1 days in advance of travel	5% —/		Total	102,185	18,976	100.00%

Traveler	Total Segments	Indirect Flight Segment	%	Early Morning Departure Segment	%	Early Morning Arrival Segment	%	Late Night Arrival Segment	%	Late Night Departure Segment	%	Long Haul Flight Segment	%	Red Eye Flight Segment	%	Weekend Travel Segment	%
KENNEDY/LISA HUGHES	381	44	12%	30	8%	9	2%	37	10%	19	5%	3	1%	14	4%	234	61%
HALL/BRADLEY D	374	81	22%	75	20%	3	1%	41	11%	51	14%	0	0%	2	1%	16	4%
PIRRO/JEFFREY P	246	61	25%	42	17%	0	0%	11	4%	9	4%	0	0%	0	0%	11	4%
ZAJAC/SCOTT M	246	72	29%	46	19%	0	0%	25	10%	28	11%	0	0%	0	0%	19	8%
LEIKIKH/ALEXANDER C	236	19	8%	14	6%	11	5%	9	4%	8	3%	0	0%	5	2%	11	5%
YOUNGLINCOLN/TRACY BROOKS	236	7	3%	15	6%	5	2%	37	16%	1	0%	0	0%	2	1%	47	20%
QUINTANA/ERIN AKSELROD	220	6	3%	8	4%	3	1%	41	19%	6	3%	1	0%	0	0%	18	8%
ENGELGAU/CHAD WILLIAM	214	24	11%	4	2%	6	3%	26	12%	9	4%	0	0%	2	1%	32	15%
POOR/CODY ANDREW	214	45	21%	10	5%	6	3%	16	7%	11	5%	0	0%	4	2%	163	76%
DEMIERO/WILLIAM JOSEPH	212	6	3%	12	6%	4	2%	28	13%	5	2%	0	0%	4	2%	29	14%
COLCLASURE/SHEILA DIANE	210	41	20%	17	8%	3	1%	19	9%	8	4%	0	0%	3	1%	39	19%
RUSSELL/SCOTT D	193	4	2%	2	1%	1	1%	11	6%	2	1%	0	0%	0	0%	22	11%
MCLAUGHLIN/KELLI LEE	191	37	19%	48	25%	10	5%	2	1%	0	0%	0	0%	1	1%	30	16%
CORCORAN/SEAN M	190	3	2%	8	4%	2	1%	11	6%	3	2%	13	7%	1	1%	13	7%
COLOMER SANMARTIN/DAVID	186	0	0%	0	0%	0	0%	23	12%	4	2%	8	4%	18	10%	24	13%
MIJARES/JOSE	186	19	10%	8	4%	1	1%	15	8%	5	3%	0	0%	1	1%	42	23%
CHANDRASEKHARAN/ARUN KUMAR	185	14	8%	15	8%	21	11%	32	17%	22	12%	1	1%	9	5%	11	6%
TAYLOR/KAMI NOELLE	183	38	21%	15	8%	5	3%	20	11%	2	1%	1	1%	5	3%	52	28%
COOKGONELL/ANDREA	178	7	4%	10	6%	2	1%	13	7%	3	2%	1	1%	0	0%	25	14%
LEE/DARYL ROBERT	177	6	3%	2	1%	21	12%	23	13%	19	11%	1	1%	10	6%	73	41%
HOWE/SUSAN	166	17	10%	4	2%	8	5%	5	3%	6	4%	1	1%	2	1%	50	30%
MACNEVIN/KATIE MARIE	164	1	1%	11	7%	1	1%	16	10%	5	3%	0	0%	0	0%	89	54%
TURNBULL/TYLER GREGORY ROY	162	11	7%	24	15%	7	4%	31	19%	7	4%	0	0%	0	0%	14	9%
MOORE/JOHN N	161	4	2%	0	0%	1	1%	7	4%	2	1%	0	0%	0	0%	3	2%
ORDONEZ SALAZAR/ANDRES	156	7	4%	8	5%	4	3%	8	5%	2	1%	0	0%	3	2%	33	21%
CLARE/JASON C	154	17	11%	26	17%	1	1%	21	14%	16	10%	0	0%	1	1%	14	9%
LAMPERTIUS/JOSEPH ROBERT	152	2	1%	4	3%	1	1%	2	1%	1	1%	0	0%	1	1%	7	5%
PORTER/VIRGINIA DICKENS	146	1	1%	0	0%	1	1%	29	20%	0	0%	0	0%	1	1%	72	49%
Total	241,340	14,305	6%	12,087	5%	6,847	3%	24,489	10%	10,179	4%	10,570	4%	9,215	4%	69,503	29%

Corporate travel managers must prioritize duty of care and traveler well-being to ensure employee satisfaction and productivity during business trips. Travel programs are now subject to increased scrutiny, and measurements extend beyond mere cost savings. The traveler experience has emerged as a critical focus area.

Key areas include diving into the cause of weekend travel, considering arrival times when scheduling meetings, minimizing red-eye flights, and accommodating early morning and latenight departures. Additionally, promoting health and wellness during long-haul flights, balancing cost savings with the benefits of direct flights, and providing support for last-minute trips are essential for maintaining employee well-being. Implementing these measures can help reduce travel-related stress, improve employee satisfaction, and contribute to overall company success.

### About Grasp

We transform your data into insights.

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