

How to grow your travel program

Roundtable Discussions

SCTEM – September 18th, 2011

“Shift travelers to your preferred TMC by only allowing ghost card airfare charges when using them. Use of other channels to book travel will not be allowed to use the ghost card and therefore will not be reimbursed until after the trip.”

“Quality service by all facets of your program will encourage further growth and participation. It is almost like a baseline before you can expect anyone to use your program.”

“Have your preferred vendors offer services and perks that are only available via the preferred travel program and via your TMC. Upgrades, or increases to frequent flyer status, or upgrades on car rental club status, etc.”

Converting the travelers by one on one meetings seem to be a valuable step for any ongoing efforts to grow your travel program. Speaking with the travelers and doing what you can to express the benefits of using the program will yield advocates for future growth as well!”

The Top Ten Reasons that you want to use a TMC

10. Negotiation Assistance
9. Online + full service in one partner
8. Allow travelers to focus on real job
7. Emergency support
6. Automated Quality control
5. Reuse of nonrefundable tickets
4. Discounted hotel rates beyond program
3. Risk management and tracking
2. Reporting and trends
1. Tracking and administration of airline discounts.