

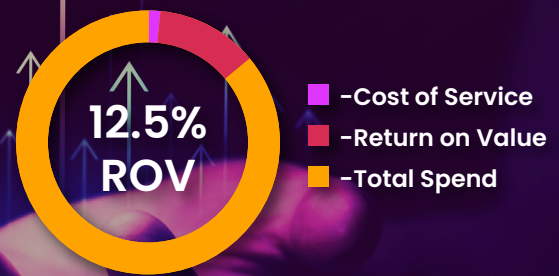


# Maximizing Return on Value in Corporate Travel Management

# Are you measuring Your Return on Value?

Our clients average a cost of service under 1.5% and a total net Return on Value of over 12.5% of their total travel spend.

Find out why, and how you should partner with **Travel Incorporated!**



## Introduction

In today's rapidly evolving business landscape, companies are under increased pressure to deliver greater value with fewer resources. Tighter margins, a rise in stakeholder expectations, and a renewed focus on operational resilience have transformed the role of procurement and travel managers – no longer just targeted cost-control, but also strategic value. In this context, traditional metrics that focus solely on savings are no longer sufficient.

This shift for both procurement and travel managers has changed the question from, **“How do we reduce travel spend?”** to **“How do we maximize the Return on Value with every travel investment?”** This shift calls for a more comprehensive approach – one that captures not only financial savings, but also broader business outcomes such as traveler satisfaction, policy compliance, supplier relationships and productivity.

Capturing the full spectrum of both financial and operational outcomes lies the concept of Return on Value (RoV). Unlike conventional metrics, RoV recognizes that value is not just created through lower fares or rates, but through effectiveness, efficiency, and a strategic alignment of your travel program.

This white paper explores how RoV isn't just a travel metric – it's a **sourcing metric**, and a critical lens through which procurement and travel leaders can view the full impact of their travel programs. By reframing the conversation around value, companies can gain insights into the complete advantages of their travel program.

**Defining RoV:** RoV refers to the comprehensive benefits an organization gains from an investment, considering both tangible (financial) and non-financial factors. Unlike traditional ROI, RoV evaluates a travel program's overall contribution to efficiency, employee experience, sustainability, and long-term business success.

## Tangible (Financial) Perspective

From a financial standpoint, RoV includes key performance indicators (KPIs) that help businesses balance **cost control, supplier performance, policy compliance and spend optimization**.

- **Total Travel Spend as a Percentage of Revenue:** Helps benchmark travel as a controllable expense in relation to business performance. Enables better forecasting and spend analysis across cost centers.
- **Cost Per Trip/Cost Per Traveler:** Supports budgeting, helps compare supplier programs, and uncovers opportunities for cost avoidance through travel policy or vendor renegotiation.
- **Savings from Negotiated Supplier Discounts:** A direct reflection of Procurement's value. Captures the outcome of strategic sourcing efforts and contract negotiations with airlines, hotels, and ground transport.
- **Supplier Use (Preferred Vendor Utilization):** Ensures alignment with negotiated agreements and drives future discount leverage. Also improves supplier performance consistency and program compliance.
- **Travel Policy Compliance Rate:** Tied to spend control and risk mitigation. High compliance signals program integrity; low compliance often points to leakage or insufficient traveler engagement.
- **Online Booking Adoption:** Reduces service costs and improves data capture. Supports automated policy enforcement and enables better supplier rate utilization.
- **Average Ticket Price (ATP) and Average Daily Rate (ADR):** Monitoring these trends allows procurement to evaluate whether negotiated rates are holding value compared to market rates.
- **Unused Ticket Recovery Rate:** Recovers sunk costs and minimizes waste — a quick win for procurement-driven process improvements.
- **Cost Avoidance Through Advance Booking:** Promotes policy-driven savings and planning discipline. Encouraging early bookings reduces premium last-minute pricing.
- **ROI of Travel Spend:** Though harder to quantify, this supports the strategic narrative that Procurement enables business growth, not just cost savings.

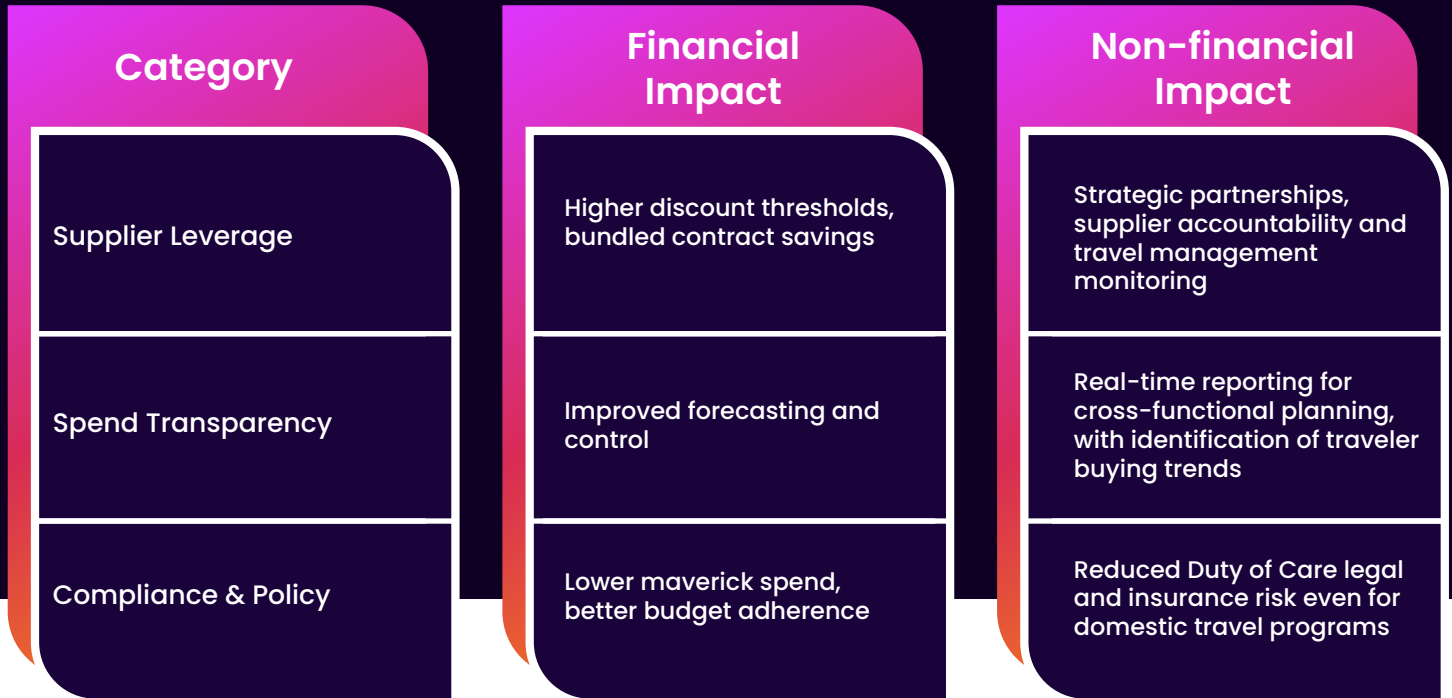
## Intangible (Non-Financial) Perspective

Beyond financial metrics, RoV encompasses qualitative benefits that drive long-term success. These non-financial KPIs contribute to traveler well-being, corporate responsibility, and strategic growth, making a well-rounded travel program. These metrics go beyond dollars — they support procurement's role in **stakeholder satisfaction, responsible sourcing, and strategic enablement**.

- **Duty of Care & Risk Management:** Strong duty-of-care processes reduce legal and reputational risk, whether domestically or in volatile regions or during crisis events.
- **Employee Retention & Traveler Satisfaction:** Poor travel experiences can lead to dissatisfaction and turnover. Your travel policies should support work-life balance and employee satisfaction while being fiscally responsible.
- **Operational Efficiency & Process Improvement:** Efficient systems reduce friction, increase adoption of preferred tools, and provide better data for supplier negotiations.
- **Innovation & Technology Adoption:** Enables smarter sourcing, data visibility, and automated policy enforcement.
- **Strategic Supplier Partnerships:** Strong partnerships drive service quality, flexibility, and innovation — not just pricing.
- **Sustainability & ESG Compliance:** Procurement is expected to source eco-conscious vendors and track emissions from travel-related activity.

# Framework for Evaluating Travel Management Return on Value

A structured framework helps organizations assess partnerships with their travel management company by balancing cost efficiency, traveler well-being and technology integration. Key categories include:



## Why Travel Incorporated

### Everything You Expect - More than You Imagined

Most Travel Management Companies offer tools and services to support your travel program. Travel Incorporated sets the stage for a holistic framework built upon identifying your goals, company financial objectives, and traveler trends and buying behaviors. A proactive approach blends both commercial and intangible services with technology to maximize your company's RoV.



# Here's How

## Commercial

Cost Avoidance, Reclaim and Savings:

### Void Ticketing Management

Pre-scheduled 24 hour ticketing report first thing in the morning to quickly glance to identify any egregious spend or purchases that require further review.

### Dynamic Rate Fluctuation Management

Automated proprietary technology that identifies reductions in hotel and air rates prior to travel for immediate rebooking - avoiding unnecessary spend.

### Preferred Supplier Discounts

Today's airline programs require significant market share and spend minimums. TI not only measures to market share requirements but adds messaging into the booking tools to encourage preferred partner selections for future leverage of agreements, as well as oversees corporate loyalty programs.

### Lowest Rate, Policy Compliance

We capture all missed savings that were either pre-approved or within policy to ensure we have the data to identify traveler buying behaviors via our Performance Scorecard with drill down by division or the individual traveler.

### Preferred Hotel Benchmarking

Whether you manage your preferred hotel program or utilize our services, we provide you with a historic comparison of your primary properties against our overall client's bookings to determine both seasonality rates as well as negotiated rates by property to ensure your negotiated rates are aggressive and competitive with the market.

# Here's How

## Intangible

Program Management, Efficiencies and Traveler Satisfaction

### Duty of Care

It is not only about international travel but domestic safety and security. We offer a complete pre-trip risk mitigation, real time traveler monitoring as well as future and filtered monitoring of flights, hotel and weather impacts, including two-way traveler communications.

### Traveler Satisfaction

Proactive management and best practices of policy reviews, 100% in-house agent support anytime of day and 1st and 2nd level online technical support at no cost.

### Data Analytics

Real time, graphical analytics and detail down to the individual traveler to identify trends, market share analysis and shifts of buyer behavior for immediate savings and sustainability metrics.

### Proactive Attentive Program Management

Dedicated Client Success Managers that are an extension of your program. Opportunity identification, initiative action plans and management that aligns your corporate culture and business objectives.

# Corporate Travel Return on Value Metrics

## Cost of Sales and Support:

1.5% of total spend

## Traveler Buying Behavior Shifts:

4-6% reduction of total spend

## Preferred Supplier Program Management:

10-20% avoidance of total spend

## Increasing Online Adoption/ Compliance:

82% average client compliance

## Unused Ticket Management:

79% average reclaim

## Void and Refund Management:

3.5% savings of total spend

At Travel Incorporated, we focus on the holistic RoV. We look forward to reviewing your current program and provide you with an initial estimated return through a TI partnership.

## Travel Incorporated is here to ensure you are maximizing your Return on Value.

Every day we are here to earn our client's business. We do it by ensuring that our focus remains on:

- **Minimizing Missed Cost Savings** → As unnecessary spend undermines your ability to meet savings targets.
- **Clear and Transparent Supplier Visibility** → It is no longer only about supplier discounts, but managing loyalty programs and market share opportunities.
- **Intuitive Technology for Program and Traveler Benefit** → Efficiencies and self-service options when and where you need it.

Travel Incorporated enables Procurement and Travel Managers to go beyond cost control and deliver enterprise-wide value. With integrated technology, data insights, supplier management, and traveler-first solutions, we help you turn corporate travel into a measurable procurement success story.

Want to Learn More?

Contact Us

Executive Overview