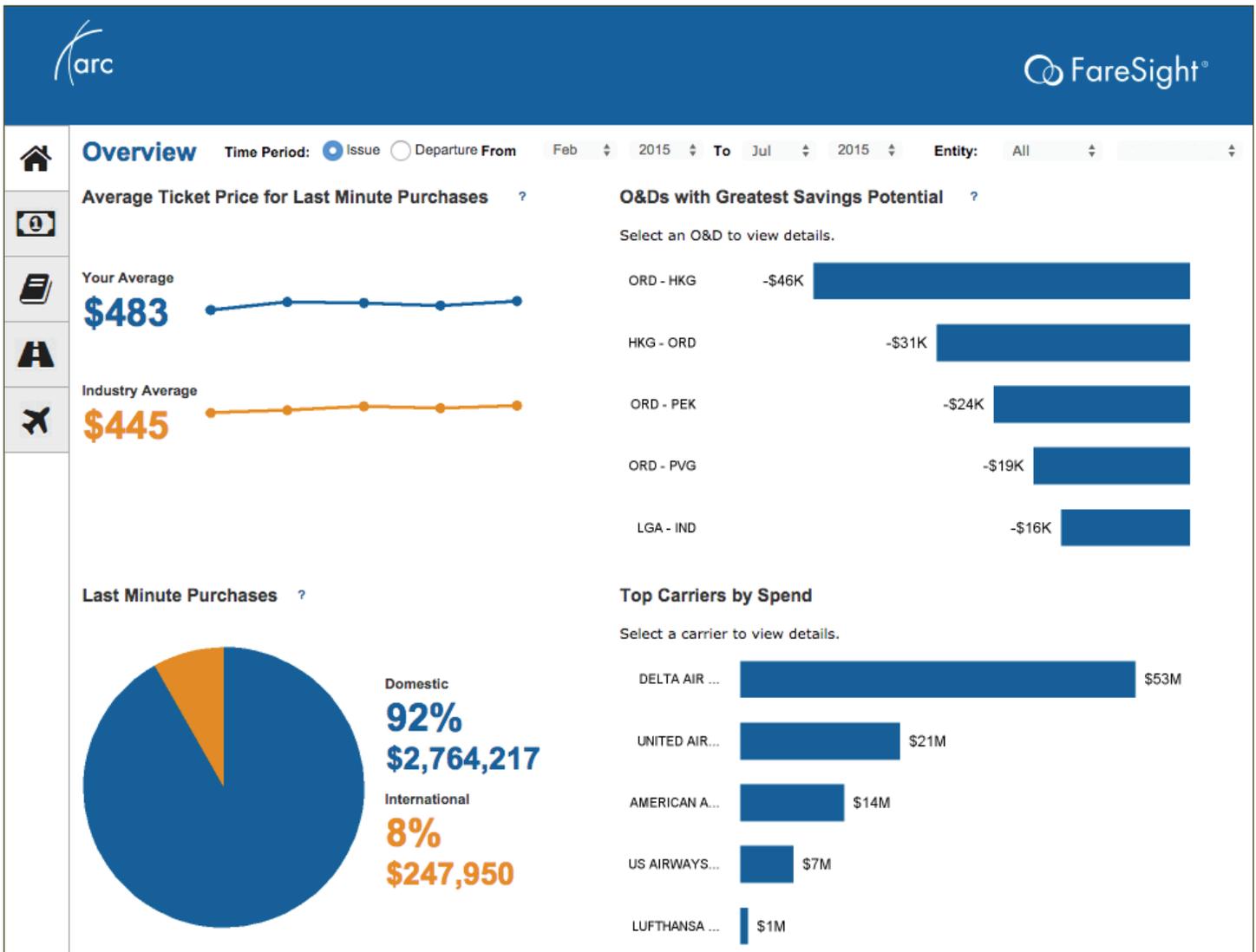


Airline Benchmarking

Companies today struggle to benchmark its preferred airline programs and as a result must rely on anecdotal feedback from its travelers, statistics published by biased third parties or sources with only a small sample size, or through word of mouth amongst other organizations that may or may not share the same travel characteristics. The result is difficulty negotiating meaningful airline contracts and inability to adequately judge the cost/benefit of contracted airline rates versus simply buying on the spot market.

KesselRun Corporate Travel Solutions is pleased to offer the most comprehensive airline benchmarking program available in the marketplace today; giving you the power to validate your airline purchases against over 1 billion tickets, over \$80 billion worth of volume, and against both the corporate and spot markets.





KesselRun's benchmarking tool empowers companies to make important buying and policy decisions:

- Compare your average ticket price by city pair against the marketplace
- Compare your average ticket by city pair against the marketplace by airline carrier
- Benchmark your advance spending habits and resulting cost savings/loss
- Get a view into how your company purchases discount or first class fares versus the marketplace
- Measure your company's habits around refunds and exchanges versus the marketplace
- Drill down capability based on benchmark data set to understand where opportunities exist *
- Parse the data between buyers who purchase through online outlets versus corporate agencies

KesselRun's benchmarking services are customizable to meet your needs. With a subscription, KesselRun will benchmark your airline program on a monthly, quarterly, or bi-annual basis using data provided by the Airline Reporting Corporation (ARC). In addition to the raw data provided, KesselRun will prepare an overview of results along with action items aimed to help drive internal policy, compliance, and strategy as you approach your airline partners for corporate discounts.

For more information or to get started please call **Michael Brennan** at **770-640-9100 ext. 10** or email at mbrennan@kesselrunconsulting.com

** Drill down capabilities to provide the ability to further explore data to the traveler level scheduled to be released early Q3 2015*