

COMPLIMENTARY ISSUE FROM TRAVELOCITY BUSINESS

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**Travelocity Business
Expands Its Global Offering**





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The Travelocity Business Roaming GnomeSM was versed in French, German, Italian and Queen's English last year. Now, the 4-year-old company is asking its biggest fan to pick up a few new dialects, like Chinese, Malay, Mandarin, and Tamil. Travelocity Business launched in the UK in 2006 as a full-service corporate travel agency, serving Austria, France, Germany, Ireland, Italy, Spain, and a host of other countries.

But the business world no longer encompasses just Europe. Africa, the Middle East and most prominently, Asia are big players in the corporate realm. Recognizing the trend eastward, Travelocity Business has begun its expansion efforts into Asia-Pacific by targeting large US and UK companies with offices abroad.

By focusing on such multi-national corporations with managed travel programs, Travelocity Business can grow responsibly and with its integrity intact. When you build your brand on two pillars – cutting-edge technology and personalized customer service – maintaining that same level of quality is essential.

It also allows TBiz to leverage Sabre Holdings and Travelocity's international portfolio of brands. Sabre Holdings brings a rich history of travel agency support and financial stability, as well as a widespread Global Distribution System (GDS). Travelocity possesses unprecedented leisure buying power, a strong focus on customer experience and its distinguished brand image.

In fact, TBiz has already successfully leveraged one of Travelocity's international brands, with lastminute.com in Europe. Travelocity acquired lastminute.com in 2005, and it has quickly grown to become the most popular travel and leisure site in the UK with roughly 2.5 million visitors weekly.



Global Localization

Travelocity Business uses the vast lastminute.com network to provide local-country ticketing in Europe. Since launching, TBiz has added local-country ticketing in Spain, Germany, and France, and will continue to add more ticketing locations over the coming months, including Italy, Belgium, Sweden, Norway, and Denmark.

In Asia-Pacific, a similar strategy will be employed with Zuji, a regional online travel company with access to more than 77,000 hotels and 400 airlines. Zuji has teams and travel Web sites in Singapore, Hong Kong, Taiwan, Australia, Korea, New Zealand, and India. Travelocity acquired the company in late 2005.

But before Travelocity Business can roll out in Singapore, Australia, and Hong Kong, it is committed to learning the market. The company will rely on the local expertise of the hundreds of employees located in these regions, as they can more accurately assess how to best deliver the range of travel services in each market. As such, they represent an extremely valuable asset because they enable TBiz to continue delivering the very highest levels of customer service.

Once Travelocity Business is ready to establish itself in the region, it won't need to invest heavily in extra resources because these employees are already in place from both a leisure and business perspective.



Consolidated Information

Another one of Travelocity Businesses' key differentiators will be its ability to use the same technology (although regionalized) worldwide – the same reporting system, booking tool, and agent desktop.

The most enticing prospect of this offering is that for the first time, companies can receive consolidated global reports. Until now, companies could only obtain their monthly or quarterly reports broken down by country, and not necessarily in a timely or error-free manner.

These lapses make it that much more difficult to use in negotiations with vendors and make decisions that drive cost-savings. But with consolidated global information, companies can begin negotiations with vendors on a global basis knowing they are capturing all the travel into or out of specific cities or regions. Companies can also gain a better understanding of travel patterns by region and make policy decisions that lead to results that directly benefit the bottom line.

TBiz in Asia-Pacific simply makes sense, similar to how it was a sound business decision to move into Europe a year ago. TBiz is both responding to its customers' current needs and putting a framework in place to continue its plan for steady growth, ensuring that it will remain a progressive, successful and global operation for the foreseeable future.

**CALL 866.GET.TBIZ (438.8249) or visit www.travelocitybusiness.com
to request Travelocity Business for your company today.**

