

# ONBOARD WITH ORBITZ

SPRING 2011



## ADDING THE RIGHT PIECES

This summer will mark my second as president of Orbitz for Business, and ninth overall as an Orbitz Worldwide employee. During that stretch, I was involved with numerous public offerings, acquisitions and new product launches amidst the typically fast-paced ebb and flow of the travel industry. But it is hard to recall a more exciting start to the year than we just had at Orbitz for Business.

In March, we became the first major online corporate travel agency to deliver rail content to business travelers in the U.S. Orbitz for Business customers can now search and book all U.S.-based Amtrak destinations and itineraries online. The new rail capabilities are delivered through the familiar Orbitz for Business interface, with a user experience similar to how customers currently search and book flights, hotels, car rentals and car-hire arrangements.

Also in March, we announced a partnership with GlobalStar International to extend our reach, service and support into 75 new countries across Europe, Latin America, Africa, Asia and the Pacific Rim. The alliance expands on our existing operations in North America and Europe to help you build a global travel program with integrated reporting and locally delivered service and support. The partnership also enables us to deliver a full breadth of capabilities to new customers in emerging regions such as China, India and South America.

Finally in April, we became the first travel management company to launch an end-to-end mobile solution that allows your travelers to search and book flights, hotels and car rentals directly from any web-enabled smartphone. Equally important, our new solution ensures that your travel program policies are applied to each new mobile booking. Already, we've seen demand from hundreds of individual OFB travelers since our launch. With mobile Internet adoption set to overtake the desktop within the next 18 months, our goal was to build these capabilities today using a platform- and device-agnostic technology that will allow us to scale with your program as more bookings are made via a web-enabled device.

These are three critical pieces of our product portfolio and represent the culmination of 12 months of hard work and dedication by our product, development and account management teams. Each new product or capability we introduce begins with a conversation with you and your peers about how Orbitz for Business can deliver greater value to your program and travelers. Your feedback drives our business, and we welcome that continued engagement as we prepare for a second wave of innovation in the second half of 2011.

While we have made great strides this year, and delivered strong bookings and transactions growth for Orbitz Worldwide in the first quarter, it has not been without challenge. Unusually frequent and strong winter storms across the U.S. conspired with our offline booking process for American Airlines flights to significantly escalate our call center volumes in the first quarter. We have since taken steps to increase both our seasonal and day-to-day call center resources.

With regard to American, we are pleased to report that the carrier's full schedule of flights has returned to Orbitz for Business. The Illinois Circuit Court of Cook County issued an injunction against American on June 1, ordering the airline to re-instate its full schedule of flights on both Orbitz.com and Orbitz for Business. American will remain online and available to your travelers for so long as the case is pending. We do not know when a final ruling will be delivered, however, it is clear that this issue extends beyond Orbitz and Orbitz for Business to impact the entire travel community, including other travel management companies (TMCs) that rely on the current distribution framework.

As we have said since American pulled its fares in December 2010, we fully appreciate the importance of this content to your travelers. We believe that American on Orbitz and Orbitz for Business is the best resolution for both companies, and most importantly, your travelers and travel program. While the injunction temporarily achieves that goal, we still believe a long-term, mutually beneficial agreement can be found.

Moving ahead in 2011, Orbitz for Business will continue to do what we do best – deliver innovative technology, invest in new capabilities that unlock greater value in your travel program and support your individual travelers with world-class online and offline service.

Best wishes for a strong close to the first half of 2011 and a great start to summer. Please do not hesitate to contact us with any questions or for additional details on the items featured in this edition of On Board.

Frank Petito  
President  
Orbitz for Business

## ONBOARD THIS ISSUE

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# ONBOARD WITH ORBITZ



## **GROWING GLOBALLY? WE'VE GOT YOU COVERED**

**GLOBALSTAR PARTNERSHIP DELIVERS NEW TRAVEL  
MANAGEMENT CAPABILITIES IN 75 COUNTRIES**



Orbitz for Business (OFB) has expanded its travel management capabilities into 75 new countries in Europe, Latin America, Africa, Asia and the Pacific Rim. Thanks to a recently announced partnership with GlobalStar, OFB customers can now build global travel programs with fully-integrated data reporting and locally-delivered service and support.

Headquartered in the U.K., GlobalStar operates a diverse partner network that comprises more than 80 market-leading agencies, 75 countries, 3,500 office locations, 14,000 employees, and \$13 billion in annual travel sales. Orbitz for Business will benefit from GlobalStar's local market expertise, innovative technology platform, consolidated data management system, and global account structure.

"We are excited to work with GlobalStar to ensure Orbitz for Business customers and their travelers have access to local service and support in 75 key business travel destinations across the globe," said Frank Petito, president, Orbitz for Business. "After reviewing a number of alternatives, we were confident that GlobalStar aligned most closely with Orbitz for Business in three critical areas – a commitment to technology innovation and data integration, personalized account management and world-class customer service."

By adding GlobalStar to its existing capabilities portfolio, OFB is now positioned to support you and your travelers anywhere in the world. In addition to locally delivered service and support, OFB customers will benefit from the integration of GlobalStar's proprietary data management system with the OFB platform, which offers a clean, accurate view of travel data from virtually every point of sale across the globe.

**PLEASE CONTACT YOUR ADM FOR MORE INFORMATION.**

## **WEBINAR SERIES 30-MINUTE SOLUTIONS: BUILDING A GLOBAL TRAVEL PROGRAM**

Taking a corporate travel program global can seem like an insurmountable task. From consolidating travel management partners and tools, to implementing a governance structure that streamlines costs while providing a positive service experience for your travelers, the process is complex, but necessary for any business serious about international growth.

In the latest edition of our "30-Minute Solutions" webinar series we ask Management Alternatives Inc.'s Will Tate, a business process improvement consultant and pioneer in global travel management, and Jennifer Prescott, executive director for sales and account management at GlobalStar: How do you build a global travel program that's ready to take on the world?

Visit Orbitz for Business' Customer Center to view this and other recorded Webinars at: [http://www.orbitzforbusiness.com/webevents/30min\\_solutions/](http://www.orbitzforbusiness.com/webevents/30min_solutions/)



# ONBOARD WITH ORBITZ



## SEARCH AND BOOK ON THE GO! ORBITZ FOR BUSINESS LAUNCHES NEXT GENERATION MOBILE SOLUTION



Earlier this year, Orbitz for Business launched the first end-to-end mobile solution that allows business travelers to search and book flights, hotels and car rentals directly from any web-enabled smartphone. The next generation mobile website is now available at <http://m.orbitzforbusiness.net>.

The new website gives travelers a streamlined, intuitive interface that supports a broad set of features, functionality and supplier inventory. Equally important, the solution was built from the ground up to support the policy, control and compliance requirements of corporate travel managers and their programs.

The new Orbitz for Business mobile website gives individual travelers the access, features and flexibility to book business travel on the fly, including:

- **Make New Reservations:** Search and book thousands of flights, hotels and car rental options, including same-day and last-minute reservations, across a full range of criteria and preferences.
- **Trip Tracking and Itinerary Management:** All travel reservations and trip details will be available through My Trips, including the ability to cancel existing reservations and share itineraries through Triplt.
- **Flight Status and Traveler Updates:** Check flight status on major worldwide airlines or view detailed airport conditions for top U.S. cities. Travelers will also continue to receive patented Orbitz for Business CARE alerts and real-time Traveler Updates.

Additionally, the Orbitz for Business mobile website extends all existing corporate travel policies, controls and compliance guidelines to new reservations, such as:

- **Full Policy Application for All Reservations:** All travel and compliance policies will be applied to new mobile reservations. This includes trip purpose and reference fields, prioritized search results for preferred suppliers and other company-level travel parameters.
- **Company and Global Messaging:** Global messaging from Orbitz for Business and company-specific messages will appear on the mobile home page and within search results.
- **Customer Service and Support:** Travelers are always just one click away from 24/7 customer service, including e-mail and telephone-based offline support.

**PLEASE CONTACT YOUR ADM FOR MORE INFORMATION.**

## ALL ABOARD! PLAN AND BOOK RAIL SERVICE WITH ORBITZ FOR BUSINESS

Thanks to a new partnership with SilverRail Technologies, Orbitz for Business customers can now search and book all U.S.-based Amtrak destinations and itineraries online. The new content is delivered through the familiar OFB interface, so planning and booking rail travel will be no different than searching and booking flights, hotels and car rentals.

Effective immediately, customers can search and purchase U.S. rail travel on Amtrak through a single online booking path. Travelers can access itineraries for all Amtrak routes and destinations in the U.S. and cancel their reservation online when business or trip requirements change. Additionally, travel managers have access to company-specific reporting for all new Amtrak bookings. Further enhancements are planned for later this year.

"Many of our customers in regions like the Mid-Atlantic and Northeast U.S. have a preference for rail over short distance flights," said Frank Petito, president, Orbitz for Business. "In order to better serve these customers, the SilverRail partnership allows Orbitz for Business to deliver a more comprehensive set of travel products with the scale and flexibility to expand our rail offerings in the future."

In his most recent State of the Union address, President Obama stated a goal to provide "80 percent of Americans access to high-speed rail within 25 years." In March, Vice President Biden announced a plan that calls for \$53 billion over six years "to continue construction of a national high-speed and intercity passenger rail network."

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## **ADVANTAGE, YOU!** **NEW BUSINESS ADVANTAGE PROGRAM** **WILL DELIVER EVEN GREATER DEALS** **ON SELECT HOTELS**

Orbitz for Business recently added a significant, cost-saving enhancement to the OFB hotel program. Based on extensive user studies, OFB found that flexible cancel is one of your most important attributes in a hotel program.

In addition to Low Price Guarantee (LPG), negotiated and retail rates, OFB is excited to introduce Business Advantage rates. These new rates offer 24-hour or same day cancellations up to check-in time at some hotels, along with more potential savings and extra amenities.

The Business Advantage program is part of the LPG program. The hotel stay is prepaid on OFB at the time of booking. If you want access to Business Advantage hotels and rates, you need to show LPG hotels in your company's search results. You can contact your ADM for assistance in activating the LPG program.

Benefits for the Business Advantage hotel rates program include:

- Fully refundable, 24-hour or same day cancellation policy (check the policy for the specific cut off time)
- No OFB transaction fee
- No OFB online cancellation fee
- Access to a more closely managed hotel program consisting of lower rates and special promotions updated regularly by hotels

Some of the amenities, which could be unique to Business Advantage rates, include:

- Complimentary wireless internet (wifi)
- Complimentary breakfast
- Free parking
- Room upgrade, if available
- Fitness center access
- Business center access
- Pool access



Inclusions are described with each Business Advantage rate.

**PLEASE CONTACT YOUR ADM FOR MORE INFORMATION.**

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# ONBOARD WITH ORBITZ



## INDUSTRY NEWS AND VIEWS

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### **DOT Finalizes New Air Traveler Protections, Defers Rule On Fee Disclosure In GDSs**

The U.S. Department of Transportation today issued a long-awaited final rule on a number of air travel consumer protections it had proposed last June. While new regulations related to tarmac delays, contingency plans, consumer complaints, flight delay notifications, oversales and other areas are set to take effect in 120 days, DOT deferred a decision on whether to force airlines to make information about charges for optional services available via the global distribution systems in which they participate. In a press release, DOT indicated that it would "issue a supplemental notice of proposed rulemaking later this year that would require, among other things, that ancillary fees be displayed at all points of sale."

For the full story, visit [Management.travel](http://Management.travel), [click here](#)

### **March U.S. Hotel Rates, Occupancy Rise**

Average daily U.S. hotel rates increased by 3.8 percent year over year in March, and occupancy increased by 6.1 percent to 61.4 percent, according to hospitality research firm STR. Luxury hotels had the highest rate growth, according to STR president Amanda Hite. "Luxury segment revenue per available room growth was almost equally made up of ADR and occupancy growth, sending a strong signal to lower-rated chain scales that pricing power is returning," she said in a statement. Cities with the largest rate growth in March included San Francisco (12 percent) New Orleans (8.9 percent) and Chicago (7 percent). While New York occupancy in March decreased by 4.1 percentage points year over year, its rates increased by 5.8 percent. A few cities had rate decreases in March, the highest being Atlanta, down 3.7 percent year over year.

For more stories like this, visit [Business Travel News](http://Business Travel News), [click here](#)

### **Globalized Travel Management 'Accelerating' Despite Difficulties**

For several reasons and despite various roadblocks, travel management is becoming more global. According to two recent industry papers on the subject, the benefits have outweighed the challenges for many companies, including smaller firms. While there are many ways to approach the effort, some basic tenets apply. "Globalization of corporate travel programs is not only growing but accelerating," according to an AirPlus International/Association of Corporate Travel Executives paper published this month. Owing to "inherently different circumstances" for corporate travel programs in each country, however, "tensions persist between global goals and local realities." While 57 percent of 136 ACTE members polled in February "believe it is less difficult to manage a multinational program now than it was five years ago," 26 percent do not. "Furthermore," according to the paper, "47 percent see significant conflict between the global and national needs of their travel programs."

For more on trends in global travel programs, visit [Business Travel News](http://Business Travel News), [click here](#)

## COMMENTS AND QUESTIONS



Do you have a question or comment for our corporate travel solutions team? Anything about products, services, plans for the future? Is there anything you'd like to see more of in the next edition?

Please send your questions and comments to [onboard@orbitz.com](mailto:onboard@orbitz.com). We will respond promptly and work to incorporate as many comments as possible in next quarter's newsletter. While we want this newsletter to keep you informed, we also would like it to be an effective forum for the sharing of ideas. And in the end, it should also be about you, our valued customers.

**WE LOOK FORWARD TO  
YOUR FEEDBACK!**