![GetThere logo] **GetThere**
Get more with GetThere.

Corporate Travel Benchmark Report

August 2013

GetThere Online Adoption Rates
Corporate Online Adoption Benchmarks
2001-2012

[1] GetThere 81%

[2] Industry Average 58%
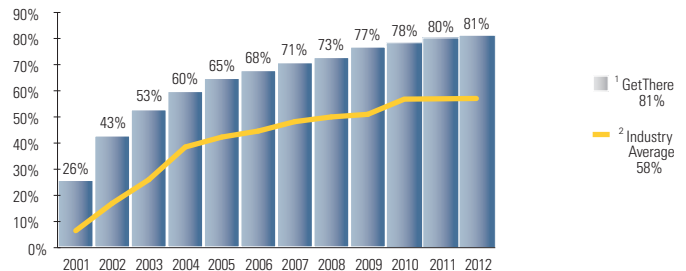
[1] GetThere 2013 Corporate Travel Benchmark Report
[2] PhoCusWright Corporate Travel Manager Survey 2011

The GetThere Corporate Travel Benchmark Report is a summary of online managed travel trends, savings and adoption techniques used by leading corporations around the globe. All results are based on December 2012 through February 2013 data as self-reported by each company's corporate travel department.

Executive Summary

GetThere customers saved a combined $1.9 billion in lower online travel and fulfillment fares, according to estimates from the 2013 Benchmark Report. GetThere processed 12.6 million trips in 2012.

For the 12th consecutive year, companies using GetThere have increased their online adoption. In North America, respondents to the benchmark survey averaged 81 percent online adoption, up one percentage point from 2011. The average of the 10 highest-adopting companies is 95 percent. GetThere's average adoption is well ahead of the industry average of 58 percent, as based on a 2011 PhoCusWright Corporate Travel Manager Survey.

GetThere customers in every global region increased adoption in 2012. Customers in Asia Pacific (APAC) raised adoption by 9 points to 77 percent. Europe, Middle East and Asia (EMEA) went up by 17 points to 76 percent. Latin America went up by six points, to 74 percent. Globally, GetThere customers average 78 percent adoption.

Thanks to their success online, GetThere customers achieved significant savings in 2012:

- 20 percent air savings domestically, or $110 per ticket
- 28 percent air savings internationally, or $600 per ticket
- 6 percent hotel savings domestically, or $10 per room night
- 20 percent hotel savings internationally, or $44 per room night
- 5 percent car savings domestically, or $2 per daily rental
- 6 percent car savings internationally, or $3 per daily rental
- 57 percent savings on fulfillment fees by booking online for domestic air travel, or $17 per transaction
- 66 percent savings on fulfillment fees by booking online for international air travel, or $25 per transaction

Average Online Adoption by Region	
APAC	77%
EMEA	76%
Latin America	74%
North America	81%
Global Average	78%

	North America Domestic	North America to International
Airfare savings	20%	28%
Hotel savings	6%	20%
Rental car savings	5%	6%

[1]$1.9 billion in savings based on average ticket price, 2.1 days average hotel stay and car rental, lower fulfillment rates by booking online, and GetThere adoption and fulfillment rate benchmarks.

Key Findings

ONLINE ADOPTION: Average online adoption increased for the 12th consecutive year. GetThere customers averaged 81 percent online adoption in North America, up one point from year prior. The 10 companies with the highest adoption average 95 percent. Online adoption is based on reported online bookings as a percentage of total bookings. GetThere customers average much higher adoption than the industry benchmark of 58 percent, according to a 2011 PhoCusWright Corporate Travel Manager Survey.

GLOBAL ONLINE ADOPTION: GetThere customers achieved higher adoption globally:
- APAC 77 percent
- EMEA 76 percent
- Latin America 74 percent
- Global average 78 percent

TOUCHLESS FULFILLMENT: Customers saved an average of $17 per domestic air trip and $25 per international air trip by booking completely online.

ADOPTION INITIATIVES: The top three most effective methods to drive online adoption are executive support/endorsement, a full or partial online mandate, and active support from GetThere.

CUSTOMER LOYALTY: Eighty-seven percent of respondents have been GetThere customers for three years or longer; 51 percent have at least five years with GetThere.

2013 PROJECTIONS: A quarter of respondents said they will spend more on travel this year. Furthermore, 79 percent said their travel budgets will increase this year.

MAJOR CHANGES: The top three major changes under consideration this year are a review of corporate travel policies (68 percent), review of mobile travel policy (47 percent) and consideration of virtual meetings (24 percent).

MOBILE: For the fourth straight year, respondents ranked obtaining flight information as the most important feature of a mobile solution. Booking flights ranks second and booking hotels third.

EXPENSE: More than 40 percent of respondents said they are not interested in expense and travel management integration. At the opposite end of the spectrum, 17 percent said they are very interested in integration.

SITE FEATURES: The top five most popular features cited by respondents are the Travel Arranger Portal, multiple subsites, tutorials, Dynamic Messaging and airfare comparison shopping.

This concludes the Executive Summary of the GetThere Corporate Travel Benchmark. The full report, featuring more in-depth data and analysis from leading GetThere customers, is now available.

To get a copy of the full report, contact your GetThere representative. You can also send an email to salesreply@getthere.com to request a copy.