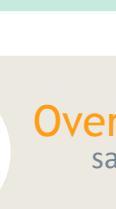


All effective corporate air programs stem from an **accurate forecast**

of two things:

How **important** is it to get this forecast **right?**

1



The savings your program will generate

2



The appropriate carrier market shares to which you should commit

**Very**



**Overestimate**

savings or share commitments...

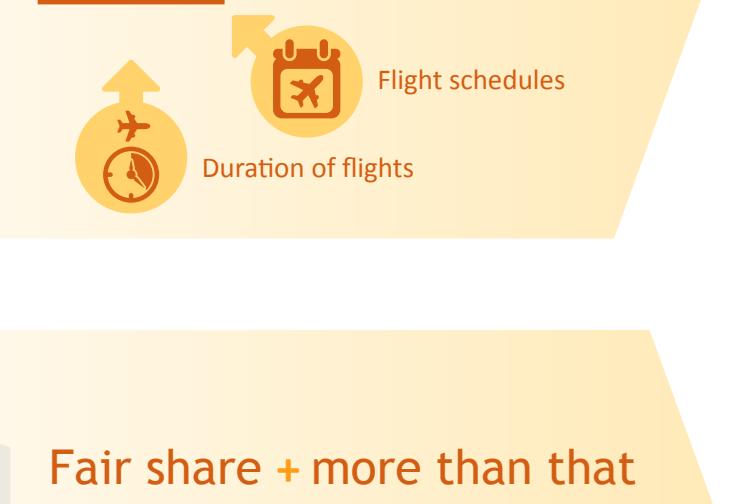
and you'll fail to meet expectations of your leadership and of suppliers



**Underestimate...**

and you'll leave money on the table

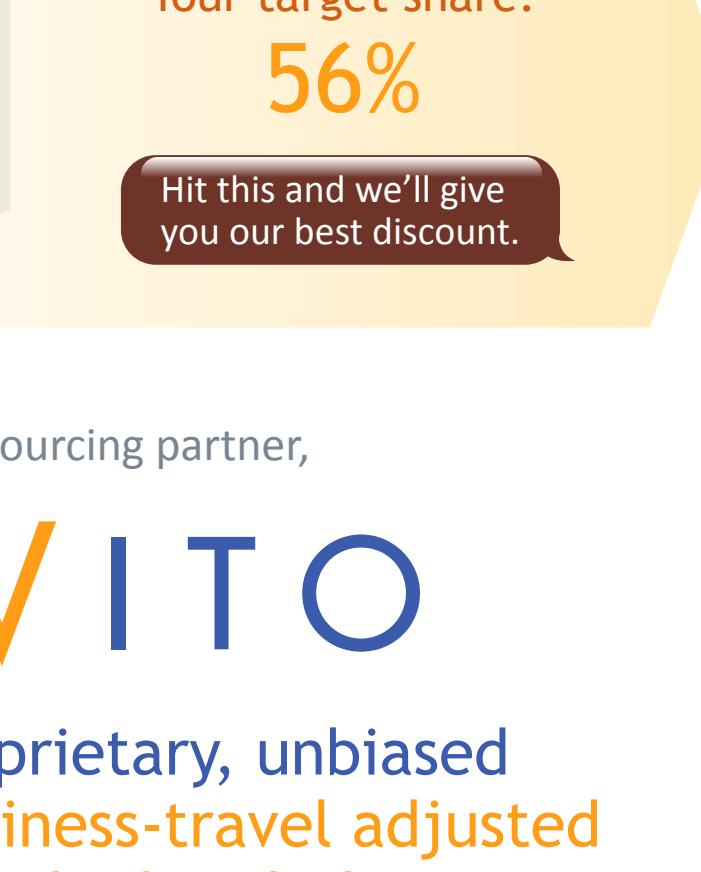
**Beware:**  
not all models are created equal



## The simplicity of their models might shock you

First...

They use **general travel assumptions** (not business travel-specific ones) and a **snapshot time window** to figure out what their share **should** be



Then...

They decide what they **want** their share to be

Fair share + more than that  
**21%**

Let's try to double it!

And finally...

They **set a discount strategy** to encourage you to give them **more share**

Your target share:  
**56%**

Hit this and we'll give you our best discount.

As your air sourcing partner,

# A D V I T O

uniquely offers a **proprietary, unbiased** forecast model that is **business-travel adjusted** and **intricately detailed**

The result:

**More accurate, realistic and reliable savings and market share forecasts**

Here's what **A D V I T O** adds to traditional forecast models:

1

What's the **right** forecasted market share for you to give this carrier?

- ➡ What is the **business-travel-adjusted** fair market share of this carrier in this market?
- ➡ How competitive are this carrier's prices to business-travel-appropriate alternatives?
- ➡ How many preferred carriers do you have in this market?
- ➡ How are your travel volume and patterns projected to shift?

2

How **competitive** are its flights and seats in the market, relative to others?

- ➡ Published fares
- ➡ Proposed corporate discount
- ➡ Availability of inventory

3

How relevant is this carrier's service to **your travel program**?

- ➡ Is this a preferred carrier?
- ➡ Does your company compliance culture suggest you will be successful shifting share to this carrier for this market?
- ➡ Have you historically had a bias toward this carrier, or another, for this market?

Results are **better** with

# A D V I T O

Contact us today to learn how we can give you **the detail edge** in your air negotiations

Source: "Quality of Service Index," InterVISTAS Consulting Group, 2012  
[http://www.aci-na.org/sites/default/files/welch\\_qsi\\_fundamentals.pdf](http://www.aci-na.org/sites/default/files/welch_qsi_fundamentals.pdf)

