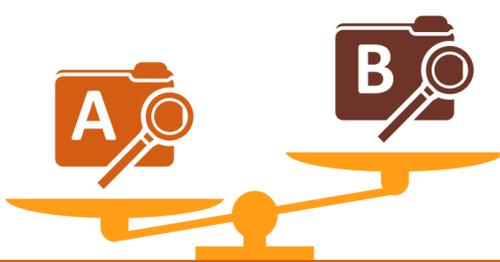




Airlines and consultants use **their own models** as the basis for determining **your** fair market share commitments and discounts

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,

ADVITO

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 **ADVITO** 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

ADVITO

We consider what business travelers **need**, what they **value** and what they'll **accept** based on the competitive landscape and a client's corporate culture

Take no airline claim or assumption at face value



We are your **power negotiator**

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