

MARCH 2014

# TRAVEL BUYER

FOR SA CORPORATES

## +Meet

# On the GLOBAL TRAVEL AGENDA

Rio Tinto's Kurt Knackstedt shares lessons learnt in the Asia-Pacific region

- *Are SMMEs paying more for travel?*
- *How to enforce duty of care in multinationals*
- *Taking travel payments into the future*
- *Engage event attendees with 'gamification'*

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## What's keeping you awake at night?

It was good to get the year started in terms of business travel management forums and to hear about some of the current issues keeping travel buyers awake at night.

Besides the obvious more personal reasons such as young children, there are many different travel management issues causing sleepless nights, ranging from the administrative nightmares and extra costs that etolls in Gauteng have brought into our lives, to duty of care concerns following the recent tragedy in February at Lanseria International Airport where three people died following a private aircraft crash.

According to ACTE's new global president and Rio Tinto's head of travel procurement, **Kurt Knackstedt**, whom we profile this month, a robust risk-management strategy built into travel programmes is a must-have for any company and also a topic that continues to feature on ACTE's event programmes throughout the world. He has seen a significant increase in the number of organisations across the board that are prioritising safety and security in their travel programmes. "Now in all industries, one of the top-three elements of a good

travel management programme is safety and duty of care. The industry has truly accelerated to the point where it is similar to online booking. For years it was discussed as 'Do you need to go online? What's the value?'. Now it is such a key element of any programme," he notes.

The importance of duty of care is undisputed and in our feature on the topic this month, we look at how companies can keep it on the radar and enforce it in multinational organisations throughout the different jurisdictions of different countries. It is more than simply tracking travellers, as many believe. **John Rose**, chief operating officer of iJet, explains that the single largest point of failure he sees with travel managers is that they've been led to believe that travel tracking is risk management. "That's like knowing your house is on fire and not knowing how to call 911."

We hope this issue of *Travel Buyer + Meet* can assist in some way with regard to finding the solutions you need to implement in your travel programmes in order to have a better night's rest.

Best wishes

**KIM COCHRANE**  
(kimcochrane@telkomsa.net)

## COVER

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BA's A380 features 469 seats over two decks with four cabins: First – 14 seats; Club World (business class) – 97 seats; World Traveller Plus (premium economy) – 55 seats; and World Traveller (economy) – 303 seats.

## BA shows off new A380

**B**RITISH Airways showed off its new A380 in Durban, Cape Town and Johannesburg recently to celebrate the February 12 launch of its first Superjumbo service between LHR and JNB.

Three A380 services will be added to BA's 11 existing B747-400 weekly services with the A380 services increasing to six a week by March 6, resulting in a net capacity increase on the route.

Speaking in Cape Town, **Jamie Cassidy**, BA's area manager: Middle East, Asia Pacific

& Africa, and **Ed Frost**, the newly appointed commercial manager for South and East Africa, said demand on BA's South African routes remained strong despite the weak rand.

"It's a very buoyant market for BA globally and in Africa," Cassidy said, pointing to BA's increased frequencies to Ghana, Sierra Leone, Kenya and Uganda. In Cape Town, BA is adding three more flights in May increasing route capacity by 30%.

## New MK schedule creates more attractive options

AIR Mauritius will introduce a new flight schedule for Johannesburg, Cape Town and Durban from June 27.

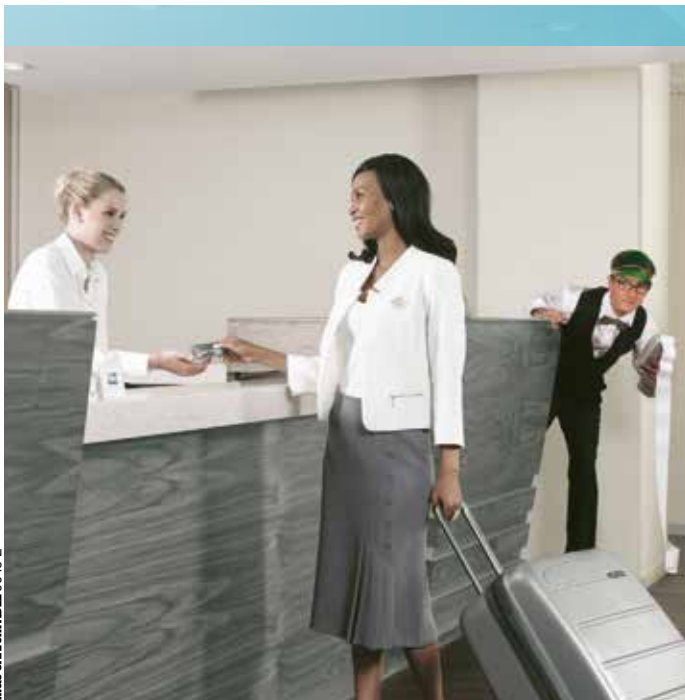
The new schedule for Johannesburg offers travellers more time in Mauritius, creating more attractive options for packages and competing with SAA's favourable schedule.

Flights will depart OR Tambo International Airport at 09h40 on Saturdays and Sundays, arriving in Mauritius at 15h40. Return flights depart Mauritius at 17h00 on Fridays and Saturdays, arriving in Johannesburg at 19h35. The airline will have eight weekly flights to Mauritius from Johannesburg.

From June, Air Mauritius's Cape Town flights will operate on Tuesdays, Thursdays and Sundays at modified times. Durban flights will operate on Mondays and Fridays at the same times as they currently do.



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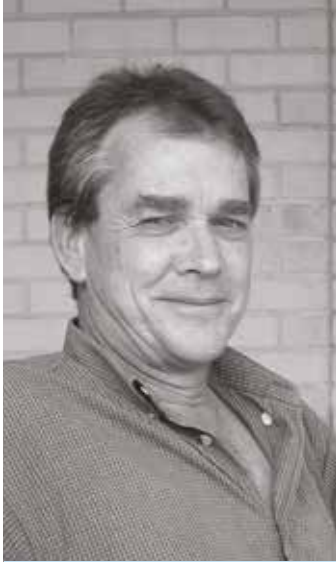
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# GBTA appoints SA director of operations



Jim Weighell

**T**HE Global Business Travel Association Southern Africa (GBTA SA) has appointed **Jim Weighell**, outgoing corporate manager of Sure Travel, as director of operations for Southern Africa. Weighell takes up his new position in May.

In his new role, Weighell will lead GBTA initiatives in Southern Africa and be responsible for

the growth and development of GBTA SA by overseeing the delivery of the association's full membership, events, education and training as well as facilitating industry solution discussions between corporate travel buyers and key industry bodies.

Weighell has contributed to the development of GBTA SA since the inception of ITMSA in 2006, as a member, sponsor, and also during his term of office as a board director of GBTA SA.

His 37-year career in travel includes service with British Airways, American Airlines and Sure Travel.

Says **Linda Basson**, GBTA SA chairperson: "I am delighted to welcome Jim Weighell to this role. He has a real passion for the travel industry coupled with a desire to educate and enhance the quality of service delivery throughout the travel supply chain."

Weighell says he looks forward to working closely with marketing partners to develop member engagement and to promote the interests of the business travel industry in the region.

## Amex Global Travel Card waives currency fee

WELCOME news as the rand continues its downward plunge comes from American Express, which until January 31 next year, will not charge cross-currency conversion fees on American Express Global Travel cards. The fee is normally levied at 3%.

The travel card, a prepaid and reloadable means of carrying foreign currency, comes in US dollar, pound sterling and euro formats. The cross-currency fee comes into

play when the card is used to pay for an item or service in a different currency, for example, a US dollar card presented for payment in Canada.

The waiver does not inflate foreign exchange rates and compares well with multi-currency travel cards which carry cross-currency fees of between 3% and 6%, as well as other back-end fees and foreign exchange mark-ups when customers switch currency.

## New GBTA board confirmed

AFTER hosting the first of its new-look interactive forums as well as its annual AGM in Johannesburg recently, the GBTA Southern Africa selected its new board.

The board members, who will serve a two-year term of office, include the following buyers: chairperson **Linda Basson** (Accenture), **Monique Hilton** (Barclays), **Busi Khumalo** (Industrial Development Corporation), **Felicity Meyer** (Massmart) and GBTA Africa president **Kovilan Naidoo** (Cummins Business Services).

Supplier board members are **Kagiso Dumasi** (BCD

Travel SA), **Dr Roderick Ross** (TravelLinck), **Andrew Shaw** (Amadeus Southern Africa) and **Dawn Weir** (Comair).

Speaking at the AGM, Basson said the association was well positioned for growth and already seeing the benefits of rebranding successfully as the GBTA. She said the focus for the year included a new member recruitment drive across Southern Africa, enhanced content of events and building a sustainable revenue stream.

The next event, a buyers focus group, is scheduled for April 15.



PICTURE: KIM COCHRANE

**Veronica De Freitas**, senior associate at ENSAfrica (right); and Accenture's **Linda Basson** debated the necessity for and value of travel contracts at the workshop.



PICTURE: KIM COCHRANE

**Kele Mohatle** is the new travel manager at the Liberty Group, having taken up the position in January this year. She was pictured with **Chris Schuitmaker**, HRG Rennies Travel manager: regional business and partner development, Africa.





PIC: SUPPLIED

# On the global travel agenda

Travel management in emerging economies is evolving fast. ACTE's global president and Rio Tinto's head of travel procurement, **Kurt Knackstedt**, spoke with **Lucy Siebert** on lessons learnt in the Asia-Pacific region.

**D**ESPITE managing one of the world's biggest corporate travel budgets, Rio Tinto's category lead, global sourcing, travel and expense management, **Kurt Knackstedt**, comes across as cool, calm and collected.

Those traits must come in handy, with Singapore-based Knackstedt being responsible for a budget stretching into the hundreds of millions of dollars, with tens of thousands of travellers.

The resource giant's travel programme covers the whole globe, involving many complex fly-in fly-out operations in some remote parts of the world. The complex programme is managed through American Express, which handles most of the "day-to-day heavy lifting", with the in-house team made up of six staff, plus Knackstedt, based in different regions of the world.

If that wasn't enough to keep him busy, Knackstedt is also the Association of Corporate Travel Executives' (ACTE) newly elected global president, a position he will hold for the next two years.

## Expanding education

In his role at ACTE, Knackstedt is keen to expand the organisation's global reach, and to refine its regional educational content.

Having worked in the Asia-Pacific region for the past decade, he has seen first-hand the rapid development of managed travel procurement programmes in the region, and has experienced many of the challenges currently facing travel managers in the emerging markets around the world.

"For us as an association, one of our goals is to continue to grow our global footprint. We've been quite active across all markets in different ways, but in the last few years we have seen tremendous growth in Asia and Australasia, Middle East and Africa as well. We want to continue to expand on that," he says. The type and format of events in different markets will be scrutinised to ensure the most relevant regional issues are addressed.

Knackstedt cites ACTE's Australasia Education Conference in Sydney in December 2013, where business travel veteran and founder of *Gillespie's Guide to Travel+Procurement*, **Scott Gillespie**, spoke. "He had very forward-looking views on how corporate travel is changing and growing but interacting with us in the Australian market was a great opportunity for us to learn from him but also for him to find out more about a very strong Australian market in its own right."

He is hopeful that experts of a similar calibre will be featured in some of ACTE's future Africa events. "We are always looking to match the right speakers with what our membership is looking for in a particular market," he says. "It's about understanding the trends and anticipating future trends that could hit a local market – bring in someone who is going through it already."

As an important player in the global resource sector, Knackstedt visited South Africa in 2011 in his role at Rio Tinto.

He describes the country's travel procurement market as "dynamic" and is quick to highlight the central role the South African industry plays in travel management across Africa.

"South Africa plays a pivotal role in the

economies of all of Africa. We are looking at how to leverage the South African market to drive additional capabilities into other African markets."

Knackstedt says when looking at the travel technology that is being proven in South Africa (and how this could be deployed in other markets) a wide range of business initiatives is incorporated, from moving bookings online, to call centre capabilities, credit cards and payment cards.

"All of those things are being tested in South Africa with a view to expanding across the rest of the continent, which is very exciting," he says.

## Lessons from Asia

While there is no doubt travel management will continue to grow and expand in the Africa region, the industry in the Asia-Pacific region has already gone through a massive transformation over the past decade, Knackstedt points out.

"We are at a transition point where a lot of senior roles in the corporate travel industry have often been managed by expats. That is changing – we are seeing a lot more development of regional-based talent, which is great."

This is a positive step but challenges remain. "Some companies, in China in particular, are still transitioning to a proper managed travel environment. That means putting together transparent contracts; robust sourcing and tendering projects; and leveraging data and insight to manage the programme in the back-end. There is still a

long way to go, but it is definitely moving in that direction."

As one of the world's biggest resources companies, having robust duty of care, safety and security built into the travel programme is an absolute must-have for Rio Tinto. It is also a topic that continues to feature on ACTE's event programmes throughout the world.

Interestingly, Knackstedt says while safety is ingrained into every element of mining companies' businesses, he has seen a significant increase in the number of organisations across the board that are prioritising safety and security in their travel programmes.

"Eighteen months ago I would have said [companies generally] weren't [putting enough emphasis on safety] but it has really accelerated to a point where I don't know a single travel buyer that runs a multinational travel programme that does not have this as one of their top three initiatives or focus areas," he says.

"Now in all industries, one of the top-three elements of a good travel management programme is safety and duty of care. The industry has truly accelerated to the point where it is similar to online booking. For years it was discussed as 'Do you need to go online? What's the value?'; now it is such a key element of any programme," he notes.

## Going global

Another major preoccupation for the industry as a whole, Knackstedt believes, is balancing global standardisation with local needs.

"Both buyers and suppliers are striving towards being truly global programmes. They still need to have an umbrella framework to

leverage across all markets, but they need to be flexible enough to deal with local challenges."

Knackstedt says this is particularly evident with airline alliances, which are keen to sign global deals with corporates. However, alliance member airlines sometimes work together and sometimes they compete.

"There is that issue of how that balance works and how or if you can truly execute with one contract but then have multiple arrangements," he says.

In the hotel industry too there are challenges, particularly in Asia and Africa. "You have brands that are now teaming up with developers to put their brand on a particular property, but the experience for the traveller and the commercial element from the buyer side can actually vary widely in other markets. It might be the same brand over the door in two different countries, but the motivation of the sales manager could be very different."

So what is the answer for travel managers? "It is about balancing all these opportunities," says Knackstedt.

With so many different issues to deal with on a day-to-day basis, plus his responsibilities at ACTE, he says his focus with the Rio Tinto programme in 2014 will reflect the highly complex industry, and its unique needs.

"This year our goal is to bring together the commercial travel world with the operational travel world. How do we go from booking someone from their home all the way to site in a way that is fully integrated and streamlined?"

While there is no easy answer to that question, with Knackstedt at the helm of ACTE, it could make it onto the global education agenda in the year ahead.

“Globalisation is going to get more refined over the coming years and that is a key motivation for many travel managers.”

## Top-three tips

- 1) **Get perspective:** Understand your company's mission around travel management. "Do they look at travel as a necessary evil; a strategic enabler of business; a critical component of their business; or do they really have no idea. Defining your programme has to come from where your company is at and how they view travel."
- 2) **Understand your mission:** Have a clear understanding of the cost benefits that your company is looking for. "Travel managers are often measured in quantitative terms so you need to have a clear understanding of the return on investment that your company is looking for."
- 3) **Balancing act:** Balance your company's needs with the travellers' needs. "My experience has been that if your travellers are happy, and your CFO is happy, the chances are you are going to be doing well at year-end review time." ■



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# Taking travel payments into the future

New technologies from varied quarters promise an end to many of the frustrations of current travel management payment systems, writes **Michelle Colman**.

**V**IRTUAL account number (VAN) payment functionality could prove revolutionary for all parties involved in the travel payment process, with implications for better controls, improved cash flow and streamlining costs.

Virtual cards with inbuilt security features such as one-time and single merchant use, pre-defined payment limits and validity periods are growing in global application. In the travel industry where supplier default and fraud are major concerns, virtual cards are an appealing option, although their adoption has been relatively slow.

But now, the integration of VAN technology into GDS points of sale has elicited predictions of large-scale conversion to the payment system in a relatively short space of time. Travelport is involved in a joint venture with MasterCard and eNett International, a global provider of payment solutions to the travel industry, while Amadeus has joined forces with Airplus to produce Amadeus Airplus Travel Agency Card.

The eNett International VAN works as follows: agents deposit funds into an eNett account, then make bookings through the GDS on supplier websites or with self-booking tools. They then request a VAN either through integrated system pop-ups or by logging into the eNett Payments Platform. eNett

generates the VAN, pays the suppliers (the VAN can be used directly in the GDS as part of the agent booking process or sent to the agent to accompany client documentation) and sends payment data back to the booking system. Agents can then access a wealth of data for seamless reconciliation and reporting.

Tourvest Travel Services has been investigating a number of innovative new payment systems since March last year. **Lidia Folli**, chief financial officer, has begun piloting eNett International VANS with a small group of clients and has found that at this point, the system can only be used for international travel, unless agents have SA Reserve Bank approval for domestic transactions. This stems from eNett not yet having a locally registered company, holding only a non-resident bank account in this country.

Comments **Marijke Timmers**, head of marketing and communications at eNett International: "At the moment, we have a number of customers in South Africa using VANs to pay both international and domestic travel suppliers. International payments require agents to fund foreign currency accounts and pending eNett's due diligence processes, can be up and running within five days. Domestic or ZAR transactions currently require the agent to be approved by the South African Reserve Bank. Some of our



PIC: AMADEUS

customers have obtained this approval and others have opted to use VANs for international payments until we have an alternative process in place."

Timmers continues: "We have had a significant level of interest in the South African market and we're committed to making travel payments easier and more cost effective for South African agents. As such, we are currently in discussions with our banking partners and are planning to offer services within the country subject to review of legal and banking requirements."

But the benefits are already evident to Tourvest, the primary gain being that the TMC will have the secure mechanism of allowing travellers to take advantage of restricted-use payment solutions that are not reliant on the labour-intensive bill-back process. The solution will have favourable cash-flow advantages to benefit suppliers.

The programme further allows access to foreign exchange rates upfront, reduces foreign exchange exposure and pays international suppliers with more speed and ease. VANs do the converting at the time of booking, offering price certainty on international payments. Some 10% of VAN transactions are declined because they are not within parameters set by clients. Payments can be issued 24/7, and the arduous credit approval process and transaction fees do not apply once registration with eNett is affected.

## Global trends

THE report, 'The Future of Travel Payments', compiled following a recent eNett International/MasterCard study, identified six trends impacting travel companies:

- **Credit cards:** The prevailing forms of payment are credit cards and cash with 85% acceptance. Cheques, electronic transfers (EFTs) and debit cards have achieved supplier acceptance in excess of 50%.
- **Payment at booking time:** The report notes that a "meaningful minority" of agency air bookings made directly with an airline are settled at the time of booking. It is also increasingly evident in the accommodation sector.
- **Direct sales:** Up to 40% of global airline bookings and over half of all hotel reservations worldwide are made direct with suppliers.
- **Payment automation:** Tighter integration of payments into the booking flow, reducing manual intervention, is a noticeable trend.
- **Mobile payments:** Leading the charge towards mobile payment methods is the hotel sector and online travel agencies (OTAs).





PIC: ENETT

Research undertaken among 1 500 global travel industry respondents by eNett International and MasterCard last year noted that unpaid commission was experienced by some 40%, who then took the step of employing settlement services at a cost of some 10%-15%.

## Role of merchant an uneasy fit for TMCs

**T**RADITIONAL card solutions are a minefield of hazards. **Claude Vankeirsbilck**, chief sales and marketing officer at Tourvest Travel Services, details a number of them.

"In the international travel spheres, there are huge risks in providing credit card details to suppliers. The TMC must contend with fraudulent hacking and a lack of control over what a supplier charges. With hotel bookings made at short notice or cross-border, where payment is made by EFT and credit card details are provided to guarantee the booking, there is often a double debit during the time the EFT takes to show up in the supplier's account. Up to 60% of our total volume is affected by these issues."

Vankeirsbilck says in the

domestic environment where a 30-day credit culture predominates, EFT-type settlement programmes are expensive for agents. The TMC finds itself acting in the role of merchant, yet per current merchant agreements are prohibited from recovering the fee directly as a merchant fee.

A particular costly bone of contention is the bill-back, which produces cash-flow problems for TMCs and puts suppliers, who do not hold client agreements, at risk. While clients tend to favour this system because of its 30-day credit facility, he believes once they become familiar with the easier administration, the advantages of managing spend and the general control of VAN technology, this client mindset will undergo a change.

## Amadeus' answer coming soon

ACCORDING to **Celia Pereiro**, head of payments at Amadeus, the GDS has partnered with Airplus, a global provider of payment and billing solutions for business travel, to develop a solution payment of all travel-related products, when IATA's Billing and Settlement Plan (BSP) is not an option. The resultant,

co-branded Amadeus AirPlus Travel Agency Card can be used for air tickets purchased at a consolidator or low-cost carrier, hotel rooms, rail tickets, car hire and travel insurance.

Launched at the end of 2012, the solution is not yet available in the local market but should be introduced later this year.

## American Express tools simplify batching and matching

THE introduction of a two-part online solution, complementary to the American Express Business Travel Account (BTA) lodge card, is described by **Gia Marais**, travel channel manager South Africa of American Express Corporate Payment Solutions, as 'game changing'.

This solution has gone far to improve reference data gathering at the transaction stage, and automatic reconciliation to the invoice data of a TMC, saving significantly on manual input.

iVeri Batch, an online point-of-sale system, has been available for some time, although until recently its use was limited to larger TMC consortiums. A recent educational drive by American Express has seen a wider uptake of the solution across the travel industry to the satisfaction of all parties – TMCs and corporate clients. It allows multiple transactions – up to thousands – to be processed in one batch,

instead of individually. It also allows a reference field of up to 24 characters to be filtered through from a TMC's invoicing system, aiding the tracking of transactions significantly.

Now, a second phase is being rolled out to the travel market in the form of the tool called BTAPowerlink. This online tool automatically matches TMC invoice data to the transactional data of the lodge card.

"The take-up has been impressive," says Marais. "A great benefit is visibility of transactions with additional data detailing invoicing information. BTAPowerlink matches 90% to 95% of transactions automatically, and the balance is easy to identify and resolve before the cycle closes and the statement is released."

Travel buyers can log on to the system too, in order to monitor spending. They can also log queries and obtain reports online. ■

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# Engage event attendees *with gamification*

President and CEO of EventMobi, **Bob Vaez**, shares his insights on how conference organisers can get their attendees more involved during events through gamification.

**E**NGAGING members at events and conferences is at the core of every association, regardless if that engagement is online or face to face. Event planners are acutely aware of the power of engagement and are constantly challenged to build opportunities for networking and learning at events and conferences.

In recent years, technology has been the medium of choice to accomplish this and games deployed via web-based or mobile applications have been shown to be very effective. "Gamification" is therefore a buzzword garnering a lot of attention in this area, and for good reason.

## Gamification demystified

Loosely defined, gamification is the integration of game-like thinking in non-game environments to bolster engagement, loyalty and fun. Yes,

it sounds quite foreign but it's far from a new concept. If you have a credit card that collects points or if you've filled out a survey in hope of winning a random prize giveaway, you have experienced gamification first hand.

In most cases, the delivery and tracking of the games and points is done via a web-based software or a mobile app. EventMobi, for example, includes different games that are integrated within a mobile event app for conferences and trade shows.

The thread that binds most gaming experiences are the five basic mechanics of gaming. The ability to:

- collect points
- achieve new levels
- earn achievements such as badges and prizes
- participate in challenges
- compare progress with others via leader boards

## Event games in action

Most savvy event planners are well acquainted with mobile event apps. These apps are

optimised for smartphones and they come with standard features that make events easier for people to navigate. They can be simple or complex but the usual features include a conference agenda, speaker profiles and maps.

Now games are making their way into these event apps, bringing a new twist to what is useful. Imagine having attendees excited to visit exhibitor booths often passed by or having them be truly engaged during educational sessions.

Some consumer mobile apps like Foursquare and SCVNGR or event-specific apps like EventMobi include a gaming layer that sends attendees on treasure hunts to collect points for prizes, boosting the number of booths they would visit, for example. Or the event app can award points for attendees when they answer short quizzes at the end of each session to show they understood the main concept. They then receive points for checking in at certain

locations or correctly answering questions.

Even more, the app can automatically award them custom virtual badges for completing specific challenges or receiving a certain number of points, which they can then recoup for prizes.

Attendees can track their progress on the mobile app or on a public leader board, which gives them incentive to get moving and play as often as possible, which in essence means being more involved at the event. There's nothing like competition to get people engaged and playing along.

## Employing game mechanics to drive strategic action

The most important element in the game design lies in a clear understanding of your event's objectives. By precisely defining what you want to achieve, you can encourage attendees to perform tasks and actions



that they might not consider a priority, such as:

- registering early for an event
- participating in discussions
- contributing a solution to a problem
- visiting specific exhibitors
- networking with other attendees
- participating in team-building exercises
- downloading information
- submitting surveys
- learning about new products
- understanding company objectives
- taking a certain route
- visiting specific event destinations

When you incorporate gaming concepts into your event, not only are you encouraging your members and attendees to help achieve your goals but you're also enabling them to reach their own. Many attendees find it hard to meet others,

participate in conversations, apply learned materials or keep track of their activities. A gaming layer incorporated in an event app, for example, can encourage attendees to act in that particular fashion and at the same time record and report their progress back to them. A great way to have more people engaged throughout the event while they can also measure their personal return on investment by seeing how much they have been able to be involved throughout the conference.

### Tips for deploying games at events

We recommend that you use highly seasoned event professionals that understand the core elements in motivating attendees by using insider

lingo, corporate objectives, team-building dynamics, group psychology and the dynamics of hotel and convention centre geography. The best meetings and events games will involve location-based challenges and problem-solving clues and puzzles, while the geography of the venue will play an important part as well.

You also want to make sure the game is easy to understand and quick to play. There is nothing worse than being promised a fun experience and be greeted with a two-page survey to get started. Keep in mind that the objective of the game is not to have attendees play games on their smartphones during the conference but rather to provide quick and fun actions to get them better engaged during the conference or expo. So make sure the game is contained in

certain areas or time blocks to avoid unnecessary distraction during the event.

### Future of engagement

Event-gaming apps show plenty of promise for events and this new technology creates a new way for attendees to interact with the event via networking, asking questions, visiting specific areas throughout the event and even cheerfully giving sponsors vital lead information to generate future sales and partnerships. But one thing is for sure: the game has to be in line with your event objectives and executed well to elevate attendee and sponsor experience, or it will simply be dismissed as yet another shiny event technology.

*\*To get more information, please visit [gamifyapp.com](http://gamifyapp.com).*

► *Meet continues on p12*

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# PCO PICKS: 5 OF BEST BOUTIQUE VENUES

Event Affairs, an events management company, lists its 'go-to' venues for boutique conferencing in Cape Town and Johannesburg.

## 1. Tintswalo Atlantic (Hout Bay, Western Cape)



PIC: TINTSWALO ATLANTIC

LOCATED on Chapman's Peak Drive on the shore of the Atlantic Ocean, this lodge marries elegant sophistication with relaxation, making it ideal for small events and intimate weddings. It is perfect for 'schmoozing' potential clients with a delectable gourmet dinner and a night's stay or treating

your oldest clients to a cocktail party with a view like no other. There is nothing quite like nature and beautiful views to refresh the mind and encourage creativity, which makes this venue great for small conferences as well.

While Tintswalo Atlantic does not have conference facilities per se, a conference set-up can most certainly be arranged, dependent on requirements. Spending the day sitting in the lounge area discussing strategies with the Atlantic Ocean lapping in the background can really motivate productivity. Although only 25 minutes away from the Cape Town CBD, it really does give the impression of being far away from the hustle and bustle.

## 2. Babylonstoren (Franschhoek, Western Cape)



PIC: BABYLONSTOREN

THIS establishment is surrounded by the Drakenstein Mountains in Franschhoek and puts a strong emphasis on botanical diversity. Situated on one of the oldest Cape Dutch farms, the farm has a real sense of wellbeing and wholesomeness. Its fruit and vegetable garden was grown for the purpose of supplying its restaurant – a

true 'farm-to-table' concept. With 200 hectares there is ample opportunity for walks and hikes, a swim in the dam or picking your own fruits and vegetables for lunch. The less adventurous types can enjoy a wine tasting or indulge in a relaxing massage at their spa.

With a variety of old buildings on the estate, there are some lovely options for intimate conferences: The White Studio can accommodate up to 38 guests seated at a long table and Koringskuur, a rustic studio-type venue with exposed stone walls, can accommodate up to 50 guests. There is a focus on maintaining the integrity, look and feel of the farm, which resonates throughout the entire estate.

## 3. Fugard Theatre (Cape Town CBD, Western Cape)



PIC: FUGARD THEATRE

ADD a little history and character to your event or conference with the Fugard Theatre in District Six. With a diverse array of rooms and settings this venue lends itself to any event, from product launches and gala dinners to conferences and presentations. It has recently added 23 Harrington Street to its portfolio.

## 4. Banksia Boutique (Rosebank, Western Cape)



PIC: BANKSIA BOUTIQUE

BANKSIA Boutique is an exclusive boutique hotel based in the southern suburbs of Cape Town. It's an ideal setting for executives to get an early start that is not too far from home.

With only two private conference facilities accommodating up to 20 executives, you really get a feeling that the place is all yours. Although small and based in a residential area, there is also opportunity for intimate sophisticated product launches or stylish cocktail parties.

## 5. 10 2nd Avenue (Houghton, Gauteng)



PIC: 10 2ND AVENUE

THIS exclusive five-star-rated boutique hotel based in Houghton is an excellent option for an intimate yet luxurious setting for a conference. With the option of a full-day or half-day package and different sized rooms dependent on your requirements, this is most certainly your answer for an exclusive, upmarket venue.

With beautifully landscaped lawns, delectable cuisine, convenient location and exceptional service, this is sure to tick all the boxes to make it conducive to a business meeting.

► Meet continues on p14





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# 5 events apps YOU NEED TO DOWNLOAD

Event apps allow PCOs to drive attendee engagement, communicate better with delegates and save on printing costs. **Tessa Reed** rounds up some of the best options on offer.



## Bizzabo

*Bizzabo is available free on iTunes and the Google Play store.*

BIZZABO allows organisers to engage directly with event attendees while encouraging networking opportunities in real time at conferences and events. Organisers can communicate with attendees before,

during and after the event through in-app messaging. The app integrates with social media networks including LinkedIn, Facebook and Twitter.

Organisers can also use the app to measure social sharing using real-time analytics. Attendee features include access to an event agenda, speaker biographies and session locations. The app also suggests people for attendees to meet, based on their profile.



## Photosynth

*Photosynth is available free on iTunes.*

PHOTOSYNTH is a useful app for scouting locations. The app allows users to stitch together photos to create panoramic

images of meeting venues. Panoramas can be captured in all directions, using full-sphere panorama.

Users can also zoom, pan, and rotate captured images in any direction. The panoramas can be shared through e-mail and social media networks like Facebook and Twitter.



## myBanquet

*The app was priced at R39.99 on iTunes.*

MYBANQUET is an iPad app that allows organisers to easily design event layouts, manage guest lists and synchronise

RSVPs. Other features include allowing organisers to design multiple layouts, check in guests and generate reports in HTML and PDF format. The app synchronises contacts from spreadsheets as well as Facebook and allows organisers to import guest lists from previous events.



## Events by Taptera

*Events by Taptera is available free on iTunes and the Google Play store.*

EVENTS BY TAPTERA allows meeting planners to manage sessions, tracks and speaker biographies, while making this information available to attendees. Planners

can inform attendees of new information using alerts, which are sent out in real time via push notifications. A design feature allows companies to import their own logos into the app, creating a custom look.

Attendees can use the app to provide feedback on sessions, allowing planners to track which sessions are popular and which need work. The app also allows attendees to create custom schedules.



## Event Espresso

*Event Espresso is available free on iTunes and the Google Play store.*

THIS is a mobile event ticketing app that allows

organisers to quickly and easily check in guests. The app allows for multiple check-in points, on different devices, and integrates with the attendee list in real time. This gives organisers accurate information about attendance at a glance. ■



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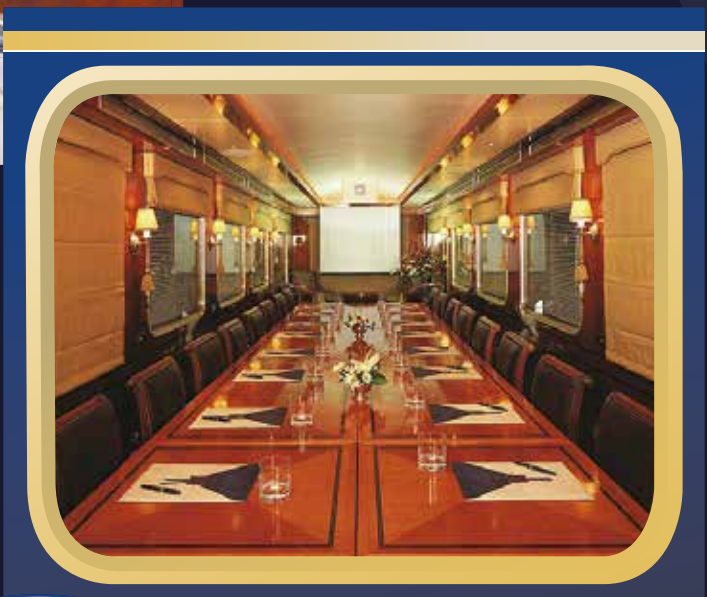




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# Enforcing duty of care in multinationals

The importance of duty of care is undisputed but how can companies keep it on the radar and enforce it in multinational organisations throughout the different jurisdictions of different countries? **Dorine Reinstein** investigates.



**A**LTHOUGH Africa is a valuable business hub, from a duty of care perspective, however, it is not the easiest continent in which to enforce a consistent programme, with many countries ranking as high-security risks. The numerous different legislations across the continent present further challenges for a uniform travel risk management strategy.

**Collin Austen**, business development executive for Club Travel, explains that although duty of care legislation may differ from country to country, in essence it goes towards a company's responsibility to ensure employee safety whilst travelling on business. "For multinational companies, the duty of care legislation applied will be as per the country where the organisation's head office is situated and then pushed down to the other regions. Should the legislation be stronger in another country, the company will choose the strictest policy to adhere to provided the policy is in line throughout its network."

**Melissa McMahon**, director of product strategy for Radius Travel, adds that the best way for companies to enforce a consistent and adequate duty of care programme is by relying on outside experts. "Unless multinational companies (MNCs) are able to significantly invest

in their own in-house security teams, they need to rely on third parties to meet at least their minimum duty of care commitments to employees. One of the means by which MNCs can achieve this is by leveraging their travel management company."

McMahon explains that with all the varying – and evolving – regulations and legislation around corporate duty of care by country, a global TMC can bring in critical local expertise and synthesise a consistent travel risk management strategy in partnership with the MNC. She explains Radius Travel has teamed up with XL Oceanair to contribute local expertise to the global Radius travel risk management strategy for each MNC client. "They provide corporate travel managers with actionable data and support, travellers with relevant and timely information and tools, and the organisation with a process by which the strategy is regularly tested and improved."

Austen agrees that outside experts are essential. "Companies should, with consultation with their TMC, appoint a duty of care company and have their TMC hand off traveller data to this company. Partnering with a TMC with an African and global presence, such as GlobalStar, means that travellers have access to in-country TMC assistance."

Austen cautions that often companies turn to their TMC to provide their duty of care solutions, but TMCs are not geared up for this role. "TMCs are agents for scheduled carriers and are not equipped to respond to emergencies as effectively as companies who specialise in this arena. What a TMC can provide is data to these specialist companies, basic traveller tracking (as per the traveller's itinerary) and limited communication with affected travellers."

According to Austen, even traveller tracking can be challenging. "The best way to track travellers would be electronically – i.e. track their cell phone or laptop. The problem is that with the high costs of roaming and poor network infrastructure, these devices are not always on and therefore cannot be used as a reliable tracking solution. This means we are left to rely on the traveller's itinerary to find the person."

When designing a comprehensive travel risk management strategy that will keep employees safe across the borders of Africa, travel managers should consider that there are a lot of aspects associated with a duty of care programme besides traveller tracking.

**John Rose**, chief operating officer of iJet, explains that the

single largest point of failure he sees with travel managers is that they've been led to believe that travel tracking is risk management. "That's like knowing your house is on fire and not knowing how to call 911."

**Beryl Kolb**, md with XL Oceanair, says pre-travel advice is another aspect that can't be ignored. "In Nigeria, for instance, travellers require body guards as a safety precaution. There are also cultural distinctions, such as business ethics and dress code."

According to Kolb, it is essential for companies to team up with local businesses to ensure they have a partner that understands the market, including protocol, taxation, culture, language and pricing including custom tariffs.

McMahon adds that a travel risk management strategy must always begin with an assessment of the company's unique business needs, culture and geographic scope.

"Traveller tracking is in many ways the final piece of the risk management puzzle. Following an in-depth client consultation, we provide tailored advice and solutions to ensure the right processes and technological tools are in place to optimise the safety and security of their traveling employees."

► feature continues on p18





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► feature continues from p16

## Consider the four Ws and one H

### Where

There is an inherent risk – security and medical – in travelling to any location. It's known as the 'bad neighbourhood' concept, and it applies to low-risk countries too. Just because a country is considered low risk does not mean it does not have areas of high risk.

white water rafting trip to the same country. Travel delays can also play a role, as business travellers might be looking for activities to occupy their time while waiting for the airport to reopen. People also tend to take greater risks when the perceived threat is low.

### When

The time of travel can be big deal. Look at the local calendar for festivals, holidays and events before booking travel. Ramadan has effects on meetings in the Middle East. Elections, strikes and work stoppages can also throw a wrench into travel plans and be unpredictable. For travel to some areas look ahead to the weather patterns (i.e. hurricanes).

### Who

Consider the difference between male and female travellers, as well as health risks. Any travel for a person with health issues – like severe diabetes or a heart condition – could be considered risky. Also consider first-time travellers. Remember that this also includes inbound travellers to the United States. A trip to New York City, Philadelphia or Los Angeles can be extremely stressful to anyone not used to the layout or local travel options.

### How

The right approach to deciding if a destination is unreasonable is to consider all the variables. Map out the itineraries. Imagine things that could go wrong and play out the scenarios. Think about the unthinkable and determine how to respond.

Source: International SOS

## Tips to keep travellers safe

- For hotel accommodation, select a four-star property at minimum, if possible with WiFi facilities.
- Audit hotels in medium- and high-risk destinations from a safety and security point of view. Hotels tend to sell data. They'll sell which people they have coming in. Always screen the staff and ensure that security is in place.
- Ensure female travellers stay between floor two and seven in any hotel, or on a dedicated floor for women. The ground floor represents a risk for female travellers, as access control becomes a problem. Anything above the seventh floor could represent a fire hazard.
- Ensure that airport assistance is available if necessary and transportation is reliable.
- Always have some (but not too much) US\$ cash with the passenger. Many local businesses do not accept cards.



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## A case study: Keeping lines of communication open



PIC: SHANNON VAN ZYL

Kovilan Naidoo

**F**OR Cummins, duty of care is very important, says **Kovilan Naidoo**, travel manager - Africa for Cummins Business Services. The company has a dedicated internal duty of care team, the Travel Smart, Travel Safe team. "We would rather mitigate the risk and put risk-reduction strategies in place to make sure that an accident doesn't happen. At the end of the day it's about

protecting the most valuable assets to the company, its employees."

The Travel Smart, Travel Safe programme, developed with iJet, is Cummins's one-stop for need-to-know information when travelling abroad. Before departing, employees get a complete brief of dos and don'ts. They also get a wallet card with a Travel Smart, Travel Safe hotline.

The programme offers a wealth of information on every single country and city in the world. Naidoo explains every country and city globally is rated on a scale from one (low risk) to five (high risk). "Once you go onto our intranet, and see the rating, that will dictate who approves your travel," he says.

If employees travel to risk level three, four or five destinations, the protocol for both approval

of travel and on-the-ground assistance is quite formal.

"Someone who would travel to Nigeria, which is a risk four destination, will require approval from security personnel. They would have strict protocols in place when travelling. When they land, we'll have someone that will meet them at the aircraft. That person will escort them through the airport, help them get their luggage, escort them to a vehicle."

The Travel Smart, Travel Safe team updates the information and briefs and educates travellers, and the external partner, iJet, is in charge of the responses from a risk mitigation point of view.

"All the company's travel needs to be booked through our global TMC, American Express. They feed every PNR into iJet." ■



PIC: SUPPLIED

“As a TMC, we know where you are but are not best placed to help in an emergency.”

**Collin Austen,  
Club Travel**

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# Are SMMEs paying more for travel?

With travel management all about cost savings, and these integrally linked to volume-based negotiated deals with suppliers, is the cost of buying travel greater for SMMEs than larger corporates.

Travel Buyer's **Max Marx** takes a look.



**M**OST airlines – if you look at the major international carriers – won't look at volume-based discounts for accounts of less than R1m-R2m (depending on the carrier), according to **Claude Vankeirsbilck**, Tourvest Travel Services chief sales and marketing officer.

"So even large SMMEs with travel spends of a few million are not going to get access to any volume discounts unless they put all their eggs in one basket," he says.

Yet while the volumes needed

to negotiate beneficial corporate discounts with suppliers are significant – especially with airlines – and therefore exclude most SMMEs, there are alternative ways they can get good discounts and make savings.

Vankeirsbilck says there are enough international airlines in the market to enable SMMEs to find really good deals irrespective of volume. "SMMEs should always look to the principle of lowest logical fare as a travel policy coupled with sufficient advanced planning"

**Rod Rutter**, XL Travel coo,

agrees. He says many SMMEs and individual corporate travellers like to utilise airfares that are linked to loyalty programmes. "But people run the danger of using higher-priced fares for the sake of gaining loyalty points, which is contrary to cost saving."

Vankeirsbilck adds that SMMEs can also take advantage of the early booking discounts offered by airlines that are almost equivalent to the negotiated volume discounts of larger corporates. "SMMEs don't need volume to take advantage of early booking discounts that airlines offer to anyone booking seven or 14 days in advance. Early booking discounts come with restrictions and if SMMEs change often after the ticket has been issued, they will end up paying more for these changes." He points out that most corporates lose out on these discounts because of booking only one to five days in advance.

**Mike Gray**, Uniglobe Travel Sub-Saharan Africa ceo, says the cost of buying travel for SMMEs is not necessarily more expensive than the cost for large corporates. "Most TMCs have consolidated SMME deals that give SMME clients similar deals to larger corporates. Although airlines won't sign contracts with individual SMMEs, by pooling all our SMME clients' spend together, we can negotiate on their behalf with similar buying power to that of large corporates."

Gray says in some instances, SMMEs get even better negotiated deals by having the ability to be more flexible when

it comes to how and when they travel. "They also have simpler, more practical travel policies and are more innovative when it comes to using online, mobile and negotiating skills as their money is coming directly from their own pockets."

**Mladen Lukic**, Travel Counsellors gm, agrees. He says it is the job of the TMC to ensure it has the capacity to syndicate SMME benefits. "By pooling the value of the SMME, we give them that advantage of bulk discounts."

**Wally Gaynor**, Club Travel ceo, says his agency has been quite successful in grouping SMMEs together and negotiating group deals for them that are similar to the deals negotiated for larger corporate clients.

However, Vankeirsbilck questions the ability of some TMCs, particularly smaller players in the market, to actually negotiate volume discounts by pooling SMME spend. "Just because a TMC has 30 or 40 SMMEs on their books does not necessarily mean they have the volumes that will enable them to get the discounts they say they can. SMMEs must research TMCs to understand whether they have SMME-negotiated fares available before signing up with them."

**Sandra Engelbrecht**, Carlson Wagonlit Travel SA manager: programme management, says: "Where they don't qualify for volume discounts, we give them CWT floor deals. A lot of our deals are negotiated at BidTravel level, which translates into even greater discounts for our clients."



PIC: HOLIDAY INN SANDTON

## Book this special!

Busy executives at the Holiday Inn Sandton, Rivonia Road can take advantage of comfortable in-room work stations, complimentary WiFi throughout the hotel, a 24-hour business centre, and executive lounge and hotel lobby. In addition, the hotel has seven high-tech meeting venues that can cater from 12 to 260

delegates cinema-style. The hotel offers SMMEs the rate of the day less 15% on weekdays and 20% on weekends. For bookings of more than nine people, a flat discounted bed and breakfast rate of R1 350 is offered for the group. To book this special, SMMEs must quote 'Travel buyer + Meet preferred rate' to the booking agent.



## Technology spurs on convergence of self booking and TMC services

**W**HILE the number of SMMEs going it alone in the complex world of travel management remains high, there has also been a noticeable increase in the number of SMMEs utilising the services of TMCs as they seek to contain costs.

The convergence of self-booking tools with TMC services has enabled SMMEs to continue with the self-booking process but in a controlled, agent-supported environment, says **Claude Vankeirsbilck**, Tourvest Travel Services chief sales and marketing officer. "This is beneficial to SMMEs as it means they can still manage their travel but if something goes wrong, they have the support of the TMC."

The online booking tools developed by TMCs and GDSs not only enable SMMEs to make their own car, hotel and flight bookings but also come with travel requisition, approval, expense management and reporting tools. Some TMCs even have online booking tools specifically designed for SMMEs.

More recent developments have included the development of mobile applications by TMCs and GDSs.

Says **Rod Rutter**, XL Travel coo: "The mobile application TripCase Mobile provided by our new GDS partner Sabre not only allows for the exchange of information such as notifying travellers of flight changes or delays, but also allows our clients to approve and make bookings on the move".

### Value-added products

- Uniglobe Travel will be launching a concierge service for SMMEs at all its locations in Africa including SA. Travellers will be able to access services like restaurant and adventure bookings, city sightseeing tours, medical assistance, visas, permits and introduction to banking services. Uniglobe has a mobile app for managing booked trips and doing online check-in. It will shortly launch a mobile app for clients to make real-time bookings on the go.
- Carlson Wagonlit (CWT) has a dedicated SMME online booking tool that offers dynamic reporting, an approval process, and has the facility to link a car-rental agreement as

well as CWT's corporate deals. Its CWT To Go mobile application keeps travellers organised on the move.

- Kulula Bizdeal, designed for SMMEs, offers them flexibility with free changes on all classes except J, the ability to go on standby on flexi and semi flexi classes; and to apply for refunds.
- British Airways's On Business product is designed for the SMME market.
- Emirates' Business Rewards is a loyalty programme for SMMEs. For every US\$1 spent on travel with Emirates via Business Rewards, the SMME is awarded one Business Rewards Mile.

► feature continues on p22

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Rewards Club



► feature continues from p21

RECOMMENDED SOLUTIONS



"XL Travel uses Sabre's TripCase Mobile app that offers a post-booking tool. It provides travellers with real-time updates on flights and other itinerary items. In addition, XL Travel uses Sabre's GetThere self-booking tool, which offers a powerful platform to book business travel and meetings and integrates into expense systems."

– Rod Rutter,  
XL Travel



"Travel Counsellors uses Travelport ViewTrip Mobile that delivers customer traveller information to their mobile phones, offering flexible itinerary management and support. The best travel management strategy is always the result of a one-on-one engagement between the travel professional and the client."

– Mladen Lukic,  
Travel Counsellors



"Tourvest through its various brands provides online technology solutions to SMMEs and large corporates. We offer a complete travel management solution online using mobile devices. The solution enables mobile booking and approval workflows, the downloading of booking vouchers direct to one's smart phone as well as receipt of information such as flight delays."

– Claude Vankeirsbilck,  
Tourvest Travel Services



PIC: CROWNE PLAZA, JOHANNESBURG

Book this special!

The Crowne Plaza Johannesburg in Rosebank has a lobby and club lounge areas that are ideal to hold business meetings. There are seven high-tech venues that can accommodate from 14 to 300 delegates cinema-style. The hotel offers SMMEs the rate of the day less 15% on weekdays and 20% on weekends. For bookings of more than nine people, a flat discounted bed and breakfast rate of R1 350 is offered. SMMEs must quote 'Travel buyer + Meet preferred rate' to the booking agent. ■



  
CROWNE PLAZA  
ROSEBANK

CORPORATE TRAVELLER'S OASIS

- Proximity to Sandton, Rosebank Gautrain Station, Convention Centre, shops and restaurants
- Business Centre and Club Lounge for business meetings and work zone
- Crowne Plaza's unique Sleep Advantage Program to ensure a good nights rest
- Complimentary WiFi

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# Top 10 specials

**Linda van der Pol**, Travelinfo's editor, is our Deal detective, bringing you great specials from Travelinfo, the online travel information system in daily use by travel agents all over SA. Just book through your TMC and tell the consultant it's a Travelinfo special. To get connected, e-mail [lindav@nowmedia.co.za](mailto:lindav@nowmedia.co.za).

## 1. FAR EAST

Thai Airways International. "Thai's Network Promotion": all-inclusive fares are from R8 600 to Bangkok or Phuket, R9 990 to Hong Kong, R10 010 to Singapore and R10 160 to Kuala Lumpur (more destinations available). Offer is valid for sales until March 31.

## 2. LONDON

Holiday Tours. Five-night packages are from R16 829 pp sharing. Package includes return flights ex-JNB, three-star accommodation, classic rock legends and Beatles sites half-day bus tour, The Beatles walking tour, meal at London's Hard Rock Café and London Pub Passport (one meal per person at a participating pub). Rate expires March 31 and excludes airport taxes.

## 3. BOTSWANA & NAMIBIA

Wild Frontiers. Chobe and Caprivi. Land-only rates are from R9 680 pp sharing. Offer includes return airport transfers, two nights Ichobezi houseboat on a full-board basis, local drinks, activities, equipment hire, dedicated guides and tender boats, all water-based transfers and fees, as well as one night Ichinga Lodge on full-board basis including local drinks, activities by boat and park fees. Add return flights ex-JNB from R4 695 pp including taxes. Offer valid until May 31.

## 4. EASTERN MEDITERRAN

CruiseMasters. Costa Cruises 11-night cruise from US\$ 1 291

(R14 324) pp sharing. Visiting: Greece, Turkey, Israel and Egypt onboard *Costa Deliziosa*. Rate includes balcony suite, all on-board meals and entertainment. Port charges are an additional \$190 (R2 108) pp. Departs Savona April 16.

## 5. MADRID

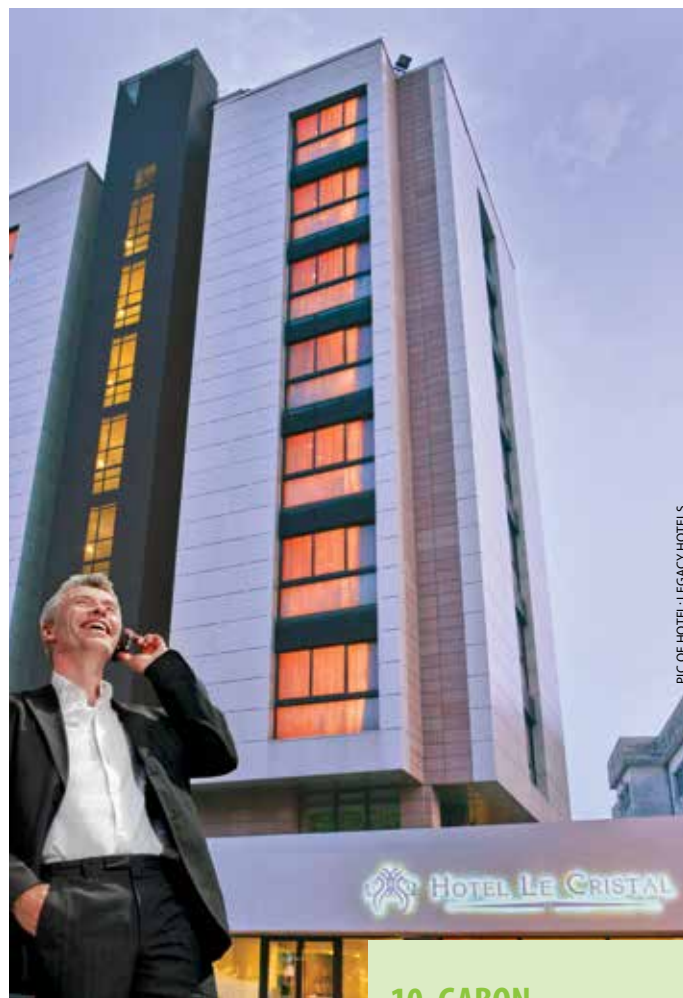
Trade Fair Corporate & Leisure Accommodation. Four-star accommodation rates are from €59 (R893) pp per night, including buffet breakfast. Offer expires March 31.

## 6. ISTANBUL & AEGEAN

Travel Vision. Five-night packages are from R17 791 pp sharing. Offer includes return flights ex-JNB, return flights to Izmir, airport taxes, airport transfers, three nights in Istanbul, two nights in Kusadasi, four tours, Bosphorus cruise, daily breakfast, three lunches and private transfers. Valid for travel in June only.

## 7. SOUTH AFRICA or VICTORIA FALLS

Rovos Rail. Two-for-one special. Rovos Rail Durban Safari and Rovos Rail Cape discounted one-way rates are from R10 800 pp sharing. Rovos Rail Victoria Falls one-way rates are from R12 300 pp sharing. Rates include two nights' accommodation onboard Rovos Rail, all meals and drinks onboard and all off-train excursions as per itinerary. Offer available to SADC residents only. Valid for select dates between March and June.



PIC OF HOTEL: LEGACY HOTELS

## 8. SEYCHELLES

Safpol Safaris. Stay seven nights, pay for five nights special from R11 250 pp sharing. Rate is inclusive of return flights ex-JNB, airport taxes, return airport transfers and breakfast. Package available until April 13, and then again from April 28 to July 31 and August 25 to October 31.

## 9. MAURITIUS

World Leisure Holidays. 'Mauritius Travel Smart' specials – rates are from R12 475 ex-JNB, R13 560 ex-DUR and R14 030 ex-CPT pp sharing. Special includes return flights, seven nights' accommodation with breakfast and dinner, daily entertainment plus land and water sports. Valid for travel from April 28 to June 19. Rates

## 10. GABON

Legacy Hotels & Resorts. Hôtel Le Cristal opening special – rates are from €240 (R3 632) single and €260 (R3 935) double for a standard room. Deluxe rooms are from €260 single and €280 (R4 237) double. Rates are available until March 31 (must be booked via your TMC).

exclude airport taxes. Up to two children under 12 years stay free of charge when sharing with adults depending on the room type booked.

**DISCLAIMER:** All specials are subject to availability, currency fluctuations and seasonal surcharges. ■

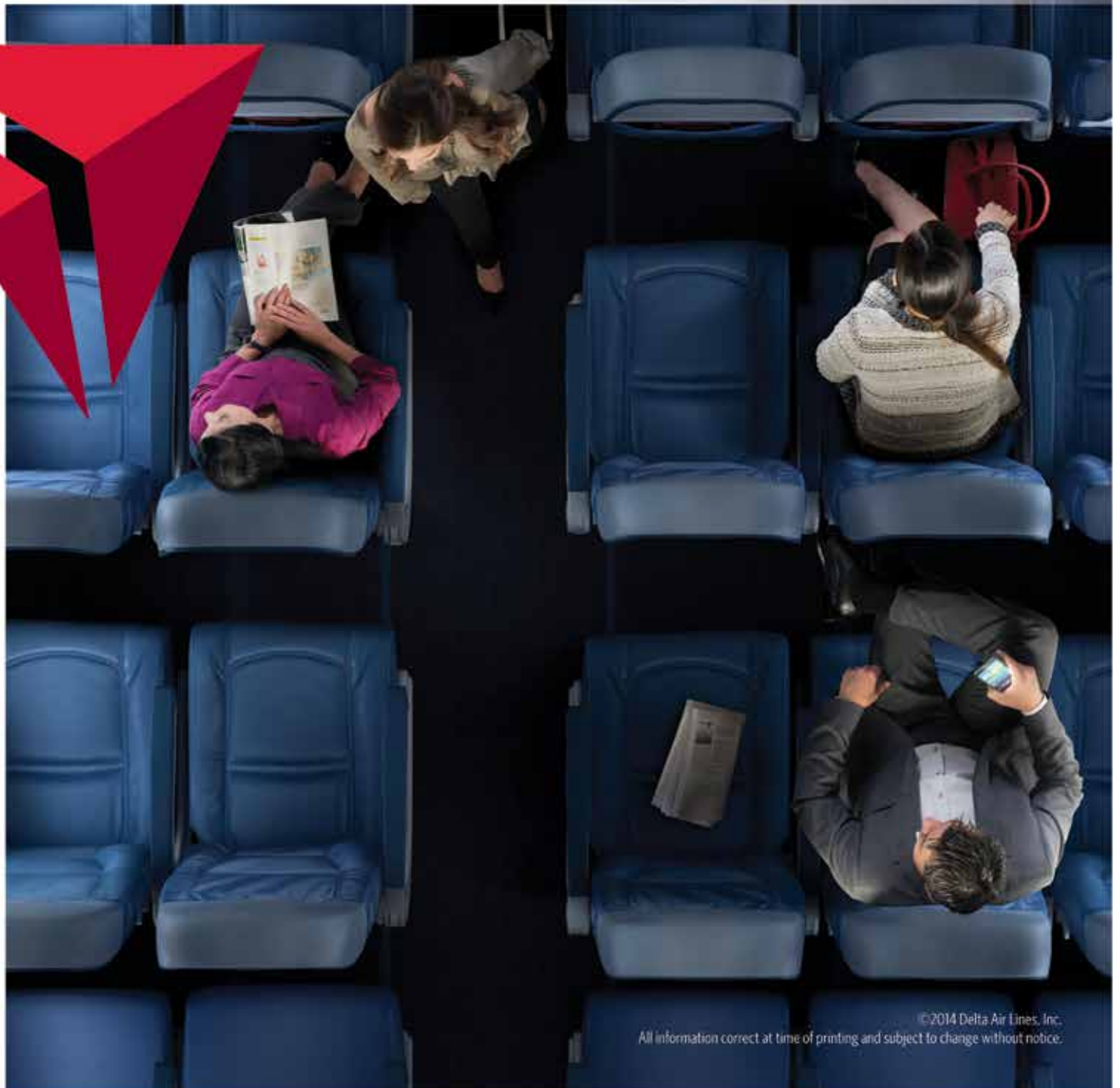




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