

CASE STUDY 1: **FOOD FRANCHISE**



Situation

“We identified huge potential savings through change of travel policy and change in travel behaviour.”

Our Recommendations

- Met with group management to rework travel policy and identify ways of changing travel behaviour
- Recommended dropping 5 star properties for 4 star good quality hotels and serviced apartments
- Recommended dropping airline deal and moving to Best Fare of the Day policy
- Encouraged the support of travel policy from top level down
- Monitored non-compliance and supplied weekly reports to management

Impact

- 97% adherence within 4 weeks of implementing the new policy
- 34% reduction of total domestic air spend within 12 months of moving to Best Fare of the Day
- 10% reduction of total domestic hotel spend within 12 months of new hotels
- Preferred service for travellers at hotel properties
- Overall travel behaviour change and acceptance of new policy

Contact

David Goldman
General Manager

Goldman Travel Corporation Pty Ltd
Suite 1803, Level 18, Westfield Tower 1
520 Oxford Street, Bondi Junction
Sydney NSW Australia 2022

Phone: (02) 8333 7700
Toll Free: 1800 009 833
Fax: (02) 8333 7777

Email: sales@goldmantravel.com.au
www.goldmantravel.com.au