Altour Q&A

Q1. Is ALTOUR iQ included automatically in your offering, or is it an add-on service?

A: ALTOUR iQ is our proprietary conversational travel intelligence platform, designed for clients who want to move beyond reporting activity and toward improving business outcomes. It is an additional offering rather than automatically included within our standard service, with pricing and packaging being finalized.

Following its recognition at Business Travel Show America, ALTOUR iQ is being made available through a phased commercial rollout, with broader market availability planned for Q1 2027.

Q2. As an ALTOUR customer, I have not seen this product. Are you sunsetting the current point-and-click BI tool?

A: No. Our existing reporting solutions will continue to support clients' reporting needs. ALTOUR iQ goes further by allowing travel leaders to start with a business question, rather than searching for the right report. It combines connected data, conversational analysis, forecasting and decision support to help clients understand performance and explore what could improve the outcome. Clients can transition based on their program needs and readiness as the phased commercial rollout progresses.

Q3. How do you make money? Are commissions or fees paid by buyers, suppliers, or both?

A: Pricing and commercial arrangements for ALTOUR iQ are being finalized as part of the rollout, with broader market availability planned for Q1 2027.

Q4. Is the tool configured specifically for each client?

A: Yes. ALTOUR iQ provides each client with a secure, dedicated environment tailored to their approved data sources, travel policies, supplier agreements, goals, KPIs, and access requirements. While the core platform is standardized, the insights, dashboards, alerts, and analytical use cases are tailored to each client's unique travel program and business

priorities. That means the intelligence is focused on the questions they need to answer and the outcomes they want to improve.

Q5. Can clients add expense data or connect ALTOUR iQ to a data lake through an API or MCP?

A: Yes. ALTOUR iQ is designed to securely incorporate approved data sources such as expense, card, finance, and operational data through a variety of integration methods. It can also support MCP connectivity with approved enterprise AI platforms. The integration approach is tailored to each client's technology environment, security requirements, and data availability.

Q6. Can the platform quantify overspending on airline ancillary fees caused by booking lower fare classes?

A: Yes, this is a strong potential use case for ALTOUR iQ. With the appropriate fare, ticket, and ancillary-fee data, iQ could analyze total trip cost across fare classes, including factors such as baggage, seat, and change-related fees. This would help travel managers identify where a lower upfront fare may be increasing overall spend and use that insight to improve policy and program performance.

Q7. How does ALTOUR iQ calculate forecast metrics, and what data are they based on?

A: ALTOUR iQ uses approved client data, including historical booking and spend patterns, budgets, traveler behavior, routes, suppliers, and contracts, to forecast where the travel program is trending. Where appropriate, external market data can also be incorporated, helping buyers anticipate changes, identify opportunities, and make more informed forward-looking decisions.

Q8. Is this program intended to replace the travel manager?

A: No. ALTOUR iQ is designed to strengthen the travel manager's role, not replace it. By reducing the time spent compiling reports and analyzing data, it helps travel leaders identify opportunities, explore potential outcomes and determine where action could make the greatest difference. That creates more capacity for strategy, stakeholder engagement and demonstrating the program's value to the business. Human expertise and judgment remain central.

Q9. Can ALTOUR iQ help travelers choose the lowest logical fare by considering baggage and change fees rather than only the lowest upfront price?

A: Yes. This is a strong potential use case for ALTOUR iQ. With the appropriate fare and ancillary data, iQ could evaluate the total cost of fare options, including baggage, seat and

change-related fees. This would help clients look beyond the lowest displayed price and make better-informed decisions about the true cost and value of a travel choice.

Q10. Does ALTOUR iQ receive data through the client's TMC, and how easy is the connection and implementation?

A: Yes. ALTOUR iQ is designed to integrate ALTOUR travel data with approved data from booking tools, GDS, expense, card, finance, and other enterprise systems. Existing ALTOUR data feeds can help streamline onboarding, while additional sources are assessed for access, mapping, security, and data quality. The implementation approach is tailored to each client's data environment, geographic requirements, and desired outcomes, with the focus on connecting the information needed to answer their most important business questions.

Q11. Can the platform support other use cases, such as generating hotel or air RFPs?

A: Yes. Both air and hotel RFPs are excellent use cases for ALTOUR iQ and a strong example of how iQ can augment the Travel Manager. By reducing the tactical effort required to develop and analyze RFPs, iQ enables Travel Managers to focus more time on sourcing strategy, supplier decisions, and driving greater program value.

Q12. Can ALTOUR iQ track actions taken and the resulting savings within the platform?

A: Yes. ALTOUR iQ can track goals, actions, alerts and performance measures, helping clients connect the decisions they make with the results they achieve. This includes measuring outcomes such as realized savings and cost avoidance.

Clear baselines and agreed attribution criteria help make those results transparent and measurable, so clients can demonstrate not just what changed, but the value those changes delivered.

Q13. Can the data also be used for meetings management?

A: Yes. ALTOUR iQ can connect meetings and events data with travel, finance, supplier and operational data to give clients a more complete view of their investment in bringing people together. This supports visibility into spend, savings, supplier performance, budgets and reconciliation.

Integration with event-sourcing and planning platforms such as Cvent supports a more connected event lifecycle. The intelligence layer helps clients move beyond measuring what meetings cost to understanding performance, demonstrating value and improving program ROI.

Q14. What resources and data were used to train the tool for analytical support?

A: ALTOUR iQ is designed with client data privacy and security at its core. Client data remains securely segregated and is not used to train a shared AI model. iQ combines enterprise AI with ALTOUR's governed travel-domain semantic layer and approved client data, policies, contracts, goals, and other authorized sources to provide relevant, client-specific intelligence. All information is accessed and analyzed within the approved environment and governed by appropriate security and access controls.

Q15. Must a client use ALTOUR as its TMC to use the product?

A: ALTOUR iQ is designed for ALTOUR customers, building on our connected data ecosystem to help them understand performance, anticipate what comes next and make better business decisions.

It can also be used where ALTOUR is not the client's TMC or meetings and events provider. In those cases, we would first assess data availability, consistency, integration requirements and overall readiness to ensure we can deliver the client's desired outcomes.

Q16. How does ALTOUR iQ differ from using a general-purpose AI tool such as Claude with uploaded company data, and what is its unique value proposition?

A: The difference is not simply the ability to ask AI a question. ALTOUR iQ combines enterprise AI with connected, governed travel data and ALTOUR's travel expertise, all within the context of the client's program.

It brings together consistent KPIs, contracts, policies, forecasting, alerts and workflows so travel leaders can understand what is happening, identify why, anticipate what comes next and explore which actions could improve the outcome. The value is not just an answer to a question, but trusted program-aware intelligence that helps clients move from insight to action and measurable business results.

Q17. Can ALTOUR iQ incorporate other sources, including payment, supplier, market, and economic data?

A: Yes. ALTOUR iQ is designed to incorporate a broad range of approved sources, including payment and card, expense, supplier, contract, events and news, flight-status, fuel and other relevant data.

We start with the business questions the client wants to answer, then assess data availability, licensing, security and integration requirements. This connects the right information to the client's priorities, helping them understand the factors influencing performance and where action could improve the outcome.