BUSINESS TRAVEL SHOW AMERICA 2026
INNOVATION FACEOFF

Traverse Q&A

Q1. Do bookings made outside the online booking tool flow to the TMC for duty of care, or must clients manage them on a separate site?

A: Traverse has a data-sharing platform that allows travel managers to elect trusted partners to share data with, including TMCs, duty-of-care providers and expense providers.

Q2. Can negotiated rates be ranked as the top choice regardless of price?

A: The shopping experience is driven by our airline and hotel partners. Typically, private fares are shown first.

Q3. How does reporting integrate with the TMC?

A: We have a data-sharing platform that allows travel managers to elect trusted partners to share data with, including TMCs, duty-of-care providers and expense providers.

Q4. Is a corporate card required for this process to work?

A: No, a corporate card is not required. While you have the option of loading a corporate card, travelers can also use any credit or debit card that the airline or hotel accepts. The process is built around loyalty numbers as the identifying credential, not any form of payment.

Q5. How does Traverse distinguish personal travel from business travel?

A: When travelers sign in to the airline website or app, they use their loyalty number—which is linked to your company by Traverse—and indicate in their search criteria whether the trip is business or personal. Business travel information is then automatically shared within Traverse. Personal travel information is kept solely with the traveler.

Q6. Is Traverse a data-consolidation platform, an online booking tool, or a combination of both?

A: Neither. Traverse provides the technology that enables travelers to book directly on airline and hotel platforms while travel managers are able to receive insight into the

bookings, guide results and booking selections by the corporate travel policy, manage unused credits, track duty of care, and receive detailed data on the bookings themsleves.

Q7. Does Traverse integrate with Rippling for expense processing?

A: Traverse supports a number of popular expense providers. While we do not yet support Rippling, we continually explore partnerships and appreciate the question.

Q8. Can basic-economy fares be blocked?

A: Yes, the travel manager can determine which fares are shown and which are suppressed, including blocking basic economy.

Q9. Does the platform support only air bookings, or are hotels also included?

A: Hotels are also included, with Choice Hotels available in the platform now. We plan to onboard additional hotels and ground transportation providers in 2027 and 2028.

Q10. How do company policy and negotiated rates appear in the traveler's profile, and which partners enable this?

A: Travel managers control policy through a centralized platform called Dash. Travel managers can configure their full policies down to O&D pairings per policy profile.

Q11. If travelers book directly, how are missed savings versus other suppliers tracked?

A: The booking visibility of Traverse allows travel managers to cancel any direct bookings that are outside of budget or policy.

Q12. How do you work with suppliers to optimize content and visibility?

A: The content visibility is only limited by policy restrictions imposed by the travel manager via Dash. Otherwise, the booking experience and content visibility are consistent with whatever the airline or hotel chooses to show.

Q13. Does this work when a traveler books through a supplier's app? If so, how?

A: Yes. Travelers can book on either a supplier website or app. The traveler simply has to indicate whether they are making a business or personal booking and ensure that they're using their airline or hotel loyalty number. That loyalty number is the identifying credential used by Traverse.

Q14. Can third-party hotel rates be hidden unless no negotiated hotel rates are available?

A: The shopping experience is driven by our airline and hotel partners. Typically, private fares are shown first.

Q15. Does the platform support international airlines or only U.S. airlines?

A: Traverse supports airlines and hotels throughout the world. In terms of airlines, we currently have live integrations with Aeromexico, Air Canada, Alaska/Hawaiian, American, Delta, United and WestJet, and we plan to onboard more airlines in the future, including airlines outside North America.

Q16. How is Traverse different from online booking tools that already use direct connections to capture direct bookings?

A: Traverse is a technology that enables travelers to go directly to the suppliers' app and website to make their bookings for a consistent and familiar booking experience. The traveler's loyalty number is the identifying credential. Travel managers receive the data and duty-of-care information in real time.

Q17. Can a travel manager reject or cancel out-of-policy air or hotel bookings? If so, how are cancellation fees and nonrefundable expenses managed or recovered?

A: Yes, the travel manager can cancel out-of-policy bookings. Any resulting fees or unused credits would adhere to the airline's standard benefits and any corporate-negotiated benefits. Traverse also offers an unused ticket tracking and reassignment feature.

Q18. Does the platform require a browser extension?

A: No, there is no browser extension required. The identifying credential is the traveler's loyalty number, which is logged with Traverse. This requires a one-time connection process.

Q19. How can buyers ensure airlines count direct bookings toward their total volume and spend?

A: Traverse provides a series of sophisticated, detailed data feeds and dashboards that can be leveraged in conversations with airline partners. With the way Traverse technology is embedded into the airlines' booking flow, airlines are aware that business bookings are made in connection with your company specifically and can be tracked that way.

Q20. Does the platform support hotels, rail, and rental cars?

A: We are currently integrated with Choice Hotels, and it is on our immediate roadmap to add in additional hotel partners, rail and ground transportation.

Q21. Who services booking changes, and how does the traveler know where to go for support?

A: Servicing is generally done directly with the airline or hotel, and that information will be reflected in the booking confirmation. If your company has a TMC, they are often also willing to support.

Q22. Is there a trip fee for bookings made directly with suppliers?

A: No, Traverse's Dash platform has a monthly subscription model that is based on the number of travelers. There is no limitation on or charge for each booking.

Q23. How does Traverse differ from Concur TripLink?

A: Traverse provides technology that enables travelers to book directly on airline and hotel platform, while travel manager are able to receive insight into the bookings, guide results and booking selections by the corporate travel policy, manage unused credits, track duty of care, and receive detailed data on the bookings themselves. Traverse is not a separate website or tool.

Q24. How does Traverse handle low-cost-carrier content?

A: An integration with a low-cost carrier would be no different from our other suppliers. The content and booking takes place directly on their digital channel.