



BTN Academy: Working with Airlines



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Agenda and Flow

1. STRATEGIC APPROACH

2. UNDERSTATING YOUR TRAVEL
LANDSCAPE

3. THE FOUNDATION OF SUCCESSFUL
NEGOTIATIONS

4. UNDERSTANDING AIRLINE VALUE
PROPOSITIONS

5. AIRLINE RELANTIONSHIPS

6. CALCULATING NEGOTIATION
ABILITIES

7. NEGOTIATION STRATEGIES:
DOMESTIC

8. NEGOTIATION STRATEGIES:
INTERNATIONAL

9. NEGOTIATION STRATEGIES: SOFT
DOLLAR

10. CONTRACT CONSIDERATIONS

11. IMPLEMENTATION AND
COMMUNICATION

12. MONITORING AND MANAGING
THE DEAL

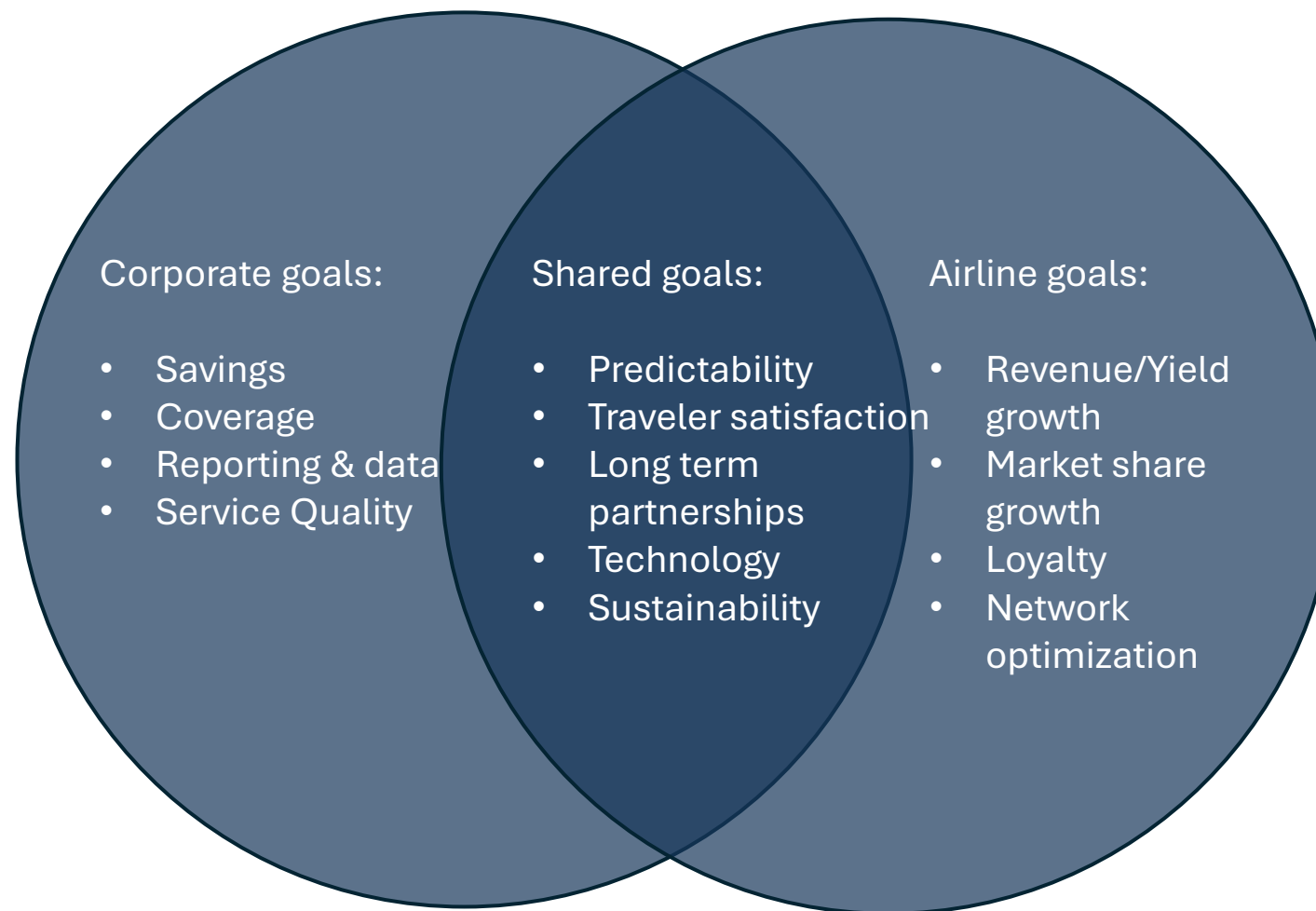
13. ADVANCED CONSIDERATIONS

14. CRITICAL SUCCESS FACTORS

15. Q&A

1. Strategic approach

Creating a win-win partnership with airlines



2. Understating your travel landscape

1

**Air volumes
(Domestic and
International)**

2

**Traveler
preferences and
behaviors**

3

**Business growth
projections**

Practical Tip:

Interview your frequent travelers. They're your eyes and ears on the ground. What routes do they fly? What frustrates them? What amenities matter most?

3. The foundation of successful negotiations

Domestic discount negotiations are like a complex dance - one wrong step, and you're paying full price.

1

1. Establish a strong relationship with the supplier. This is the foundation of successful negotiations.

2

2. Understand the supplier's needs and constraints.

3

3. Prepare thoroughly before the negotiation. Know your numbers and the market.

4

4. Build rapport and trust with the supplier. This is essential for successful negotiations.

5

5. Be flexible and creative. Find win-win solutions that work for both parties.

4. Understanding airline value propositions

Critical areas to investigate:

- Air volumes (domestic and international)
- Traveler preferences and behaviors
- Business growth projections

Practical Tip:

Interview your frequent travelers. They're your eyes and ears on the ground. What routes do they fly? What frustrates them? What amenities matter most?



5. Airline relationships

Think of airlines like specialized tools. You wouldn't use a hammer to screw in a lightbulb - same principle applies to selecting airline partners.

Airline Network Diversity

Carrier type	Focus	Virtual Network Abilities	Service Level
<ul style="list-style-type: none">• Hub-and-spoke• Point-to-point	<ul style="list-style-type: none">• International• Domestic	<ul style="list-style-type: none">• Joint Venture• Alliance• Codeshare	<ul style="list-style-type: none">• Full service• Mid range• Low-cost carrier

6. Calculating Negotiation Abilities

Airlines are looking for predictable, valuable, long-term partners. Your goal is to show you're not just another customer, but a strategically.

Key Leverage Factors:



**Premium fare
opportunities**



**Ability to shift
traveler behavior**



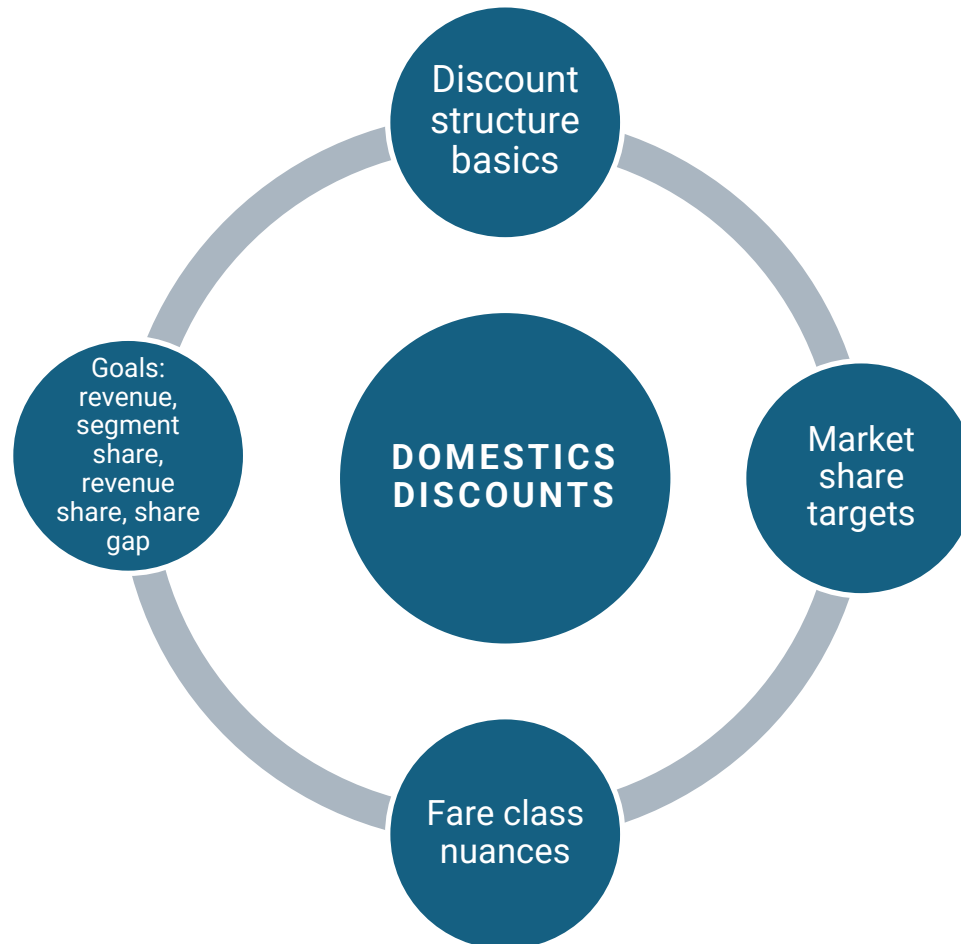
**Volume & revenue
potential**



**Strategic route
importance**

7. Negotiation strategies: Domestic discounts

Domestic discount negotiations are like a complex dance - one wrong step, and you're paying full price.

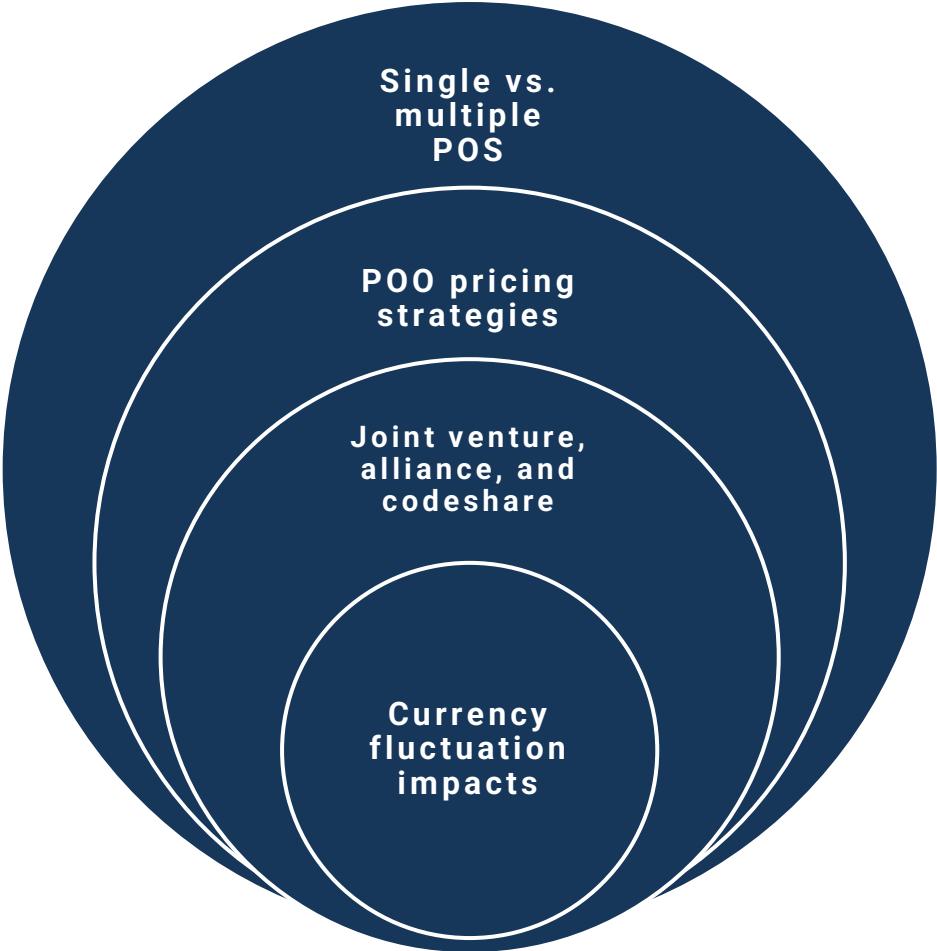


The devil is in the details. A 5% discount isn't always a 5% discount.



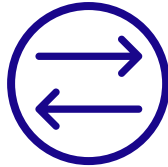
8. Negotiation strategies: International discounts

Global doesn't mean complicated - it means sophisticated.



9. Negotiation strategies: Soft dollar

- Status upgrade ☒
- Corporate recognition ☒
- Waivers & favors ☒
- Seats ☒
- Free WiFi with loyalty number ☒
- Points Programs ☒
- Unused tickets on UATP ☒
- Back end incentives on UATP ☒



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10. Contract considerations



Performance metrics will drive discussions

Be aware of cancelation clauses

Data requirements



11. Implementation and communication

Key tactics



**Transparent
communication**



**Clear traveler
incentives**



**Regular feedback
mechanisms**

12. Monitoring and managing the deal

Performance tracking elements



Monitoring goals, cost of program,
average segment costs on key
routes



Dashboard of KPIs



Regular review cadence



Continuous improvement approach

13. Advanced considerations

Stay curious. The travel landscape changes faster than flight schedules.

Emerging Trends:

- New Distribution Capability (NDC)
- Ancillary Spend Management
- Sustainability
- Technology integration
- AI

Forward-Looking Insights:

- Personalization and segmentation delivered through technology solutions
- Traveler-centric approaches



14. Critical success factors: Key takeaways



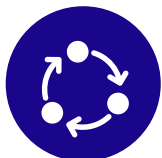
Data drives decision making



Strategic relationship building



Flexibility and adaptability



Holistic program approach



Keep it green





Q&A





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the managed travel industry's only free, on-demand learning destination for anyone who touches business travel.



BTN ACADEMY LEARNING COURSES AT A GLANCE

AVAILABLE NOW!

- Structuring a Managed Travel Program
- Establishing a T&E Policy
- Selecting a Travel Management Company
- Selecting a Travel Payment Provider
- Selecting an Online Booking Tool
- Setting Up a Corporate Lodging Program
- Working with Airlines
- Working with Car Rental Firms
- Working with Chauffeured Transportation
- Taking on Travel Risk Management
- Selecting an Expense Reporting Tool



**TELL US WHAT
YOU THINK**

