



Business Travel Innovation Faceoff



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Engine[™]

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Engine

Engine™

Event Planner

Prepared for: *BTSA Innovation Faceoff*

Confidential

The screenshot displays the Engine Event Planner interface. At the top, a navigation bar includes 'Travel', 'Trips', 'Groups', and 'Support'. The main header features a large aerial view of a city park with a yellow path. To the right, a 'YOU'RE INVITED' section for 'Team Onsite' in Chicago, IL, from January 15-17, 2025, includes a 'Joining' button and an 'Add to Calendar' toggle. Below this, a 'Your Trip' sidebar lists 'Overview' (selected), 'Destinations', 'Itinerary', 'Files & Links', 'City Guide', 'Manage Travelers', 'Budget & Payments', 'Event Settings', and 'Event Travel Policies'. The main content area is titled 'Overview' for an 'Inbound Customer Migration Workshop'. It details two sessions: Session 1 (Immediate Needs) and Session 2 (Product Priorities), each with a list of tasks. A '5 RSVPs' section shows five attendees and an 'Invite' button. A 'Destinations' section lists 'Nobu Hotel Chicago' and 'The Park View' with 'Book Room' and 'Order Lunch' buttons. A map shows the location of the destinations. At the bottom, there are images of food and a section for 'Engine Intelligence'.

Engine

Travel Trips Groups Support

YOU'RE INVITED

Team Onsite

Chicago, IL
January 15 - 17, 2025

Joining

Add to Calendar

Your Trip

- Overview
- Destinations
- Itinerary
- Files & Links
- City Guide
- Manage Travelers
- Budget & Payments
- Event Settings
- Event Travel Policies

Overview

Inbound Customer Migration Workshop

Session 1: Immediate Needs

- Customer landscape & top priorities
- Fast-track onboarding process
- Team responsibilities & support plan
- Data transfer requirements

Session 2: Product Priorities

- Feature parity assessment
- Migration tooling needs
- Critical integration gaps
- Customer-specific configs

AI Generated Agenda

5 RSVPs

- Adam T. (Sales, General)
- Ariel K. (Marketing, DK)
- Aviva S. (Marketing, DK)
- David M. (Marketing, NY)
- Kevin S. (Marketing, DK)

Invite

<https://engine.com/trip/chicag...>

Destinations

Nobu Hotel Chicago
30 N Michigan Ave
Chicago, IL 60602

Book Room

The Park View
201 E Randolph Street
Chicago, IL 60602

Order Lunch

Engine Intelligence

Technology is evolving
more rapidly than ever
before.



So why is this still **so**
difficult?



Travelers are frustrated with endless manual processes and wasted time

“

Every group booking made on a corporate credit card outside our central system represents **lost data... We can't accurately report on our total travel spend...** This fundamentally weakens our position when we try to leverage our volume to negotiate better rates.

-Business Travel Network

“

When a department leader books a trip for their team outside of our approved travel program, they create a **massive Duty of Care blindspot**. In the event of a local emergency, we have no immediate visibility into where our employees are...

-GBTA

“

My team is **drowning in spreadsheets** and email chains. For a 30-person team retreat, we're manually tracking flight preferences, dietary needs, and rooming lists across three different documents. There is no single source of truth...

-McKinsey & Company

Hotels are fed-up chasing group leads that never convert

“

The traditional rooming list process is broken... By the time the group arrives for check-in, the front desk is dealing with misspelled names, wrong room types, and incorrect billing information.

“

A 15-room block can sometimes generate more emails than a 100-room block... The amount of manual administrative work is completely disproportionate to the revenue it generates.

“

Unless you're booking a significant block of rooms, the math is tough... the profit margin on a 10-room block is razor-thin... often more of a headache than a revenue driver.

There are plenty of
companies that can build an
RFP form and flow.

RFP: Group Travel Event

RFP Weckow

Trip Details

Participant Info

First name:

Last name:

Company:

Phone:

Email:

Participant & Dates

Participant:

Start date:

End date:

Activities & Services

Activities:

Services:

Trip Overview

Event:

Appor. Group:

Planned:

Start:

End:

Budget Allocation

Budget:

Allocation:

Destination Transport

Destination:

Transport:

Accommodation & Transport

Accommodation:

Transport:

Activities & Services

Activities:

Services:

Where we are today



830K+

Hotels, airlines, and rental car companies



100K+

Businesses trust Engine with their travel



1M+

Members on our platform

To deliver the greatest value to those shoppers and businesses, we knew we had to **build an incredible experience for our supply partners** first.

That's why we built **Partner Hub**.

 The Delphi Downtown
Los Angeles

Dashboard

Partnership details

Insights

Campaigns

Wallet

Groups

Spaces

Team



New

The Delphi Downtown Los Angeles

Rate pending

27% off Bar

Actions needed

 You have 32 RFPs to review Verify your space! Mike and 2 others requested access to the property

View more action items

Today's opportunity

You're average rank in search is around #30. Get up to 30% more bookings with a Spotlight campaign.

Create Spotlight promotion

Revenue performance

Past 30 days

TRANSIENT REVENUE

\$31.9K

+6.8% vs previous year

ROOM NIGHTS

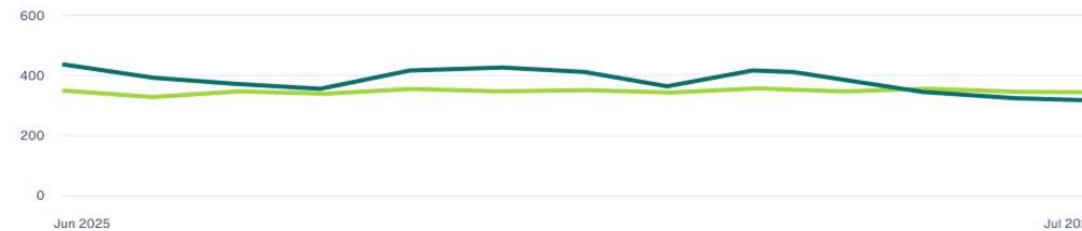
3,410

-2.7% vs previous year

AVERAGE DAILY RATE

\$147

+2.1% vs previous year



Submit feedback

Revenue (MM/DD/YY - MM/DD/YY) Revenue (MM/DD/YY - MM/DD/YY)

It's not just a front door for requests; **we built the entire operating system for suppliers** to connect with demand

15,000

Monthly active properties

17,000

Loaded direct rate discounts

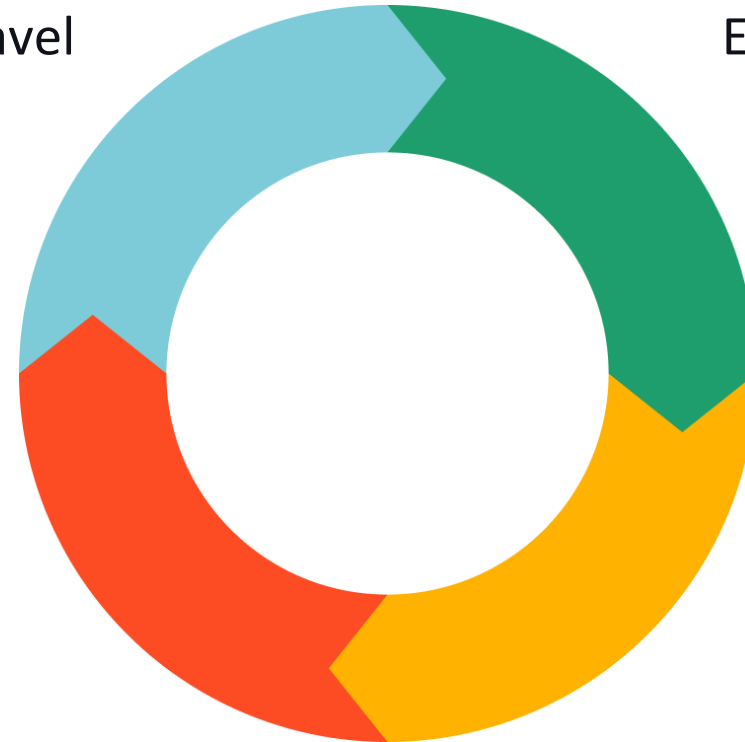
15:1

Average ROAS

This is the flywheel that
fuels our growth and
differentiates us.

Consistent
Business Travel

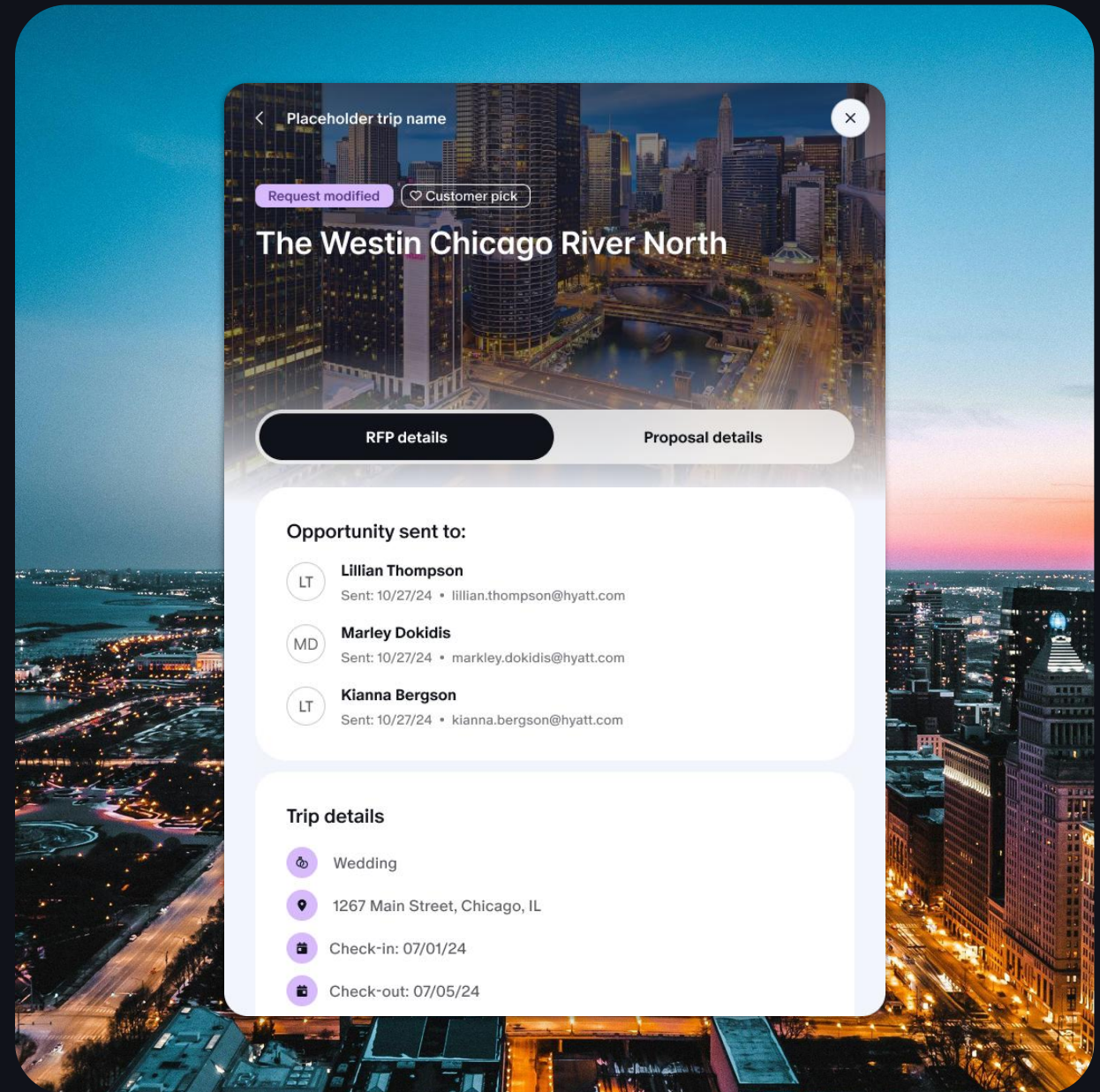
Hotel
Engagement



Engine
Grows

Customers
Benefit

And now, we've plugged
that advantage directly into
our new **Event Planner**.





Event Planner

AI recommendations tailored to you

Event Planner

Trip Name



NYC Sales Kickoff

Required

Trip Dates



Add Dates

Required

Travelers



Adam T



Aviva S



David M



Kevin S



Ariel K



Trip Organizer(s)

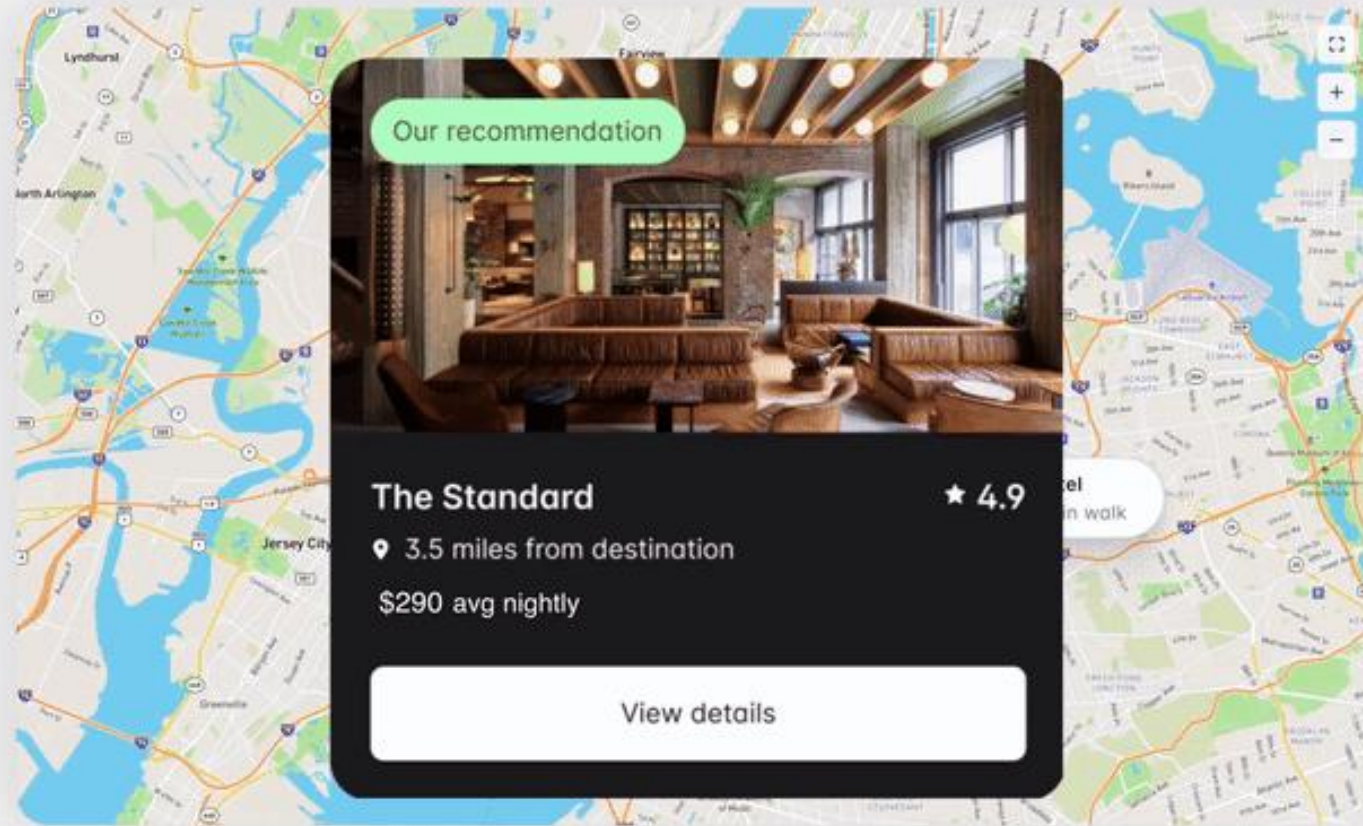


Ariel K



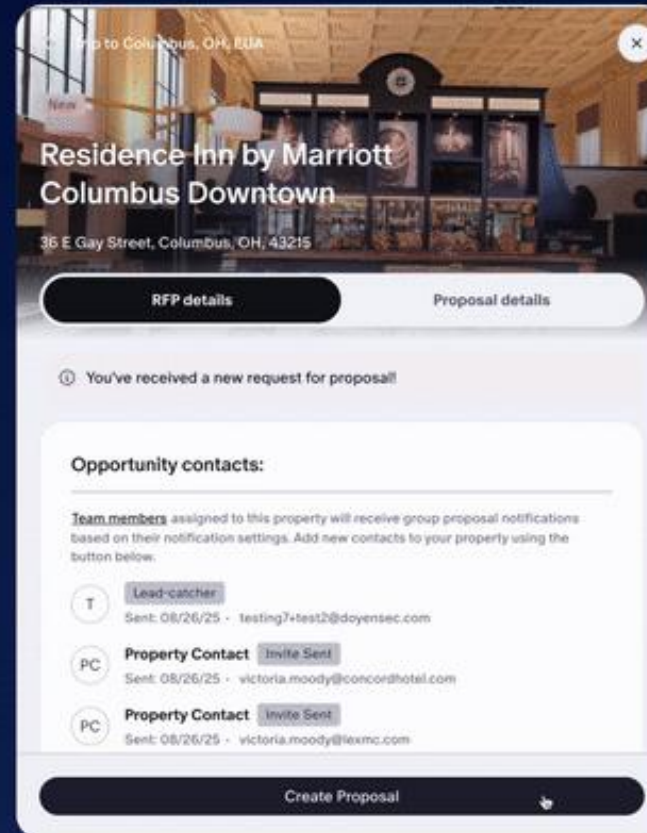
Continue →

Seamlessly connected to Partner Hub



Our AI competitiveness score ensures the best possible proposal

Engine Partner Hub



The planner receives **quality responses in hours, not days**

New proposal



First RFP
Response

<1hr



Higher
Conversion Rates

~30%



Saving
Manual Hours

1K+



First RFP
Response

<1hr



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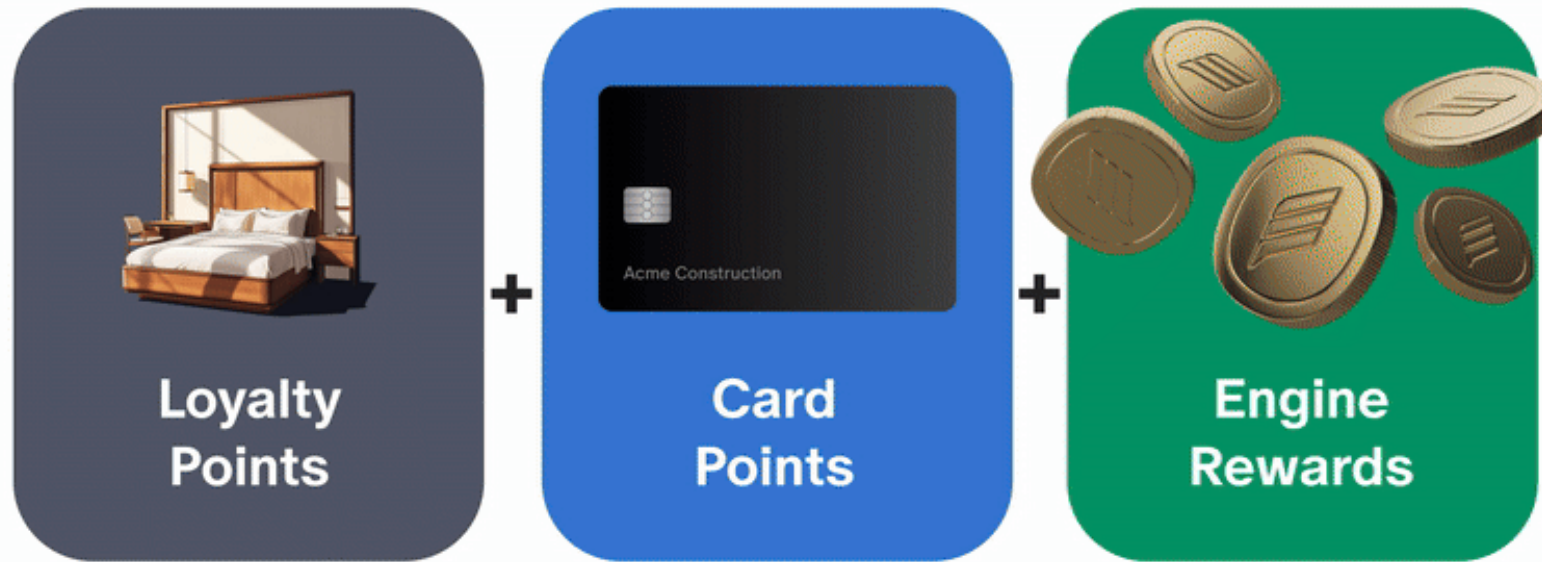
Saving
Manual Hours

1K+

Room Blocks are just **the beginning**







Thank You

Get in touch:

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