BUSINESS TRAVEL SHOW AMERICA 2025 BY NORTHSTAR

Business Travel Innovation Faceoff

BUSINESS TRAVEL innovation FACEOFF

SPONSORED BY

AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

Engine

ADAM TORNQUIST
Senior Director of Product Management, Engine

Engine

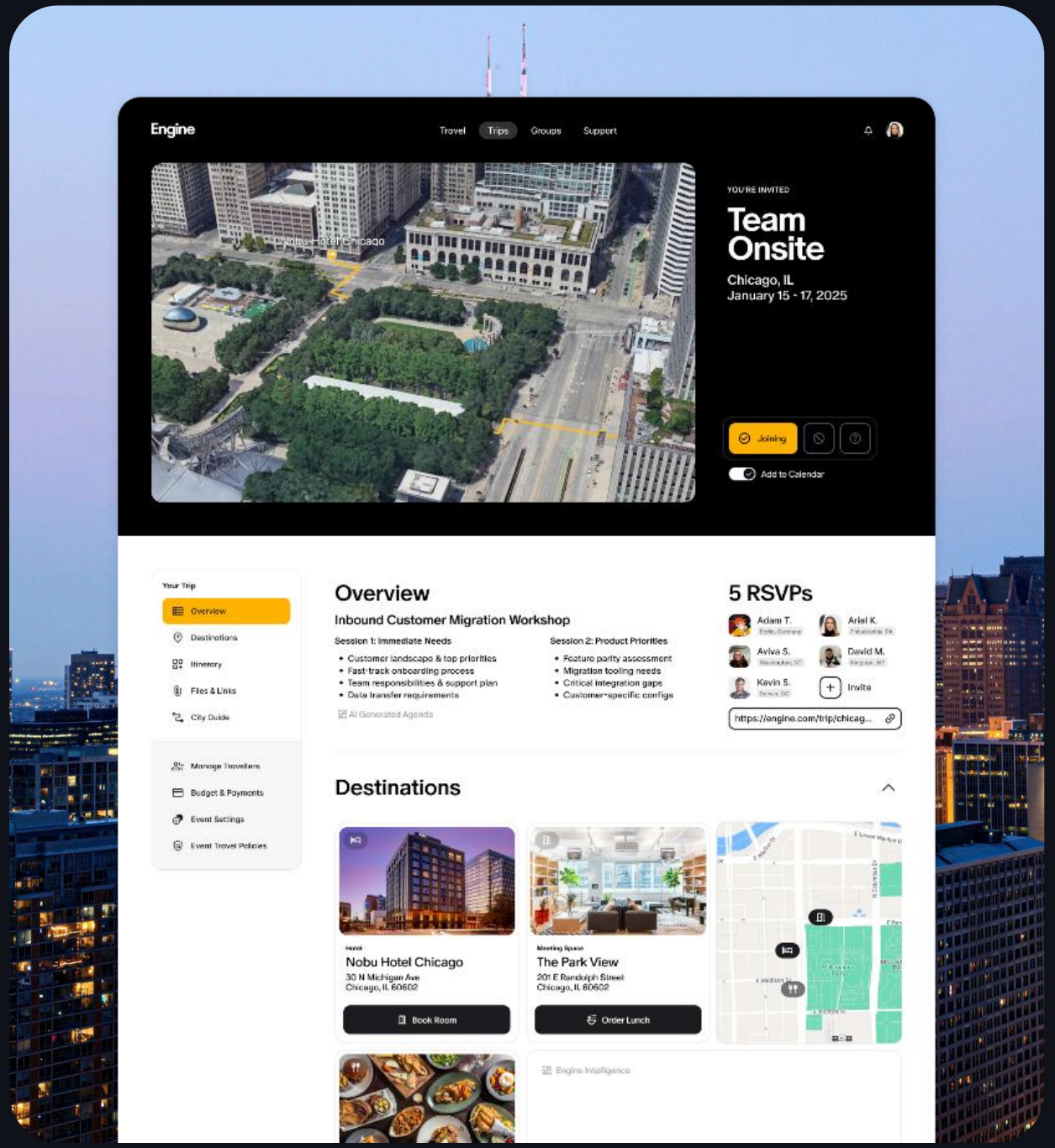
ANDY JONES
Group Product Manager, Engine

BTNGROUP CONFERENCES & EVENTS BY NORTHSTAR

Engine™

Event Planner

Prepared for: *BTSA Innovation Faceoff*



Confidential

Technology is evolving more rapidly than ever before.

Event Planner

So why is this still so difficult?

Event Planner

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

Event Planner

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.

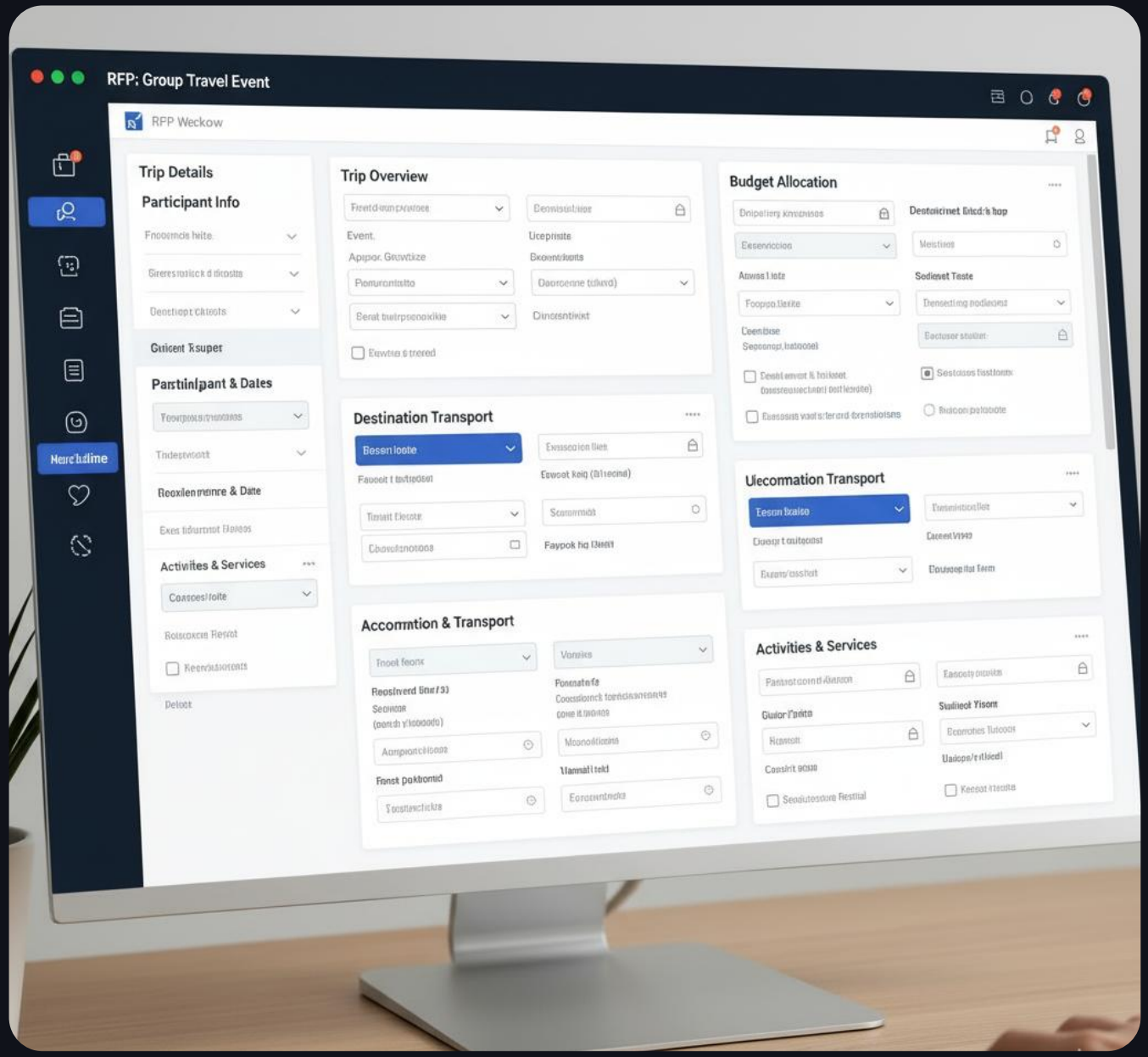
"

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.

Event Planner



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

Engine

Event Planner

Where we are today

830K+

Hotels, airlines, and rental car companies

100K+

Businesses trust Engine with their travel

1M+

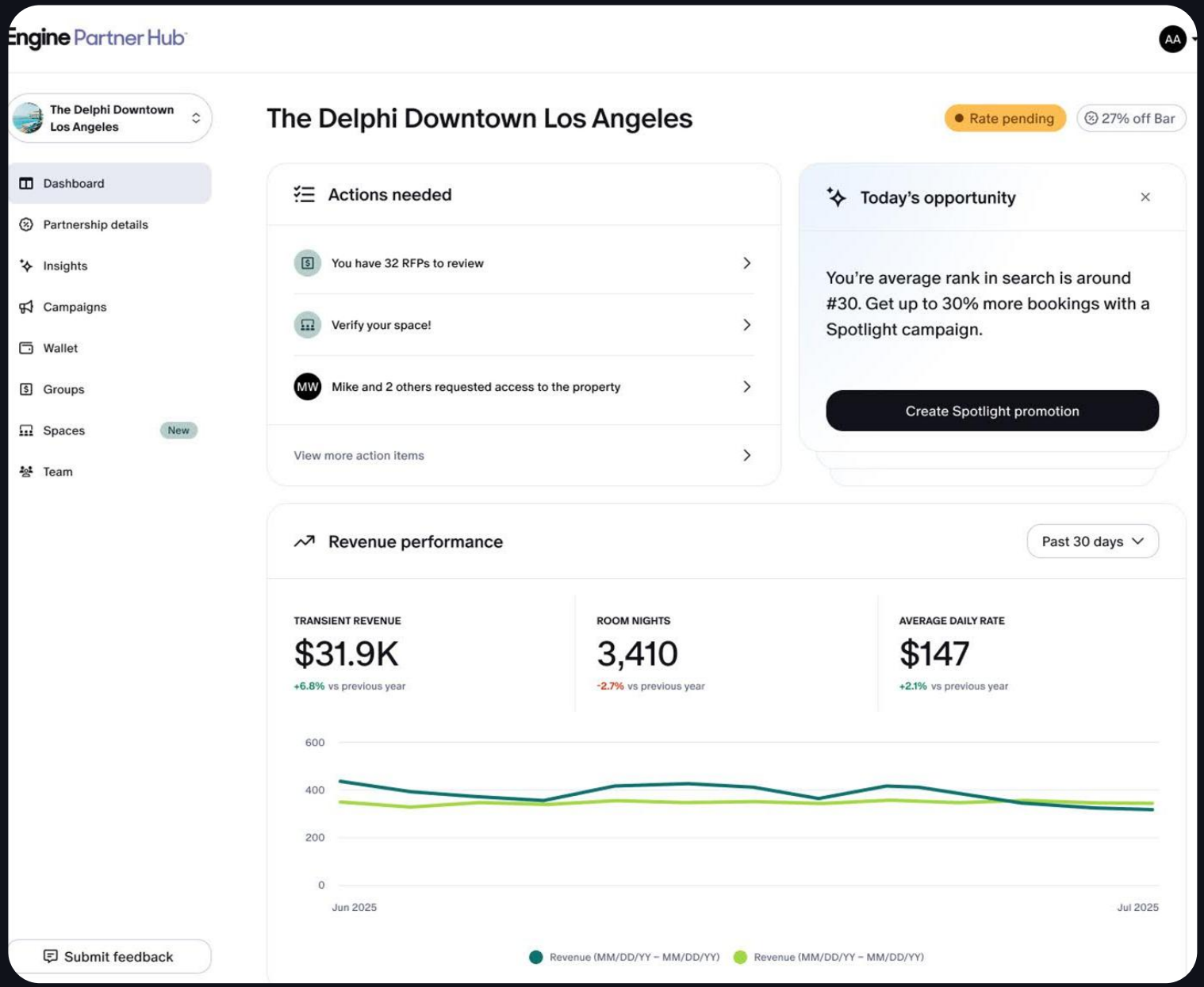
Members on our platform

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

Confidential

Event Planner

That’s why we built Partner Hub.



Engine

Event Planner

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

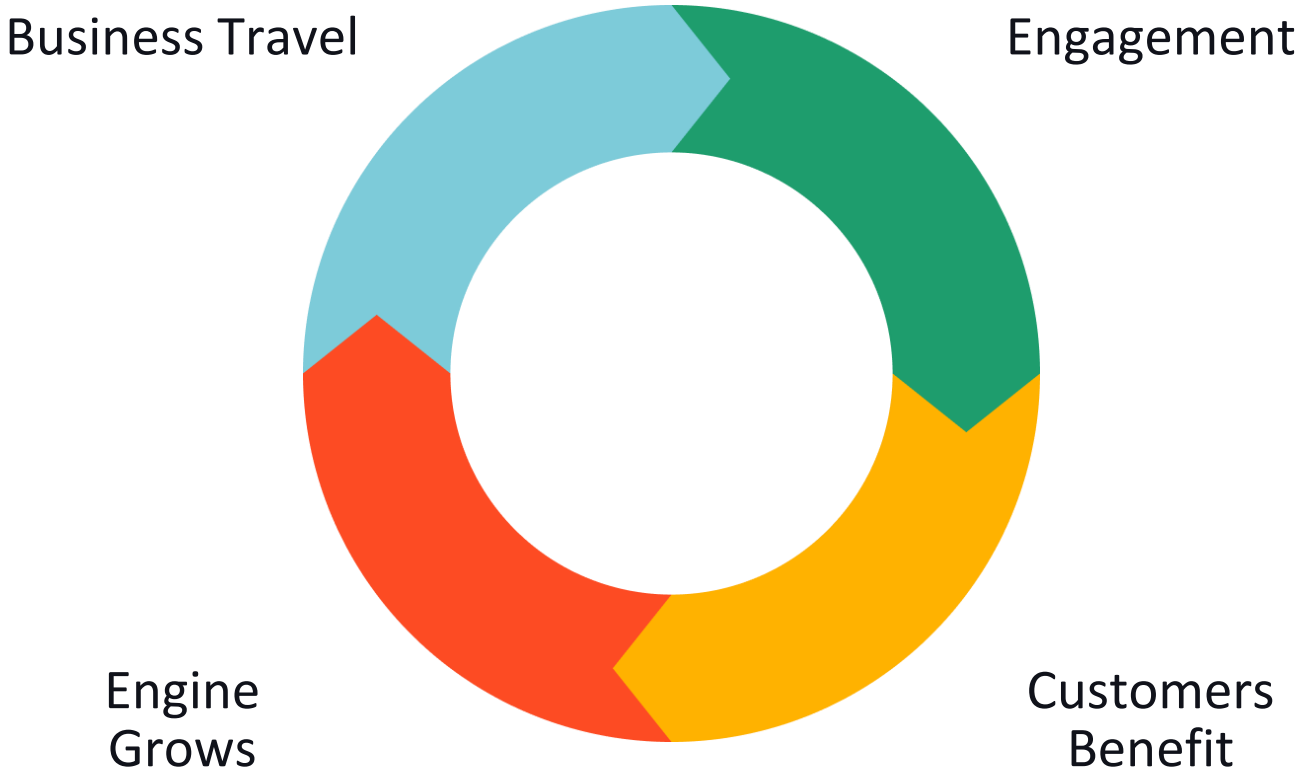
17,000

Loaded direct rate discounts

15:1

Average ROAS

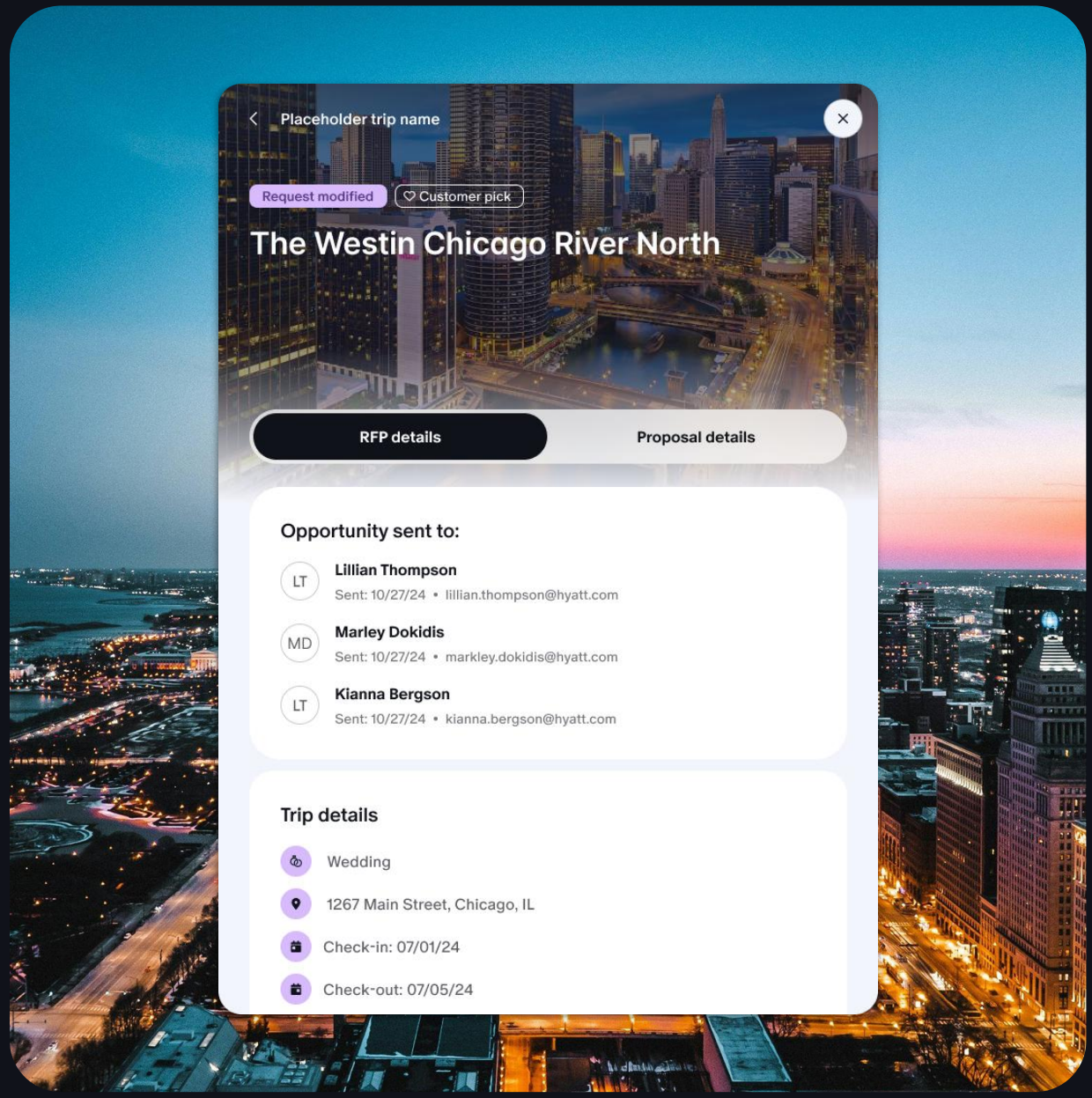
This is the flywheel that fuels our growth and differentiates us.



Engine

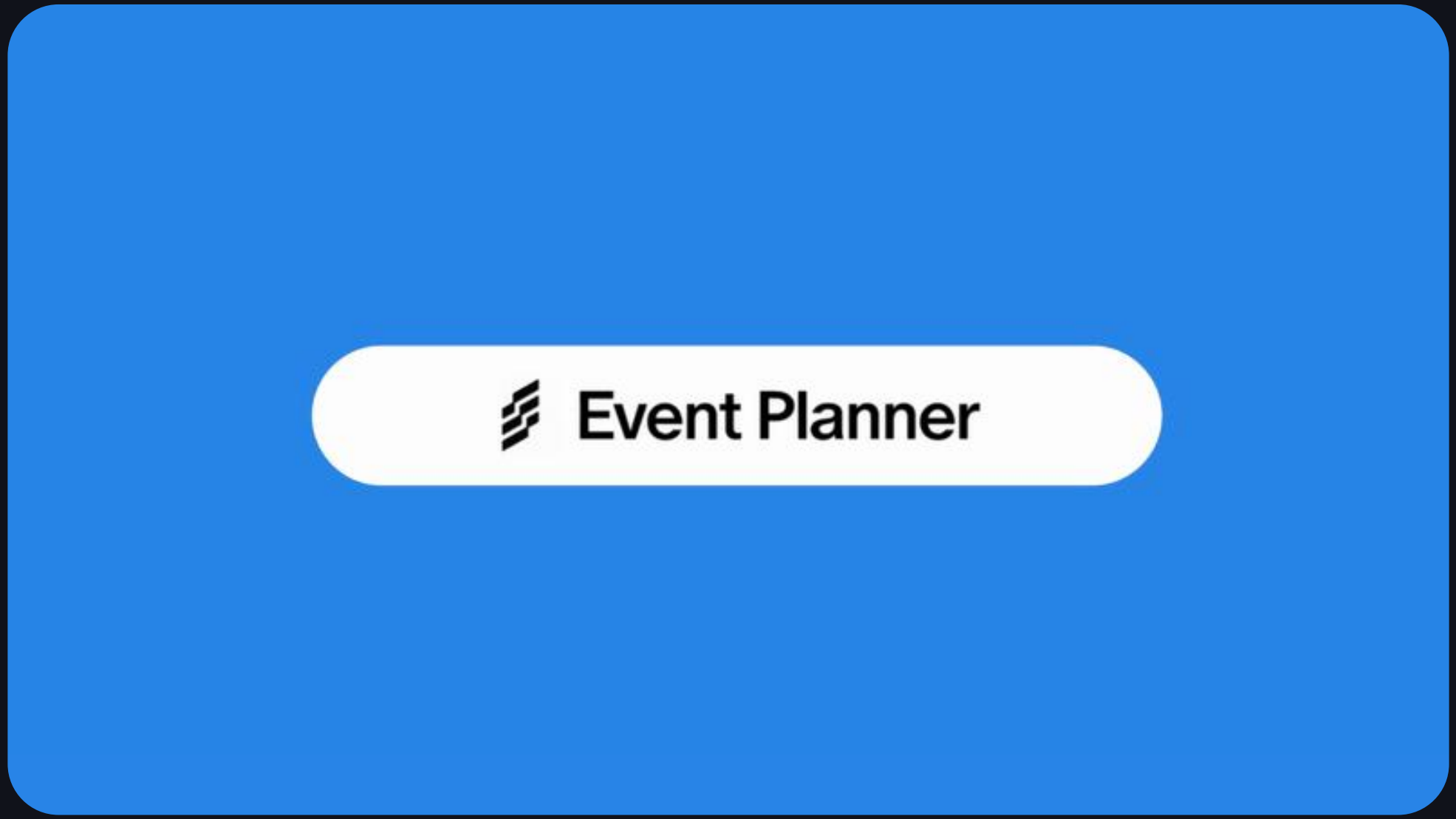
Event Planner

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

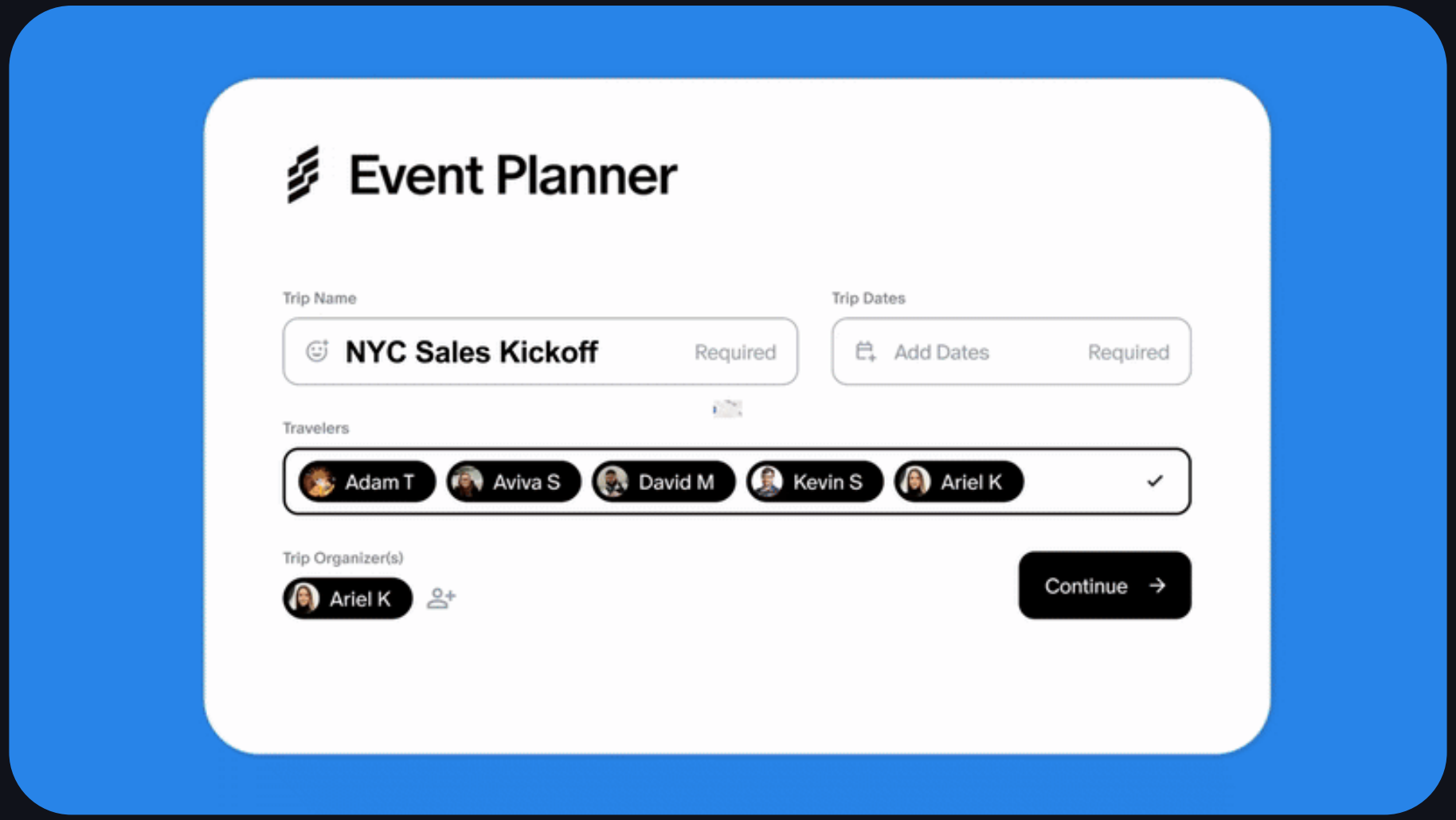


Confidential

Engine


Event Planner

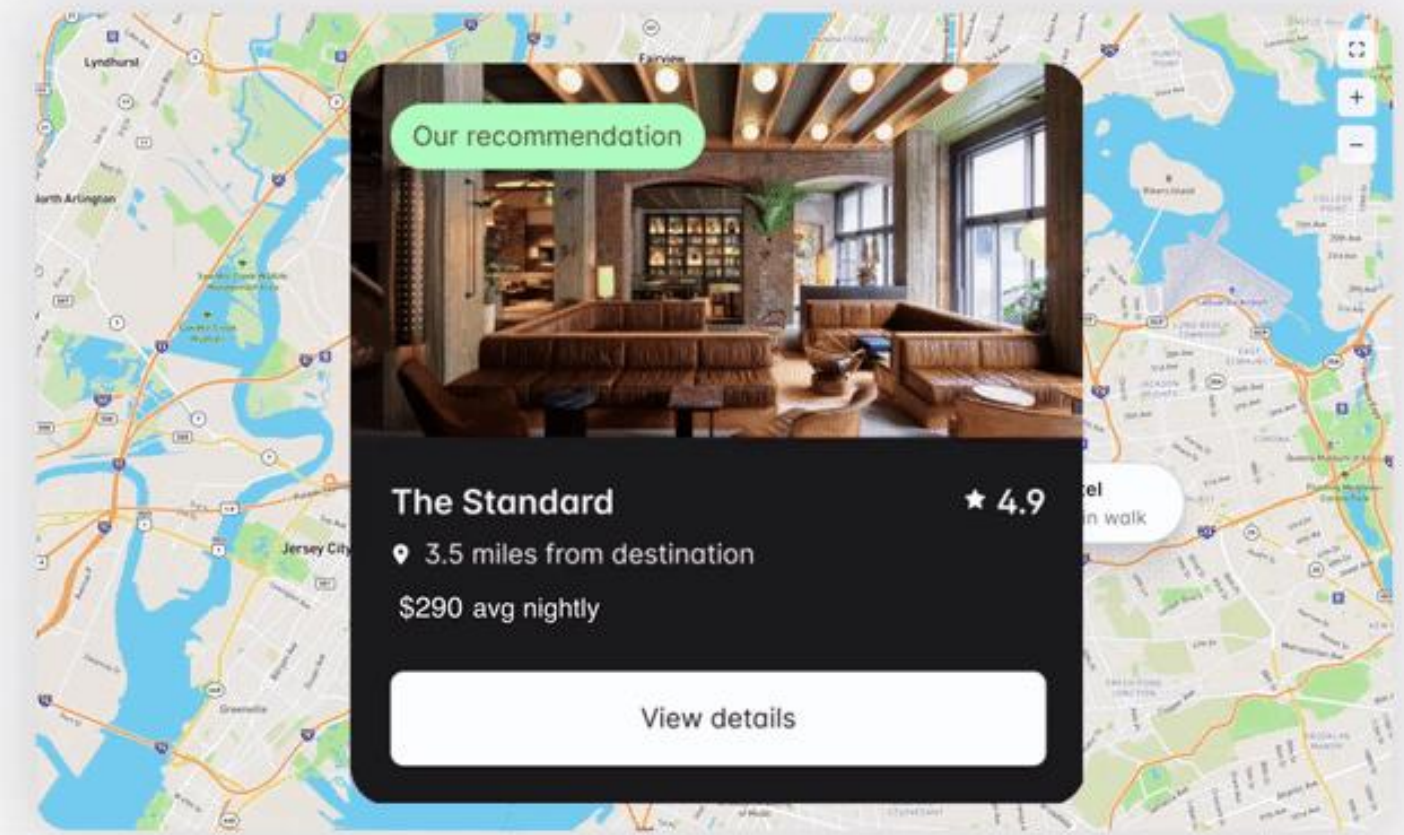
AI recommendations tailored to you



Engine

Event Planner

Seamlessly connected to Partner Hub

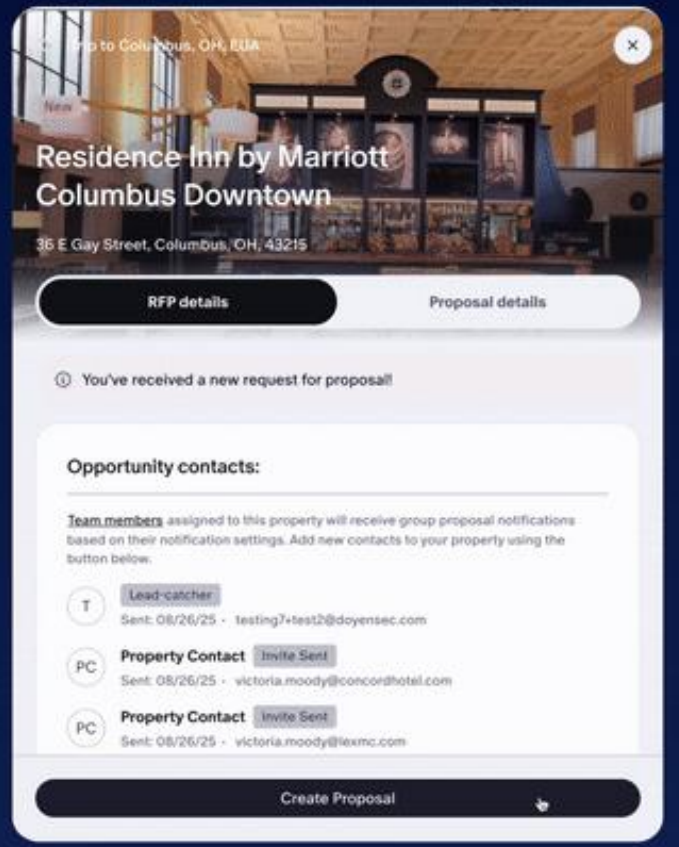


Engine

Event Planner

Our AI competitiveness score ensures the best possible proposal

Engine
Partner Hub



Confidential

Engine

Event Planner

The planner receives quality responses in hours, not days

Confidential

Event Planner

First RFP
Response

<1hr

Higher
Conversion Rates

~30%

Saving
Manual Hours

1K+

Engine

Event Planner

First RFP
Response

<1hr

Higher
Conversion Rates

~30%

Saving
Manual Hours

1K+

Engine

Event Planner

First RFP
Response

<1hr

Higher
Conversion Rates

~30%

Saving
Manual Hours

1K+

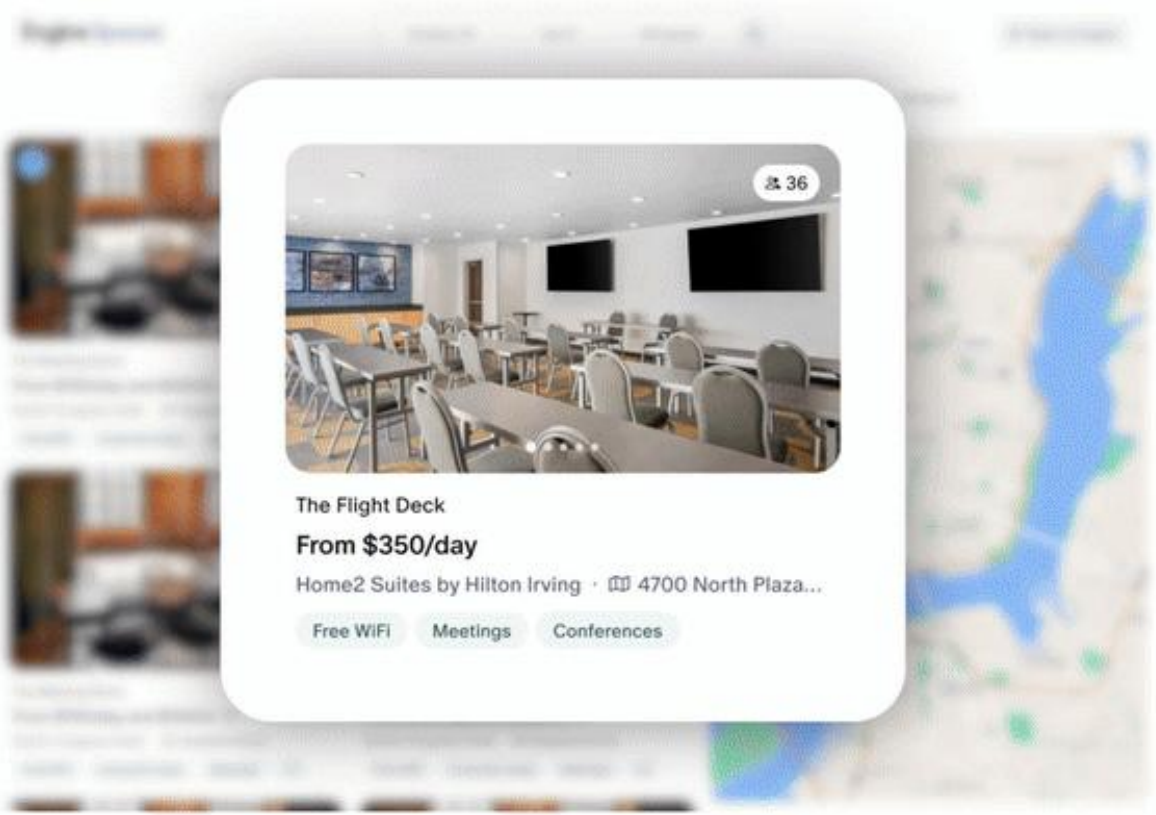
Engine

Event Planner

Room Blocks are just the beginning

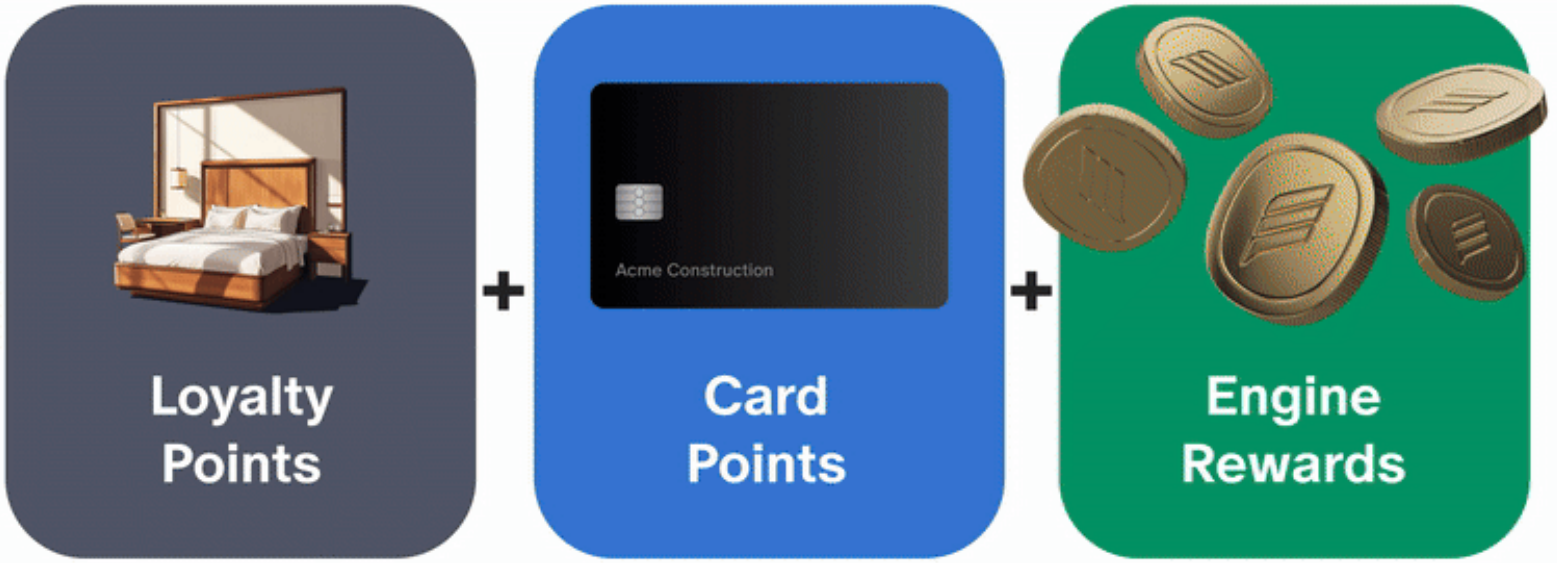
Engine

Event Planner



Confidential

Engine



Confidential

Thank You

Get in touch:

Adam Tornquist

adam.tornquist@engine.com

Andy Jones

andy.jones@engine.com

Confidential