

Is it possible...

To win four World Travel Awards in the one year?



Yes it is.



Australasia's Leading Business Travel Agent

FCm Asia's Leading Travel Management Company

Europe's Leading Travel Management Company

North America's Leading Travel Management Company

FCm Travel Solutions is on a winning streak in this year's World Travel Awards after taking the top honours for business travel management in Australasia, Asia, North America and Europe.

FCm has been voted Australasia's Leading Business Travel Agent, Asia's Leading Travel Management Company, Europe's Leading Travel Management Company and North America's Leading Travel Management Company. This is the first time in FCm's history the business has won a prestigious World Travel Award in four regions in the same year.

Described by The Wall Street Journal as the 'Oscars' of the travel industry, the World Travel Awards aim to separate the good from the outstanding, and identify companies that consistently excel beyond expectation. The World Travel Awards are the most prestigious and comprehensive awards program in the global travel and tourism industry. This year around 213,000 industry professionals from the travel, tourism and hospitality sectors were eligible to take part in the award voting process.

FCm's Australian and global brand leader Gregory Lording said FCm teams around the world including Australia were thrilled to hear the news the company had been named the leading travel management company in four of the five World Travel Award regions.

"We're delighted to accept the award for each of these regions and thrilled to add four new major awards to our line-up of global accolades," Gregory said. "To win the top award in four regions in the one year is a tremendous achievement for FCm."

"These awards are testament to the outstanding customer service and excellent results that FCm consistently delivers to our customers around the world. They also recognise FCm's solid reputation in Australasia, Asia, North America and Europe,

which is upheld by the professionalism of our people, our regional focus and the strength of our geographical coverage. All of these attributes ensure FCm can provide an unrivalled level of service for business travellers."

Gregory said FCm's knowledge of local markets, global capabilities and experience in the business travel market provided FCm's travel teams with the tools and skills need to drive maximum cost and time efficiencies on their client's travel.

Rob Flint, executive general manager of global corporate operations for FCm parent company Flight Centre Limited, said FCm's combination of global presence and regional structure was unique in the travel management sector.

"Our strategic approach enables FCm to offer clients a stronger focus on their regional requirements and greater knowledge of each local market. At this level, we can also be more flexible and more responsive to our clients' needs," Rob said.

"We thank all of our travel teams across the network for their hard work and dedication and to our clients for their loyalty and trust in our capabilities."

Perspectives

FCm takes top honours in the World Travel Awards

FCm teams around the world including our travel teams in Australia are celebrating! For the first time in the company's history FCm has been named the World Travel Award's leading travel management company in Australasia, Asia, North America and Europe. This is a tremendous feat for FCm and to celebrate we've included a back page spread on the achievement in this month's Perspectives.

Our whitepaper in this edition takes a closer look at strategic account management – why it's important, how it can help your business and what areas you can focus on to achieve greater travel savings.

And there's also our regular industry news update to keep you abreast of all the latest developments in the travel industry.

We hope you enjoy the read and until next time, happy travelling.

Gregory Lording
FCm Travel Solutions
global brand leader



Industry news

Virgin offers free in-flight services

Virgin Australia is upgrading services for business and government passengers travelling between Canberra and Sydney with new all-inclusive flights. The carrier has launched a new 'Capital Connect' shuttle, which unlike Virgin's other domestic routes, will provide free newspapers before midday, as well as snacks and drinks as part of a new menu concept throughout the day. The service operates eight daily return services, with plans to increase to 10 return services by October.

Crowne Plaza Adelaide increases MICE offering

The Crowne Plaza Adelaide is improving its conference and events facilities with two new rooms, set to open in November. The new rooms will have capacity for up to 50 guests in a theatre style setting and up to 30 guests in banquet style. The rooms can be used together or separately for training sessions, cocktail parties or boardroom meetings.

Cathay introduces premium economy

Cathay Pacific is introducing premium economy on its new 347-seat Boeing 777-300ER jets. Cathay's new Boeing aircraft design includes 40 business, 32 premium economy and 275 economy seats. The premium economy cabin will be phased in from 2 March 2012, operating on select days between Hong Kong and Toronto.

Virgin Australia unveils new business class

Virgin Australia's new 737 business class

service is now available on flights heading to Perth from Sydney, Melbourne and Brisbane.

Network growth for regional Queensland

QantasLink is boosting services for regional Queensland with the addition of two more 115-seat 717 aircraft to Brisbane in 2012. The carrier is also increasing capacity to Moranbah and Emerald from Brisbane from 17 October 2011 with a new 74-seat Q400 aircraft. Two more services are being added to the Cairns and Weipa routes, a larger 50-seat Q300 will service flights from Brisbane to Roma and a new direct service from Brisbane to Charleville is also being introduced. The airline is also upgrading its Western Australian network with new services between Perth and Geraldton. New Perth - Geraldton services start 21 November 2011, with twice daily services on weekdays and daily services on weekends.





Strategic account management

FCm Travel Solutions has been providing strategic account management to Australia's top 500 organisations for many years. Our account management program underpins our ability to provide client strategies that challenge benchmarks, deliver thought provoking concepts and maintain a healthy return on investment (ROI) for customers. Our unique approach is based on expert business planning and comprehensive reporting, which is delivered by the most experienced people and backed by a service continuum.

While FCm clients have been leveraging our expertise in strategic account management for years, a shift in the broader corporate travel market indicates a growing number of corporates are now looking for a travel management company, like FCm, with proven ability in this space.

What is strategic account management in travel?

Strategic account management involves looking at your travel program from a big picture perspective and determining how every aspect of your travel from booking to buying, procedures and policy can be enhanced. The focus is on delivering immediate savings through the rates and fares you are booking as well as savings through best practice travel management over the long term. Strategic account management is about taking a holistic rather than ad hoc approach where all of your company's travel and entertainment activity is planned and measured to reduce costs.

In corporate travel the hallmarks of effective account management include:

- a dedicated account manager who has extensive experience in all aspects of corporate travel management
- effective and ongoing assessment of your spend, existing travel patterns, culture and travel behaviour
- a strategic business plan that is a 'living and breathing' document
- supplier negotiations
- benchmarking
- compliance measures to maximise the savings from your policy
- Advanced management information reporting tools

Account management specialists

FCm is renowned within the corporate travel industry for having a strong account management program. Our people work within a value-adding service continuum, which ensures ongoing development and management of your travel program in line with your core company objectives. These performance drivers enable FCm with input from your organisation to better

manage, control and improve your return on investment from travel.

FCm's business plan continuum:

Assess: your company's travel behaviour and benchmark your performance

Identify: opportunities and potential savings

Design: a central travel policy and tailor business plan solutions to match your company's objectives

Communicate: the benefits of the travel policy to boost compliance and drive savings

Negotiate: with suppliers and providers

Measure: your performance with tailored reporting

Control: the strategic plan with your input and adjust when required

Maintain: performance and savings



The tools of strategic account management

People

As an FCm client you'll receive a dedicated account manager with extensive experience in travel management and business planning. Our people have an excellent

understanding of travel products, services and industry markets. They will analyse your travel program expertly and use the analysis to effectively plan for the future.

Business plan

Your FCm account manager will create a strategic business plan, which maps out a path forward for improving the key travel management areas, known as the 'five Cs' - consolidation, cost management, compliance, corporate social responsibility and customer satisfaction. The plan will detail what the focus is, how this will be actioned, a timeframe and whose responsibility it is to ensure progress is achieved. Your business plan also provides a roadmap of your travel program achievements.

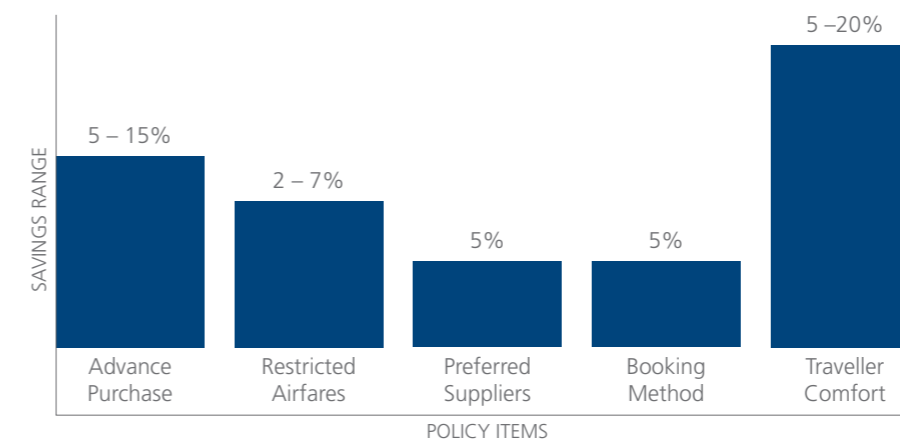
Core travel program objectives

Cost management: supplier arrangements, policy, technology, buying behaviour, ROI, non-core work, expense management processes

Compliance: policy suitability, mandates, visibility, metrics, suppliers

Corporate responsibility: traveller tracking, risk management, greenness, traveller wellbeing

Where we will find savings



These are a few of the different areas that FCm can help your company streamline for greater savings.

Customer satisfaction: feedback, service level agreements, relationship management, performance metrics

Consolidation: expense visibility, leakage, policy mandates and expense processes, suppliers.

Management information reporting

Strategic account management relies on having a comprehensive and accurate view of your travel spend and patterns. Using management information reporting your FCm account manager has the right data to see where changes need to be made. Travel reporting is the visible platform of your travel program, which enables compliance audits, exceptions, supplier management and program trending.

Travel savings opportunities

By using strategic account management FCm has been able to deliver amazing results for customers. The chart below shows a range of savings FCm can lead your organisation to achieve through advanced account management strategies.



You'll always be better off dealing with 'ideas people'.

At FCm our people are encouraged to think intuitively and expansively about the products and services they supply to your business. They are actively encouraged to challenge the status quo to find innovative solutions for saving you money. It's our objective to ensure that every possible aspect of your travel booking experience is simplified and streamlined.

That's why you should expect:

- local, personal, flexible service
- proactive thinking
- genuine cost savings
- solutions tailored to your business objectives.