CBTG ANNUAL BENCHMARKING SURVEY
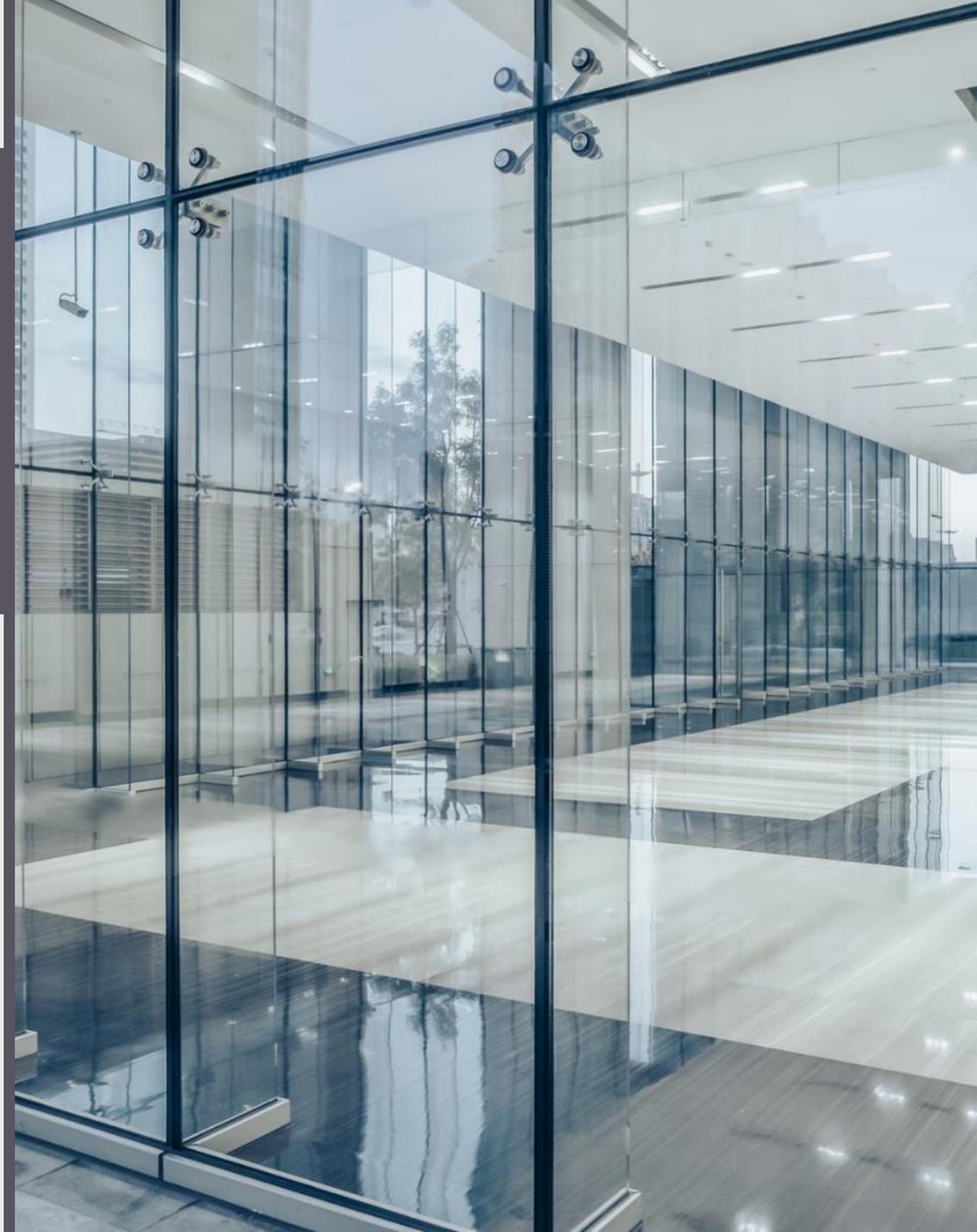
The aim is for this exercise to be easy and meaningful

Agenda

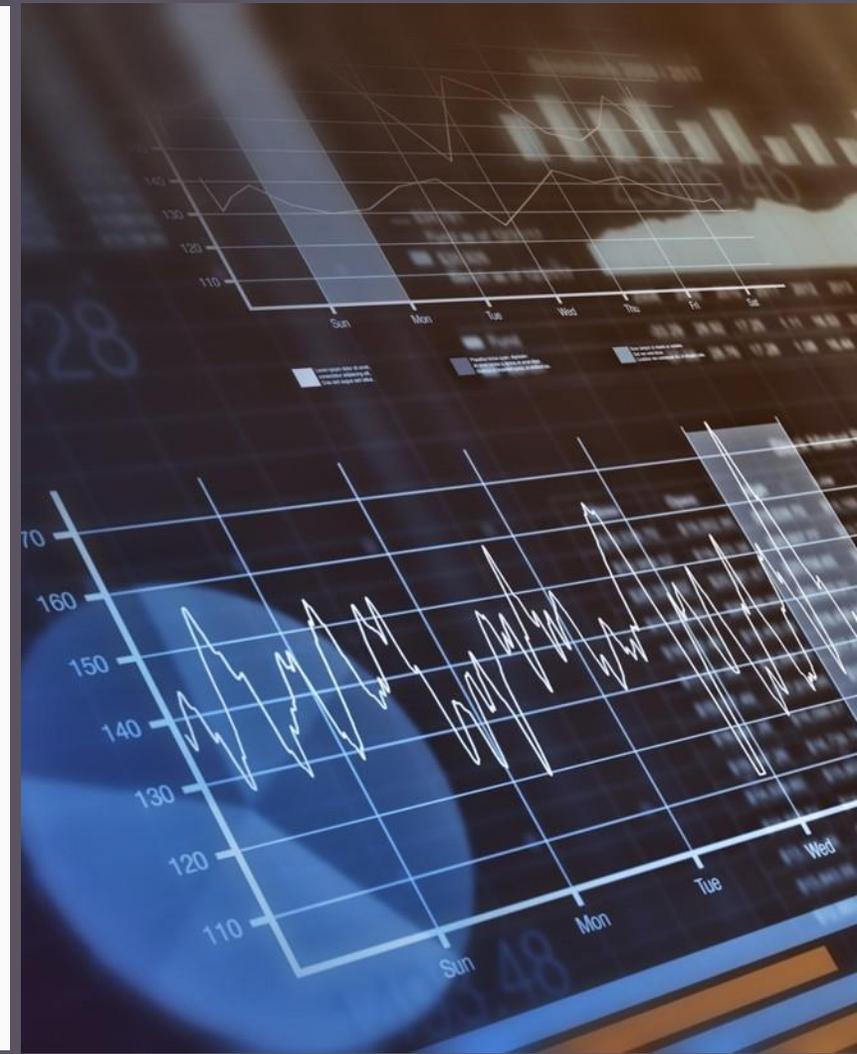Timeline

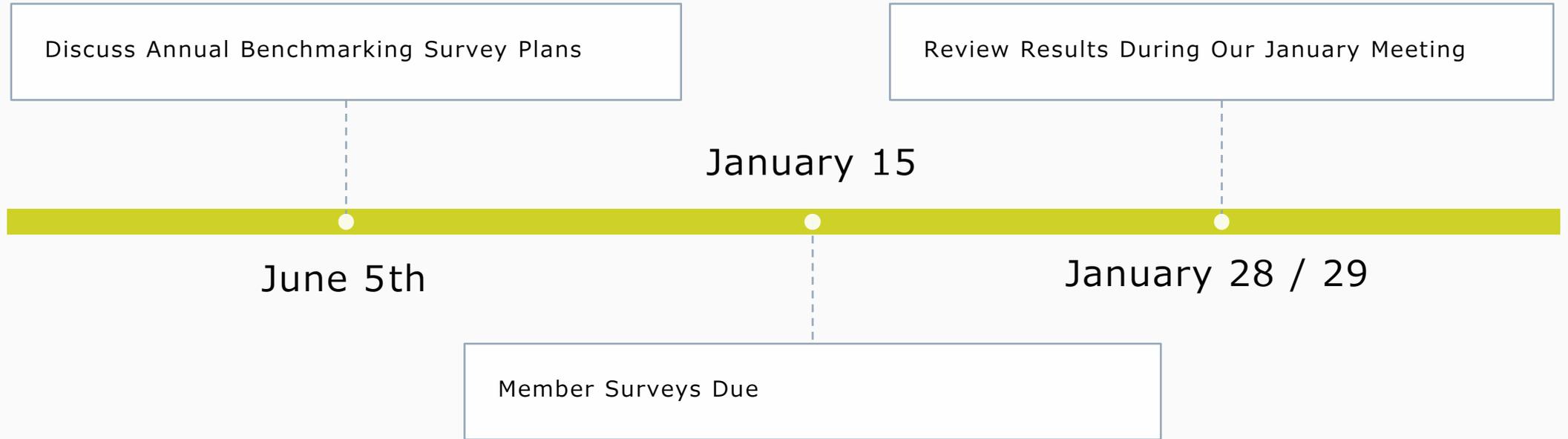Data Entry – Output- What Is Not Shared

- Air

- Car

- Hotel

- Staff

- Miscellaneous

Data Collection Spreadsheet

Summary

Discuss Annual Benchmarking Survey Plans

Review Results During Our January Meeting

January 15

June 5th

January 28 / 29

Member Surveys Due

Timeline

Air

Data Entry

1. # of Domestic Bookings
2. # of International Bookings
3. # of Full-Service Bookings
4. # of Online Bookings
5. # of NDC Bookings
6. Total Service Fees
7. Total Account Management Fees
8. Total Commissions
9. Total Overrides
10. Air Program (Y/N)

Output

- % of Bookings - Domestic
- % of Bookings - International
- % of Bookings - Full-Service
- % of Bookings - Online
- % of Tickets NDC
- Revenue Per Booking
- Air Program (Y/N)

What is Not Shared

- # of Bookings
- Total Service Fees
- Total Account Management Fees
- Total Commissions
- Total Overrides

Car

Data Entry

1. # of Bookings

2. Total Service Fees

3. Total Commissions

4. Total Overrides

Output

- Revenue Per Booking

What is Not Shared

- # of Bookings

- Total Service Fees

- Total Commissions

- Total Overrides

Hotel

Data Entry

1. # of Bookings

2. Total Service Fees

3. Total Commissions

4. Total Overrides

Output

- Revenue Per Booking

- Hotel Attachment Rate

What is Not Shared

- # of Bookings

- Total Service Fees

- Total Commissions

- Total Overrides

Staff

Data Entry

1. IC's (Y/N)

2. Corporate Revenue

3. Advisor / IC FTE's

4. Account Manager FTE's

Output

- IC's (Y/N)

- Revenue Per Advisor

- Revenue Per Account Manager

What is Not Shared

- Corporate Revenue

- Advisor / IC FTE's
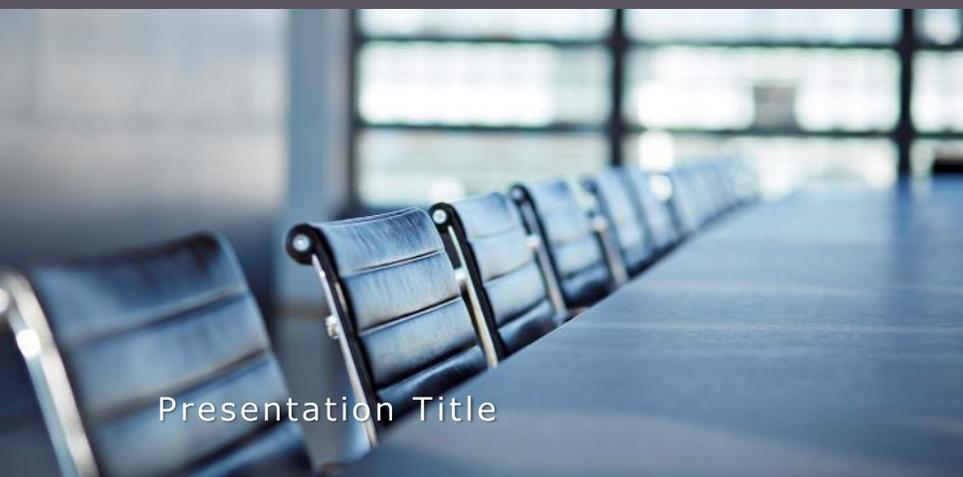
- Account Manager FTE's

Miscellaneous

Data Entry

1. GDS Segments
2. GDS Segment Revenue
3. Marketing & Advertising Spend
4. Does Your Marketing & Advertising Spend Include Personnel Costs? (Y/N)

Output

- GDS Revenue Per Segment
- Advertising Spend
- Does your marketing and advertising spend include personnel costs?

What is Not Shared

- GDS Segment Revenue

Summary

If the preceding is acceptable, approximately 26 data entry fields will be utilized, providing 16 data points for benchmarking.

Data specific to amount of service fees or data that provides an indication to total company revenues or number of employees will be shared.

Please send any comments or suggestions regarding the Annual Benchmarking Survey to duane@duagency.com

THANK YOU