



Annual Benchmarking Review

Commonwealth Business Travel Group
2023 Data

Agenda

01.
Introduction

02.
2023 Results

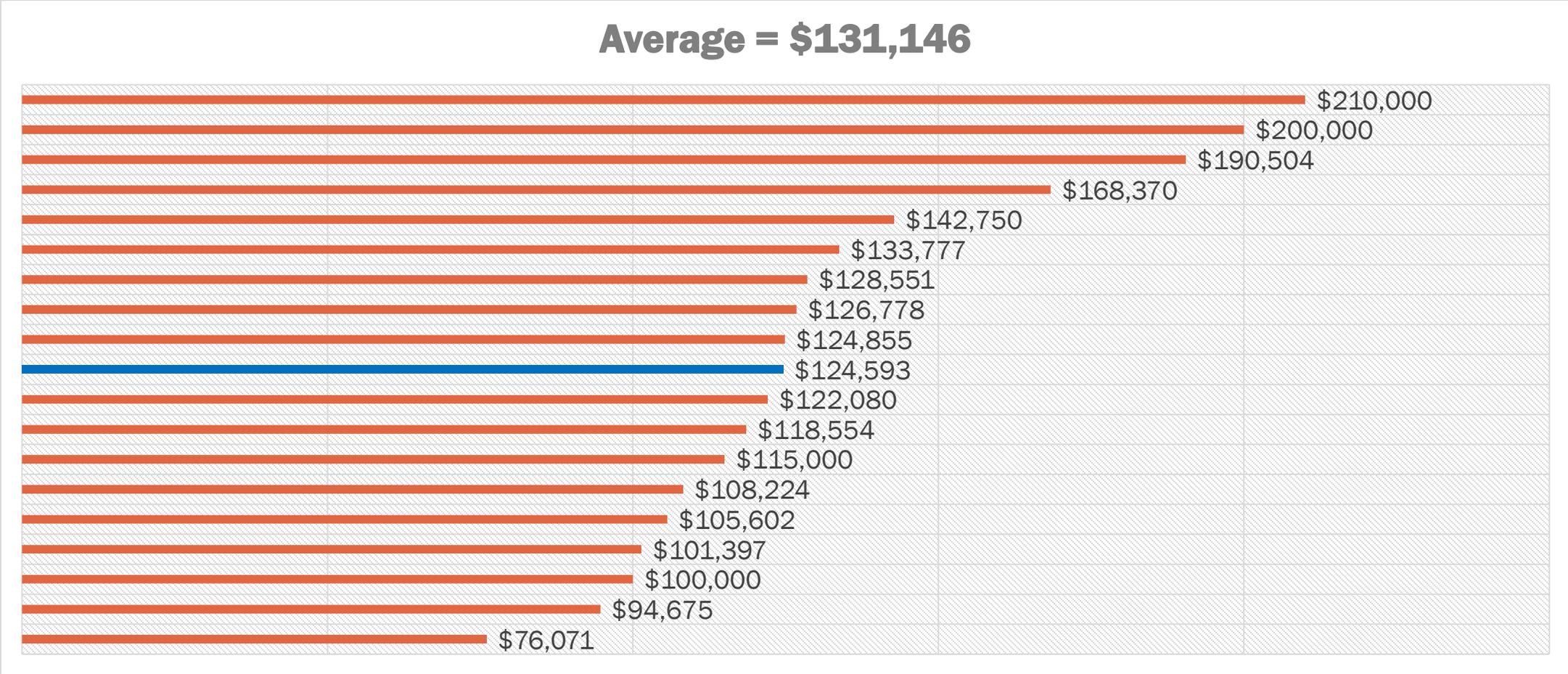
03.
Is this a valuable
exercise?

04.
Going Forward

05. Ending Remarks

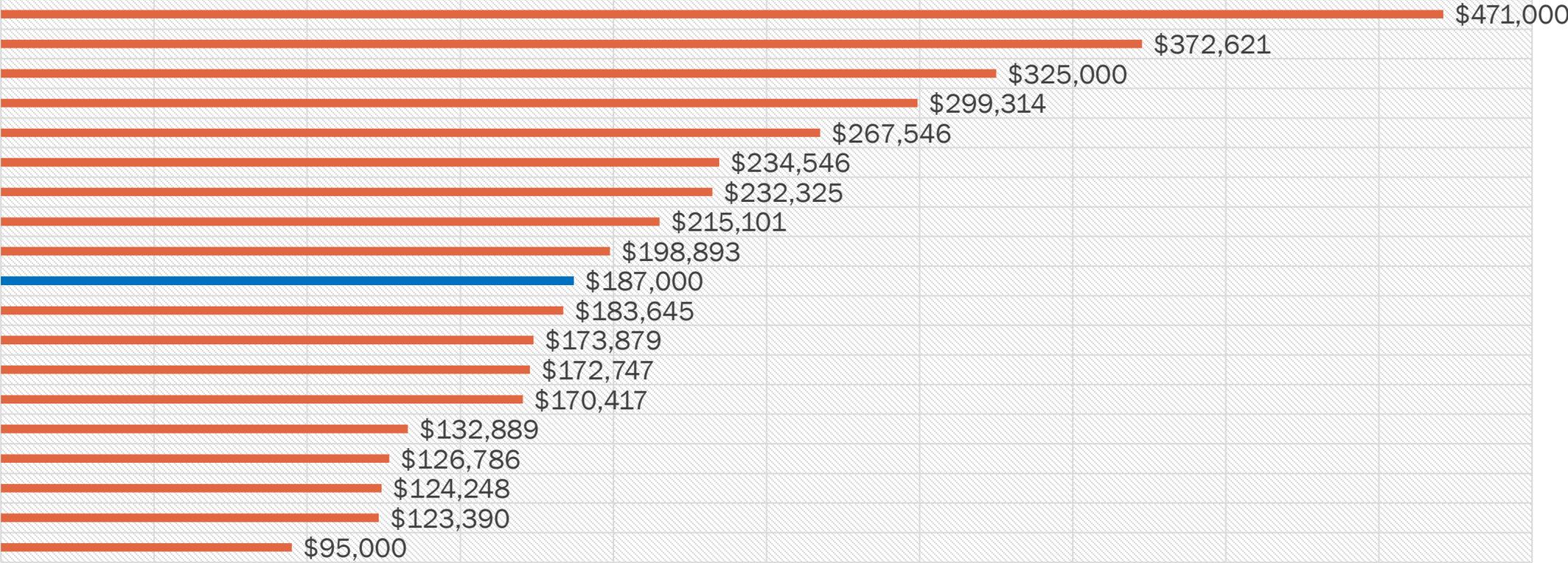


Revenue Per Corporate FTE



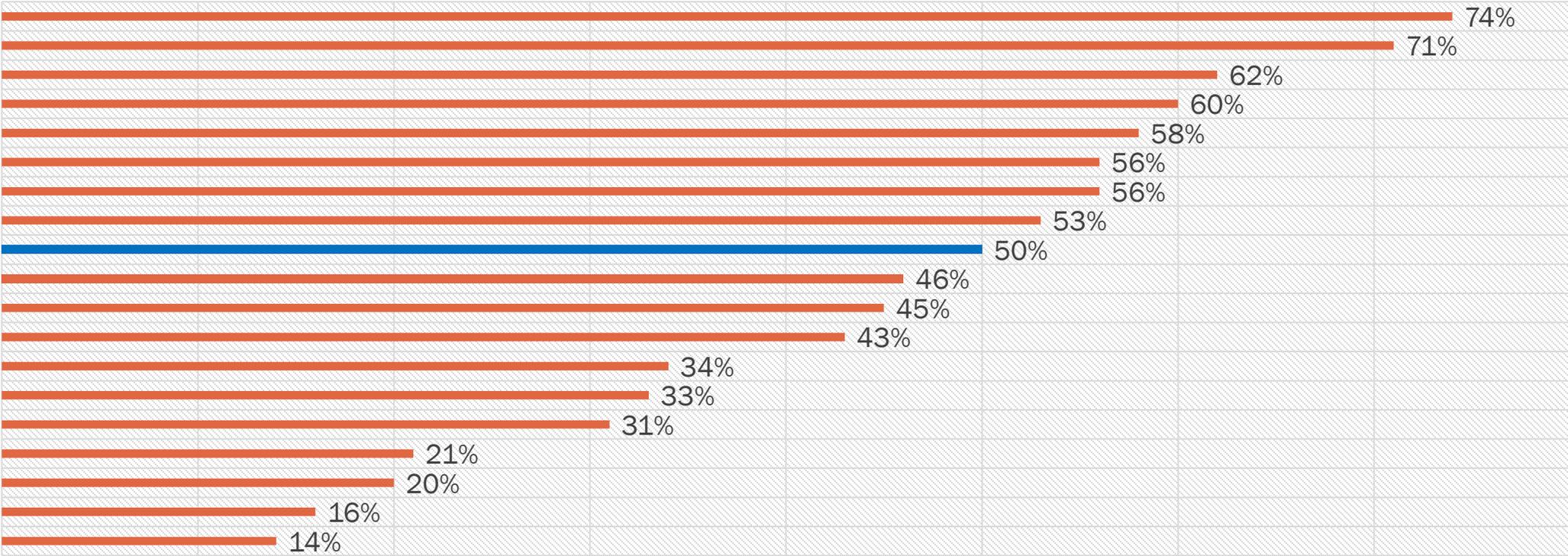
Revenue Per Corporate Advisor

Average = \$216,124



Personnel Expense as a % of Revenue

Average = 44%



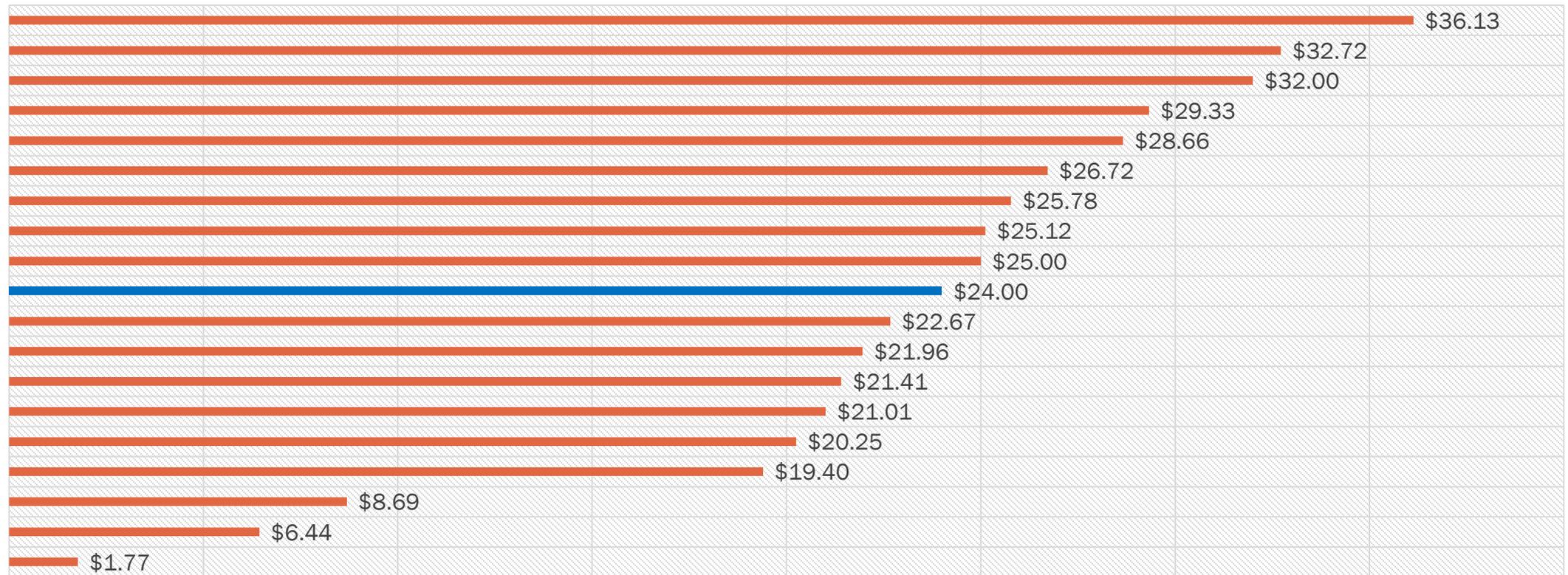
Airline Compensation Per Ticket

Average = \$19.40



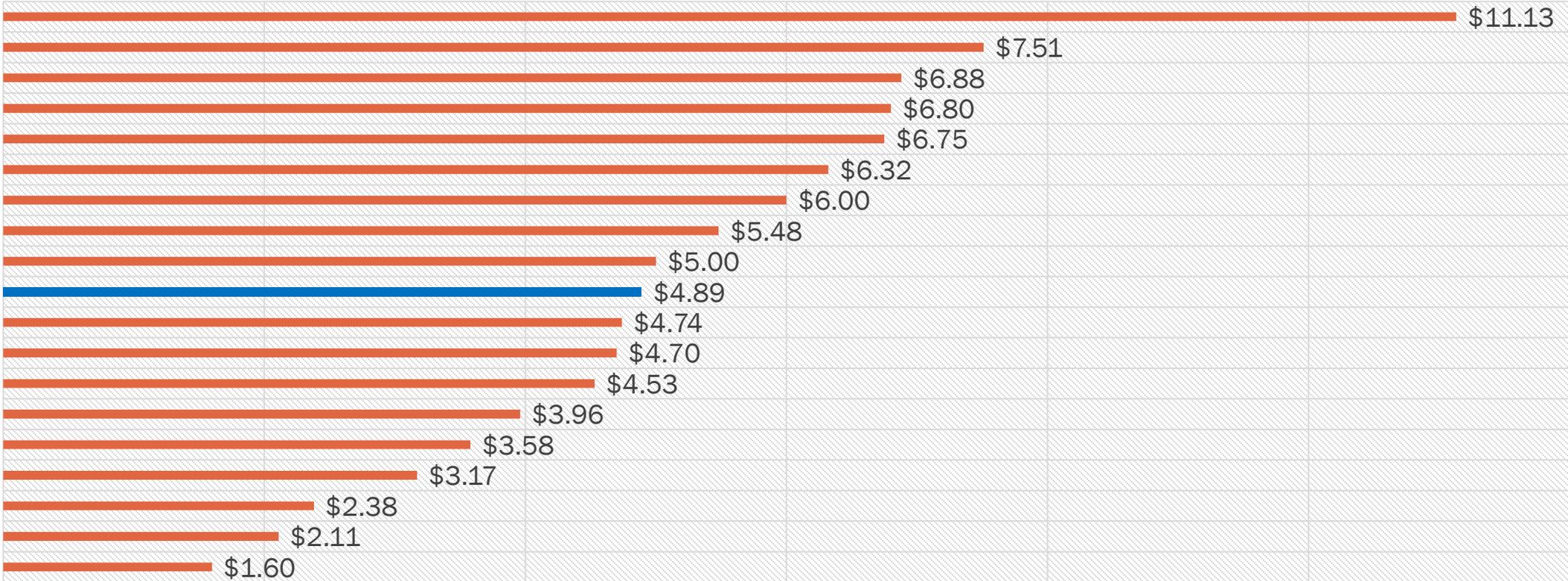
Service Fees per Ticket Sold

Average = \$22.58

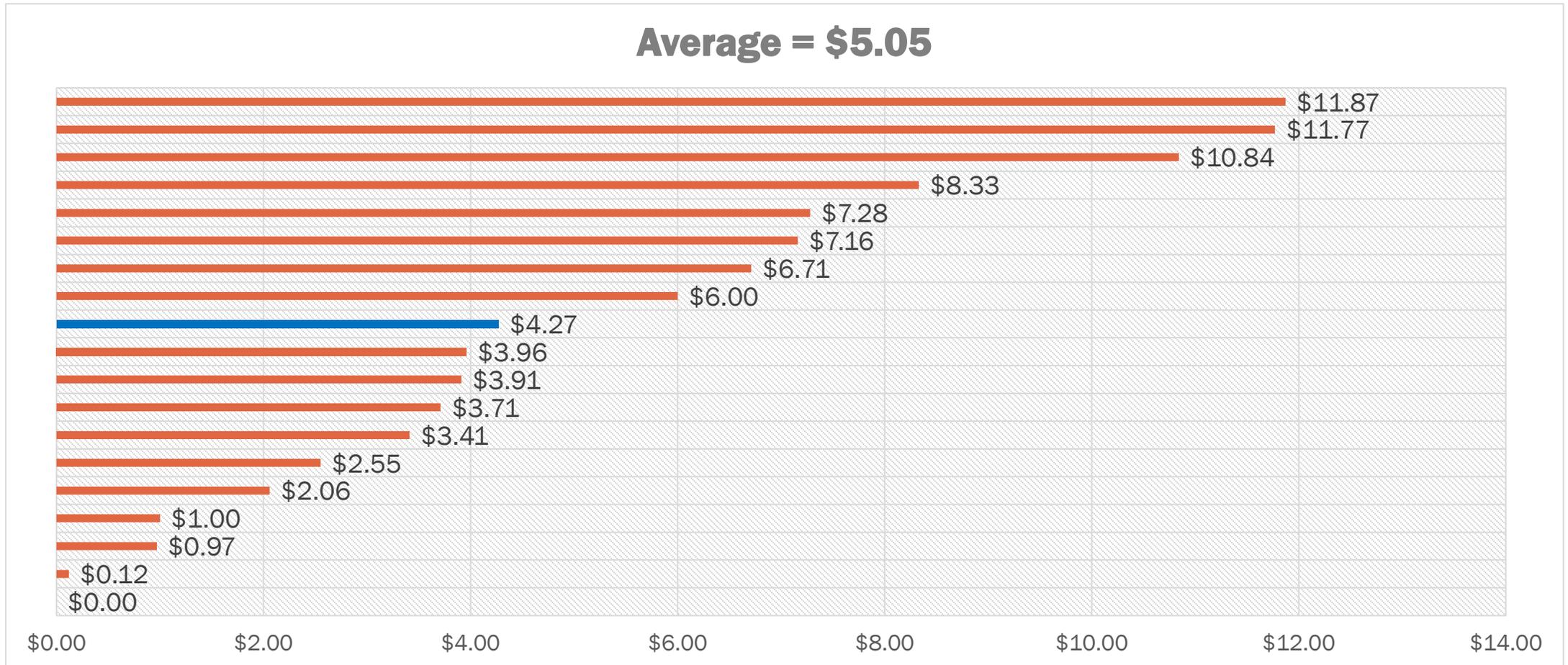


GDS Revenue per Ticket Sold

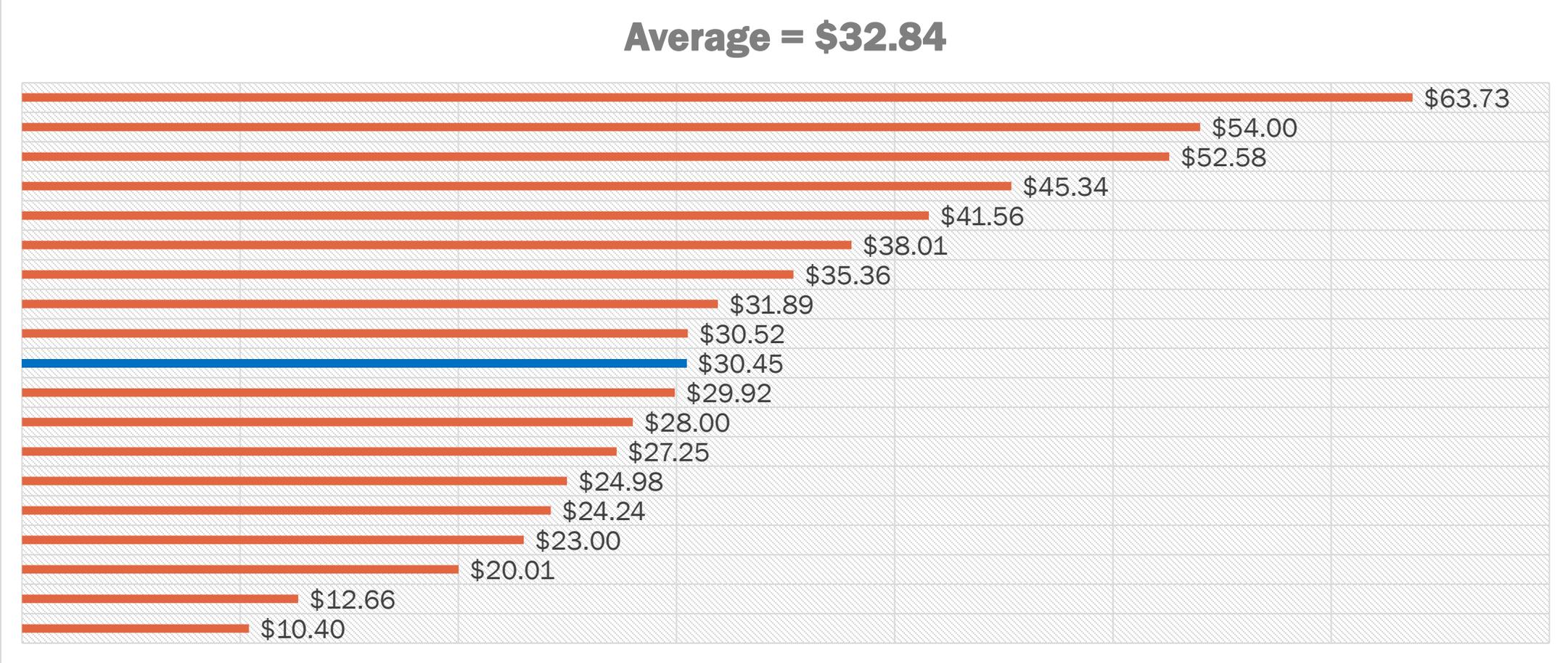
Average = \$5.13



Air Overrides per Ticket Sold

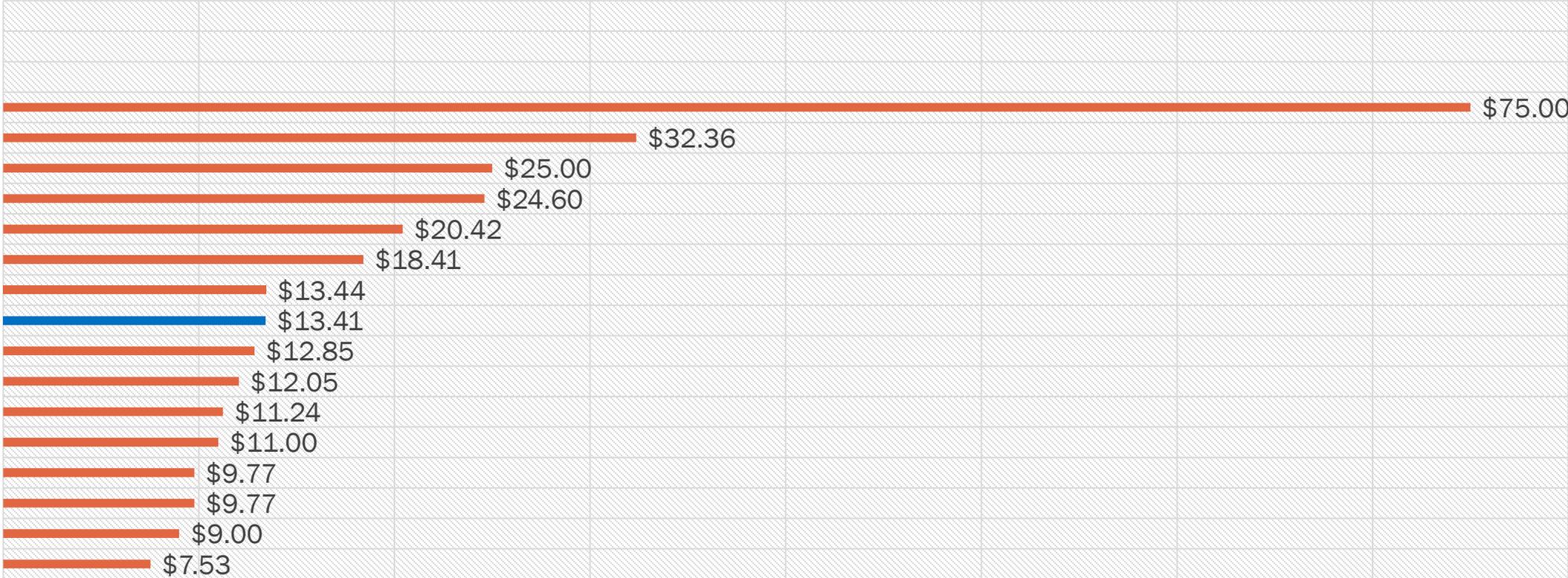


Hotel Revenue per Booking



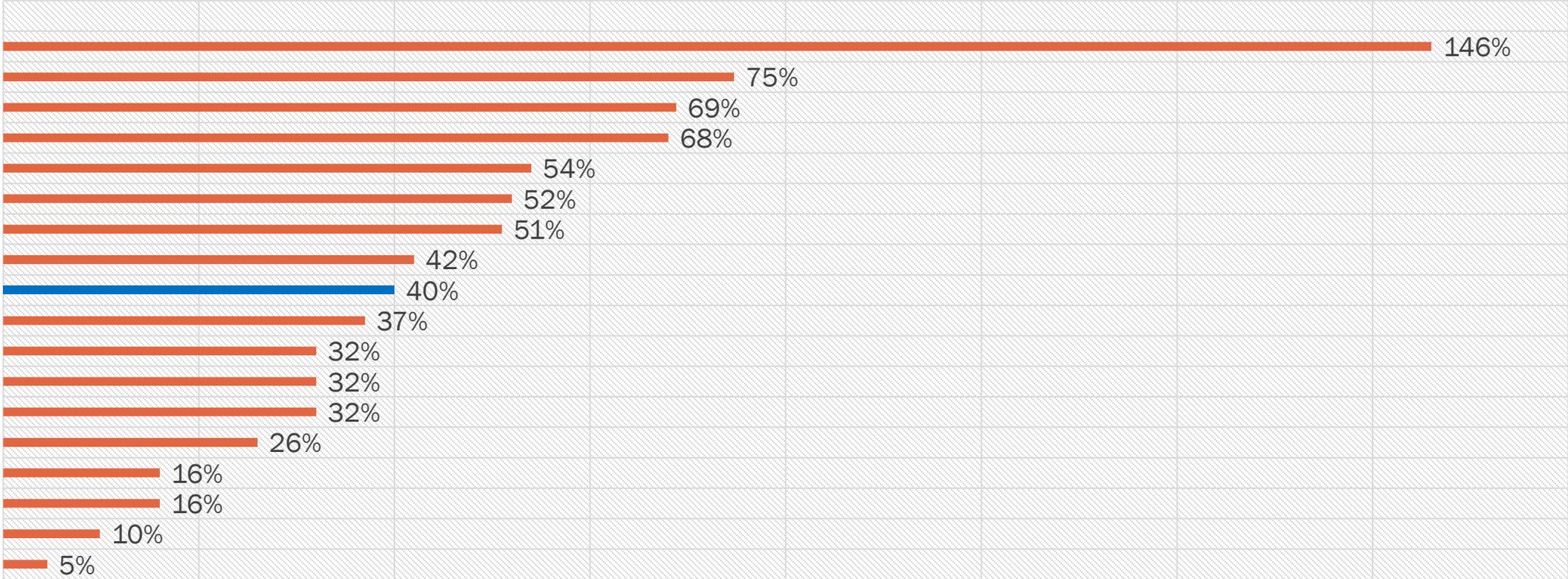
Hotel Revenue per Room Night

Average = \$19.12

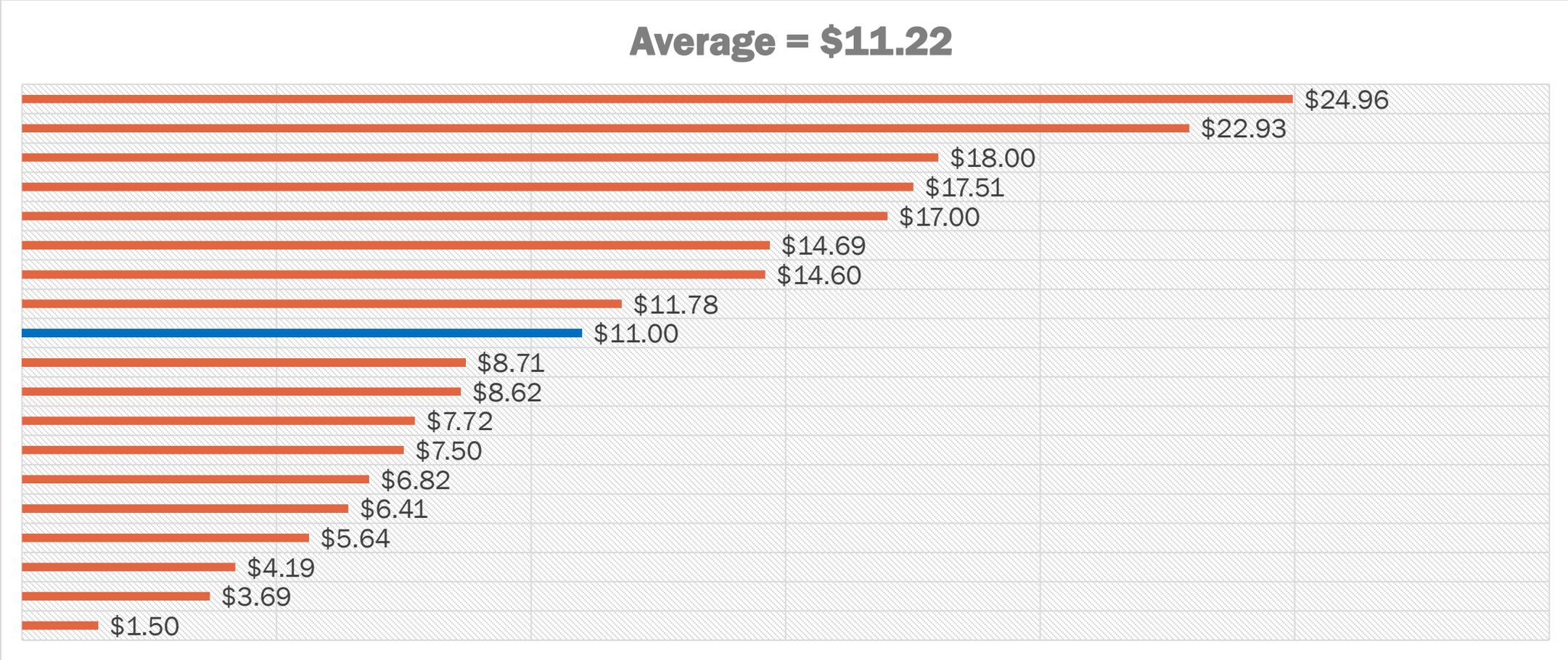


Hotel Attachment Rate

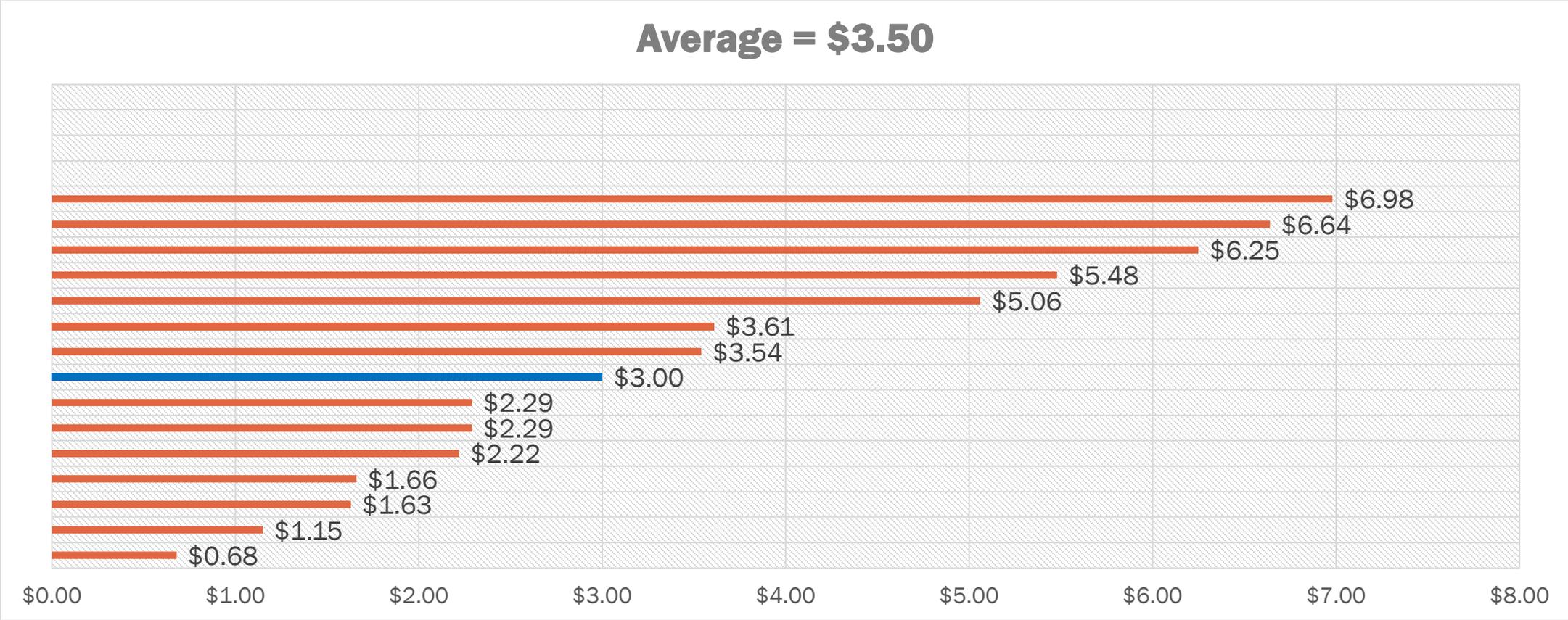
Average = 45%



Car Revenue per Booking



Car Revenue per Rental Day



**Do we want to do
this again next year?**

**Are the definitions
clear enough?**

**Are we measuring
and benchmarking
the right data?**

**Are the calculations
correct?**

Revenue per full time employee	Total agency revenue , including net revenue from independent contractors, per FTE agency employee	Total revenue from all sources - (total revenue generated from independent contractors) + (Total "Net Revenue" generated from independent contractors) / all travel agency employees. (this is everyone including working owners but does not include an independent contractor unless they act as an employee that you can identify how many hours they work) (Part time are counted are counted fractionally)
Revenue per agent employee	Total agency revenue, excluding revenue from independent contractors, per agency sales employee	(Total revenue from all sources - Total revenue generated from independent contractors) / Average number of Full Time "Agent" employees for the year. (Part time are counted fractionally)
Total Personnel expense as a percentage of revenue	Total personnel expense (no IC's) including outside professional accounting services as a percentage of total revenue. This includes all payroll taxes	(Corporate account solicitation compensation and agency marketing personnel compensation + Accounting outside professional service + Accounting employees compensation + Support employees + management employees + Other employees + payroll taxes) / total revenue from all sources - Total revenue generated from independent contractors + (Total net revenue generated by independent contractors)
Total Direct Airline compensation per ticket sold	Average commissions and overrides (minus debit memo's) per ticket sold. (ARC and non ARC)	(ARC air commissions + ARC overrides + non ARC air commissions + non ARC overrides - Debit memos) / (number of ARC tickets sold + number of non ARC tickets sold + exchanges - cancellations)
Service Fees per ticket sold	Average Service Fee per ticket sold for ARC and non ARC	Air service fees (including management fees) / (number of ARC tickets sold + number of non ARC tickets sold + exchanges - cancellations)
GDS revenue per ticket sold	GDS segment revenue earned plus amortized bonus per ticket sold	All GDS revenue earned (including amortized upfront bonus) / (number of ARC tickets sold + number of non ARC tickets sold + exchanges - cancellations)
Overrides per ticket sold	Air overrides as a percentage of tickets sold	All air associated overrides / (number of ARC tickets sold + number of non ARC tickets sold + exchanges - cancellations)
Hotel revenue per booking	Hotel revenue per booking	(Hotel Commissions + Overrides + Hotel service fees) / number of hotel bookings
Hotel Revenue per room night	Hotel revenue per room night	(Hotel Commissions + Overrides + Hotel service fees) / number of hotel room nights
Hotel Attachment Rate	Hotel Bookings as a percentage per tickets booked to show hotel cross sell.	number of hotel bookings / (number of ARC tickets sold + number of non ARC tickets sold)
Car revenue per booking	Car revenue per booking	(Car Commissions + Overrides + Car service fees) / number of car bookings
Car revenue per rental day	Car revenue per rental day	(Car Commissions + Overrides + Car service fees) / number of rental car days



Thank you

