

TRAVELSCENE CORPORATE TURNS SOCIAL TREND INTO REALITY

[15 December 2011] It's a fact. Smart phone and electronic pad applications have changed the way corporate travel is conducted, and Australia's leading group of travel management companies (TMCs) is turning that trend into a reality for the benefit of their clients, according to Travelscene Corporate General Manager, David Padman.

"Whether you work in travel, or are an avid traveller, chances are your routines have changed somewhat over the past two years," Mr Padman said. "There has been a flurry of activity in social media but it's about how TMCs have 'settled in' to these new mediums that really makes the difference."

"Our Travelscene Corporate Members are successful because they continue to ask their clients what they value most in online applications and resources – and go about implementing these desires into their business model to increase client satisfaction."

A recent social media survey undertaken by Travelscene Corporate over a range of events including the Western Australian Mining and Engineering Expo (WAMEX) and the Executive Assistants Network (EAN) Melbourne Conference, revealed a unified acceptance that social applications have changed the way corporate travel is conducted.

"Flight accommodation services such as bookings, online check-in and seat allocations came out as the most valued application tools for those surveyed, followed by GPS tools, information on destinations and local news applications. Overall, however, a mix of 'all of the above' in applications proved most valuable."

"In terms of business to consumer (B2C) communication via social media, the survey found that people trust TMCs slightly more than their friends when it comes to travel news and information on Facebook. News received via advertisements came nowhere near as close in terms of trusted sources."

"This is a huge opportunity that our TMCs are taking advantage of – ensuring they are connecting with their clients online and starting real conversations that will be heard and received."

"The social consumer is no longer a buzzword; it is a reality with real business opportunities and challenges. TMCs that embrace the speed of this technology, that listen to their customers and evolve their business models will come out on top when it comes to delivering experiences, every time."

Travelscene Corporate is Australia's largest group of premium independent travel management companies and winner of Australia's Best Travel Agency Group 2006, 2008 and 2011. Each year, our Members help deliver travel solutions to over 2 million travellers and provide expertise to Australia's leading businesses, large and small.

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