

What every travel program manager should measure

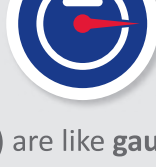
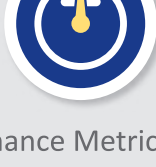
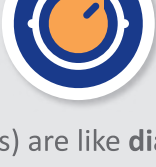
KPIs that will win the hearts and minds of your executives



Measuring the value of KPIs and KPMs



KPIs (Key Performance Indicators) are like **dials**—they show data you can influence, set goals for, and act upon for significant results and benefits



KPMs (Key Performance Metrics) are like **gauges**—they show statistics you can compare against (average ticket price, year over year changes, etc.) but have no **direct** control over

It's good to know both

Both KPIs and KPMs will help you develop a strategy for managing your travel program by knowing **which direction to turn the dials** to influence traveler behavior

For more insights into the hows and whys of travel KPIs, read [the full GBTA paper](#)

KPIs every travel program manager should measure



Travel spend

The **amount paid** for travel and travel-related expenses, by period, by region and/or by business units/cost centers

Where to find the data

- Expense management system
- General ledger
- Your TMC
- Self-booking tool(s)



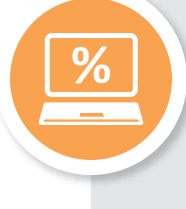
Prices

Your prices **compared against** industry prices



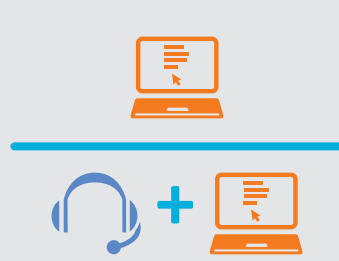
Where to find the data

- Your TMC
- Credit card data
- Industry groups
- Self-booking tool(s)



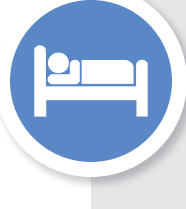
Online adoption

The **number of tickets** issued through the self-booking tool **divided by** all tickets issued by the TMC **and** self-booking tool



Where to find the data

- Your TMC
- Self-booking tool(s)



Hotel visibility

The **sum** of TMC **and** self-booking tool **hotel-room nights** **divided by** the **sum** of TMC **and** self-booking tool **nights away** as measured by the air and rail PNR departure and return dates



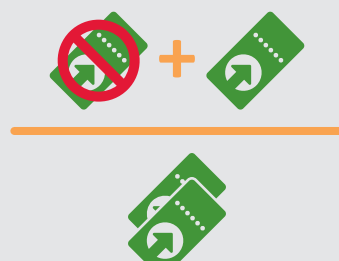
Where to find the data

- Your TMC
- Self-booking tool(s)



Re-booking rate

The **sum** of the **number of changes** made to each ticket **divided by** the **total number** of tickets issued



Where to find the data

- Your TMC
- Self-booking tool(s)



Reimbursement days

The **average number of days** **between** submission of an expense report by the traveler and the date of funds **disbursement**

Where to find the data

- Expense reporting tool



Contract support

Booked or ticketed **spend** with the preferred supplier(s) **divided by** contracted or targeted spend with the preferred supplier(s)



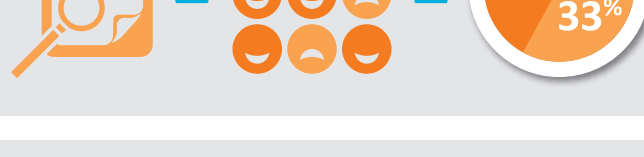
Where to find the data

- Your TMC
- Credit card data
- Self-booking tool(s)
- Supplier contracts



Traveler satisfaction

The results from your own surveys; often expressed in percentages, i.e. the **average score** from all travelers **divided by** the highest potential score



Where to find the data

- Survey contracted jointly with your TMC
- Your own internal surveys



Spend under contract

Contracted spend **divided by** total travel spend



Where to find the data

- TMC back office data
- Credit card data
- Buyer's supplier contracts



Booking visibility

Booked and ticketed spend **divided by** total travel spend



Where to find the data

- Expense management system
- General ledger
- Your TMC
- Self-booking tool(s)



Realized negotiated savings

Market rate **minus** the negotiated rate **multiplied by** the units purchased using the negotiated fare or rate



Where to find the data

- Your TMC
- Self-booking tool(s)
- Supplier contracts
- Suppliers



Contract competitiveness

Your **savings rate** (**realized negotiated savings** [see above] **divided by** the **supplier's market rate**) **divided by** your **benchmark peer group's** average savings rate



Where to find the data

- Your TMC
- Self-booking tool(s)
- Supplier contracts
- Suppliers



Payment visibility

Travel-related spend on corporate payment vehicles **divided by** total travel spend



Where to find the data

- Expense management system
- General ledger
- Credit card data



Cabin non-compliance

Air and rail spend in cabins that are higher than policy allowed **divided by** air and rail spend in all cabins



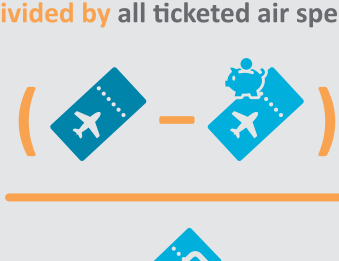
Where to find the data

- Your TMC
- Your travel policy



Lowest logical airfare non-compliance

The ticket price **minus** the lowest logical airfare **divided by** all ticketed air spend



Where to find the data

- Your TMC
- Your travel policy
- Self-booking tool(s)



Cost of managed travel

Travel program costs **divided by** total travel spend



Where to find the data

- Expense management system
- General ledger
- Your travel program's expense details



Advanced booking non-compliance

Ticketed air spend booked less than "X" days in advance **divided by** all ticketed air spend

where "X" is the number of days specified by the travel policy



Where to find the data

- Your TMC
- Your travel policy
- Self-booking tool(s)



Data quality standard

The number of **travel data records** that pass the data quality definitions **divided by** the total number of all **travel data records**



Where to find the data

- Your TMC
- Credit card data
- Self-booking tool(s)
- Suppliers

Basic data quality definitions:

- Presence or absence of data in a field
- Data values that fall within acceptable ranges
- Data received in a timely manner
- Data properly formatted

Source: GBTA: Key Performance Indicators for Managing Corporate Travel, 2012