

Influence travelers at the right time

Mobile messages drive on-the-road employees to preferred suppliers

Textron employees received messages within their travel management company's mobile platform, reminding them to use preferred airport parking

Greater traveler awareness prompted a **90% increase** in parking with the preferred vendor

The company's parking-related savings **more than doubled**

How TripSource helps



Travelers forget—reminders make a difference



TripSource® influences traveler behavior at the point of decision



Messages are timely and relevant—sent only to travelers who can use them