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THE INTERNET AGAINST A TRAVEL AGENT - A CASE STUDY

As the following table sets out, internal staff members within your business are often spending an unnecessary amount of time in making travel bookings. Up to one hour on one simple point-to-point airfare booking is not productive, efficient or justified.

The following example is based on one standard point-to-point domestic air booking with two nights' accommodation and two days' car hire. It outlines the time taken currently by your staff in booking airfares via the Internet vs. using your Travel Agent.

YOUR STAFF ON THE INTERNET			
Action		Time taken	
		At best	At worst
1.	Connect to internet	.30 sec	1 min 1
2.	Log onto relevant website	.30 sec	min 1
3.	Navigate way through site	.30 sec	min
4.	Find appropriate flight options	1 min	5 mins 5
5.	Make booking (entering same data each time)	2 mins	mins
6.	Check Qantas website (alternate airline may have greater seat availability) Repeat steps 1-5	9 mins	20 mins
7.	Find appropriate hotel	5 mins	10 mins
8.	Make accommodation booking	2 mins	5 mins 5
9.	Ring car hire company (dependent on hold time)	2 mins	mins 5
10.	Produce itinerary	2 mins	mins
One Booking Time Total		24mins 30sec	58 mins
Changes x 1			
11.	Call Airline to make changes or log on to the internet	5 mins	10 mins
12.	Repeat steps 8-10 per relevant changes	6 mins	15 mins
One Booking + One change Time Total		35mins 30sec	1 hr 23 mins
Average Two bookings per day + one change each		1 hr 10 mins	2 hrs 46 mins

VIA YOUR TRAVEL AGENT		
Time taken to contact your travel agent to make all arrangements in one phone call or e-mail.	2mins	10 Mins

It is not uncommon for travel coordinators within state offices to be spending up to 1 hour a day on a simple point-to-point domestic flight! This could have been arranged in less than 5 minutes by utilising a travel manager experienced in the industry and with the resources at hand to source all the best options and provide comparison quotes. Personal Assistants inevitably are spending significantly more time than is needed in performing this function.

ALL OF THE ABOVE IS BEFORE YOU EVEN CONSIDER WHAT YOU MIGHT HAVE TO DO IF YOUR FLIGHT IS DELAYED, RESCHEDULED AND/OR YOU MISS A CONNECTION WHEN YOU'RE AT AN AIRPORT IN THE MIDDLE OF THE NIGHT, ON THE OTHER SIDE OF THE WORLD, TRYING TO REARRANGE TRAVEL AND HOTEL BOOKINGS!!!