



SEMINAR 15



DATA: LESS IS MORE?

SIMON CRUNDEN – Founder, Nutrip



TravelManagement

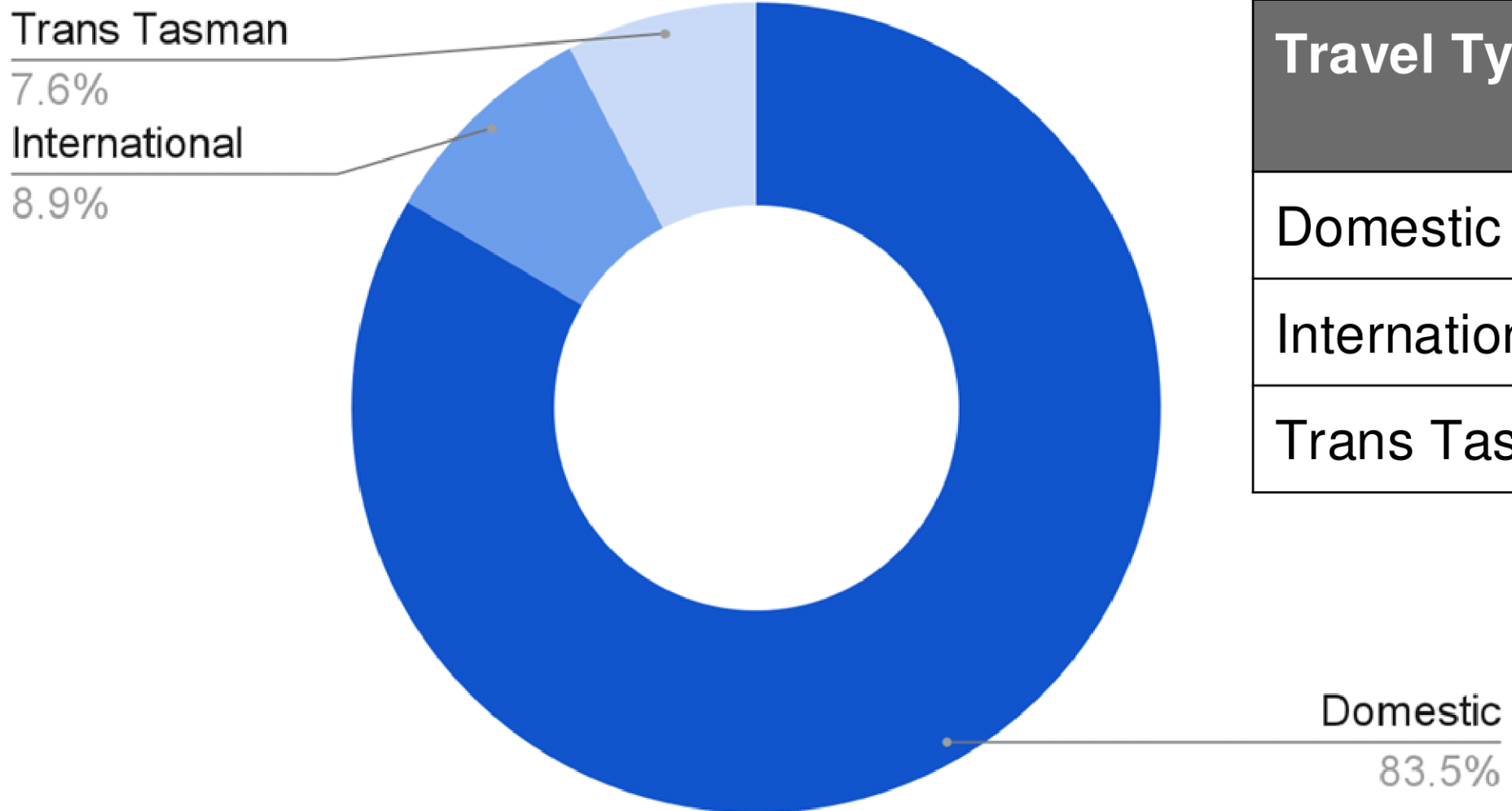
Understanding the Value of Travel Data

Customer X Corporate Profile

- Spend \$1.9 million
- High profile organisation
- Corporate and group travel
- No airline deals in place
- Strict corporate compliance structure



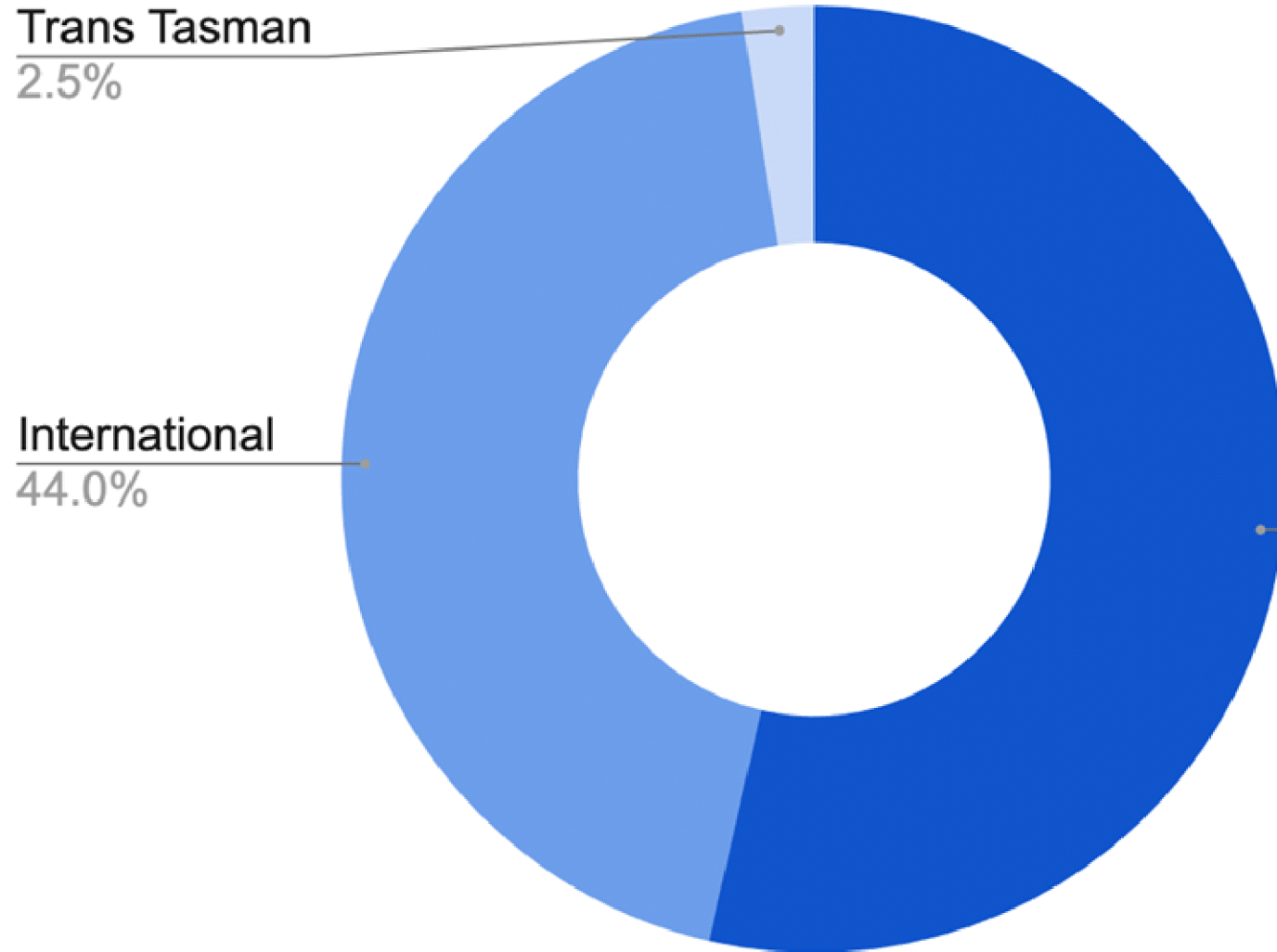
Trip Movement Analysis FY 2024



Travel Type	# Trips
Domestic	975
International	104
Trans Tasman	89



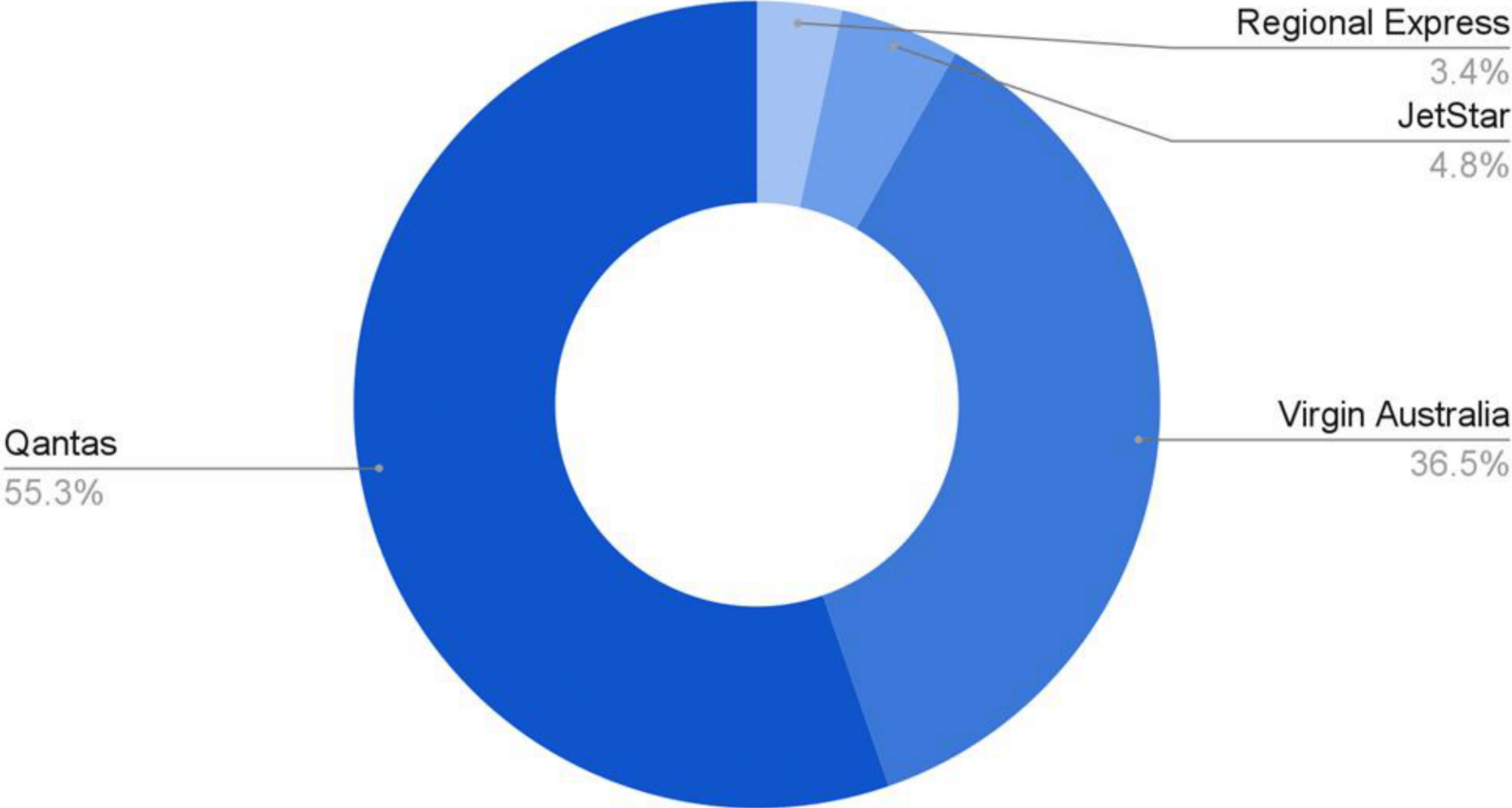
Travel Expenditure Analysis FY 2024



Travel Type	Spend
Domestic	\$1,011,772
International	\$830,511
Trans Tasman	\$46,435



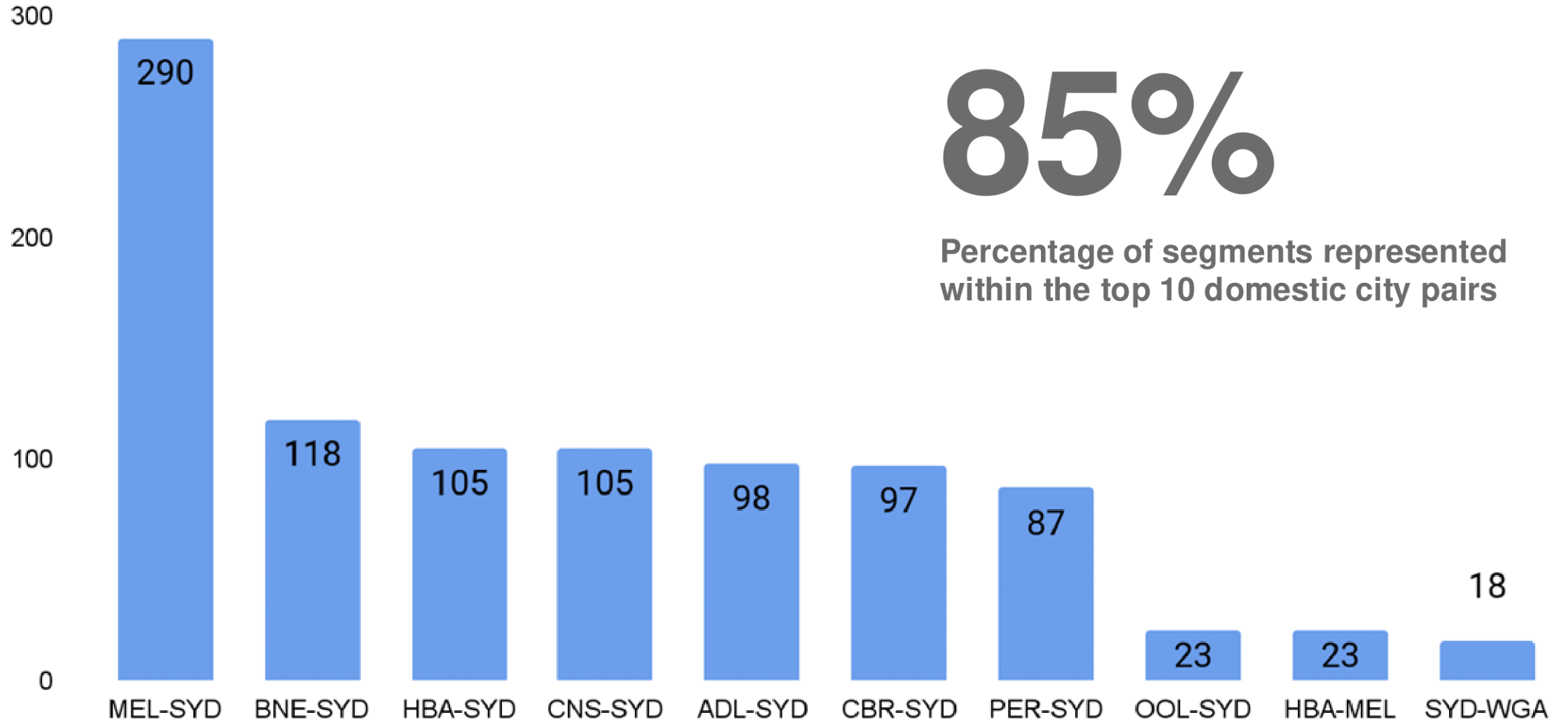
Domestic Airline Market Share by Number of Trips FY 2024



Data Source: Travel Management Company

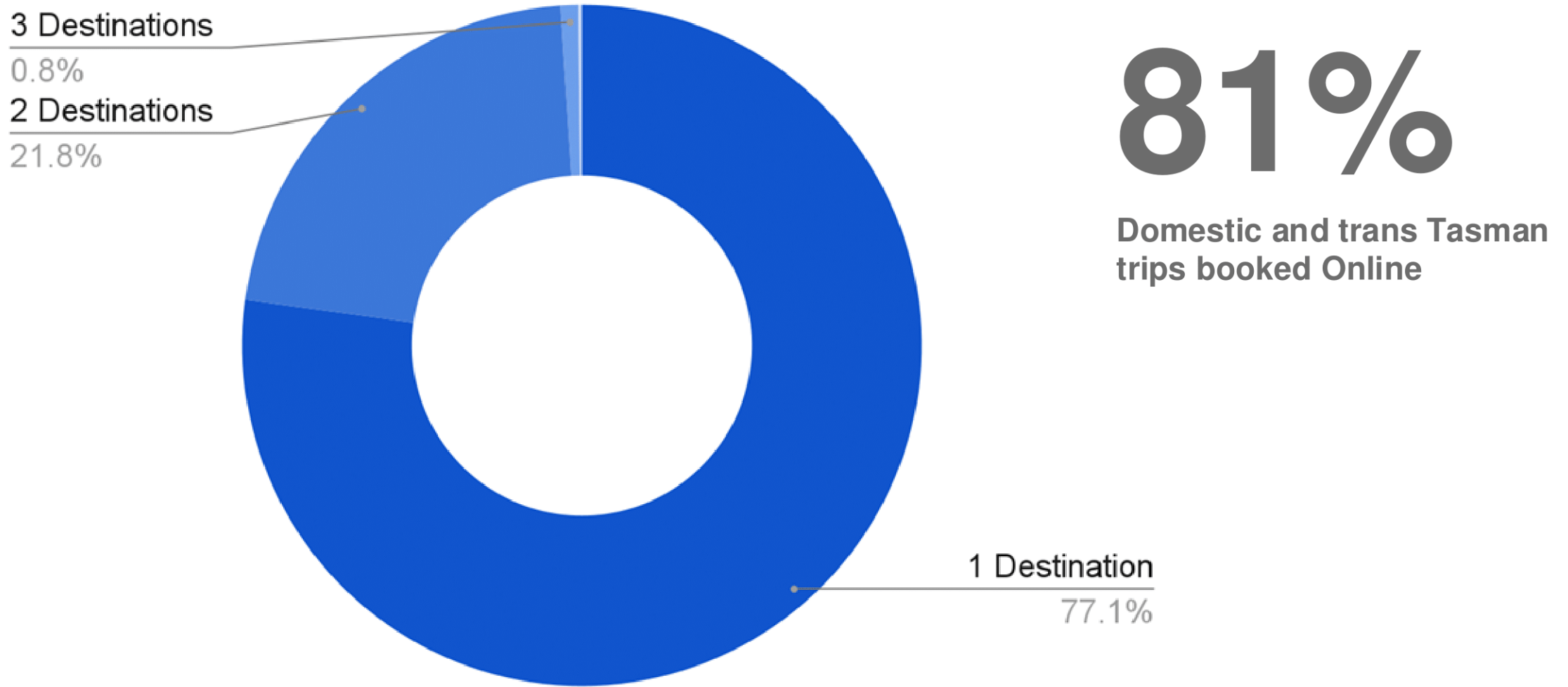


Domestic Air Segments by Count FY 2024





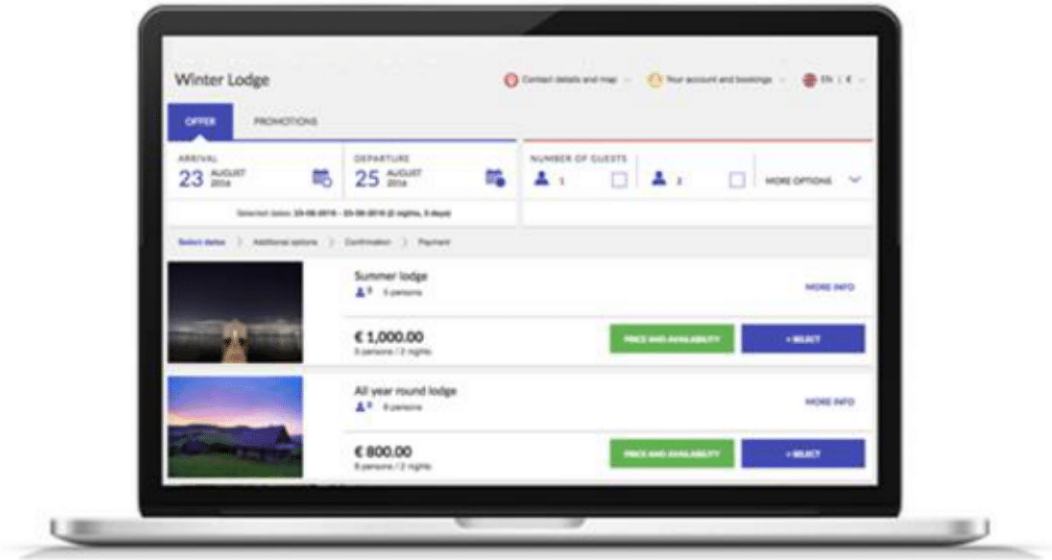
Domestic Bookings by Number of Destinations FY 2024





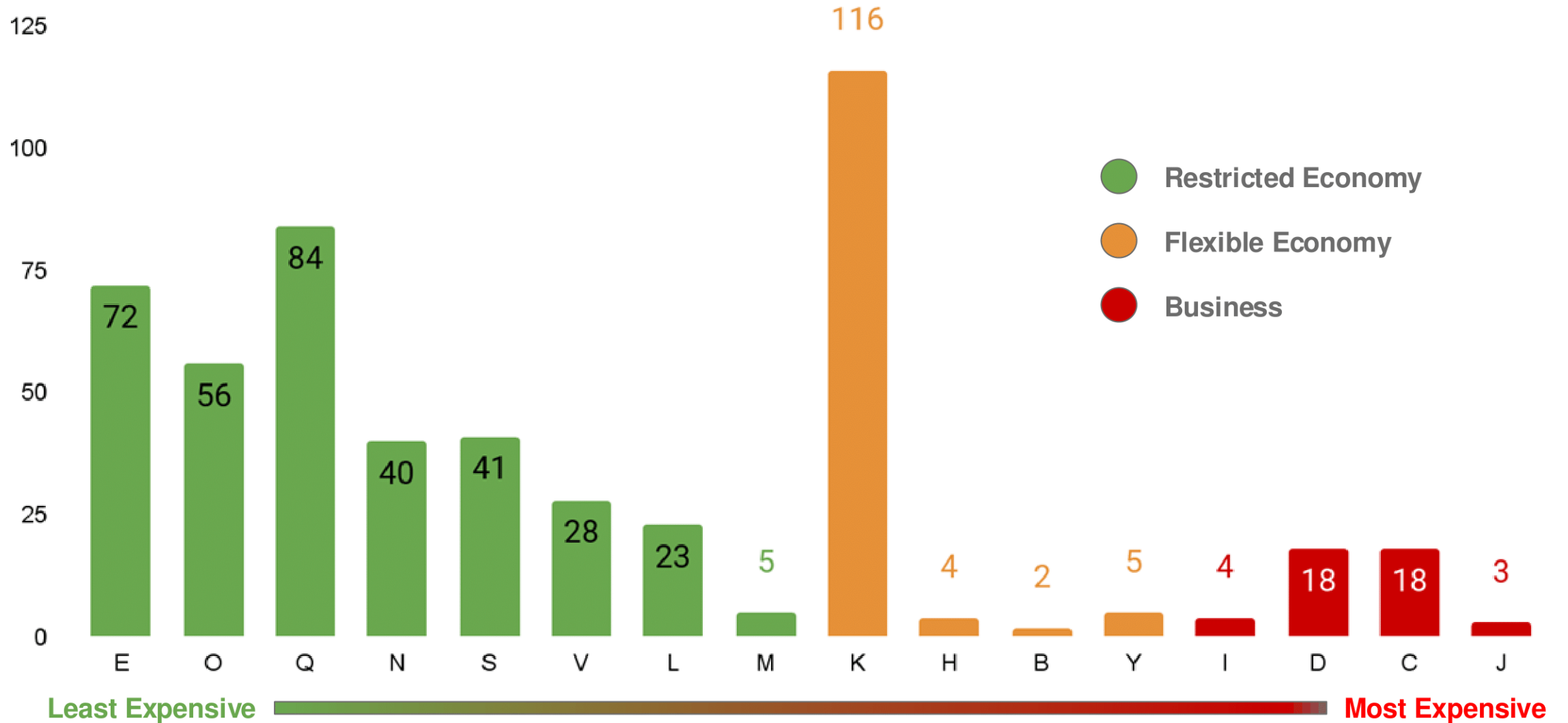
81%

Domestic and trans Tasman trips booked
Online





Qantas Domestic Air Segments by Class of Travel FY 2024





Changes and Refunds FY 2024

Changes to Bookings

15.2%

- 117 changes
- Cost \$33K
- Average \$282

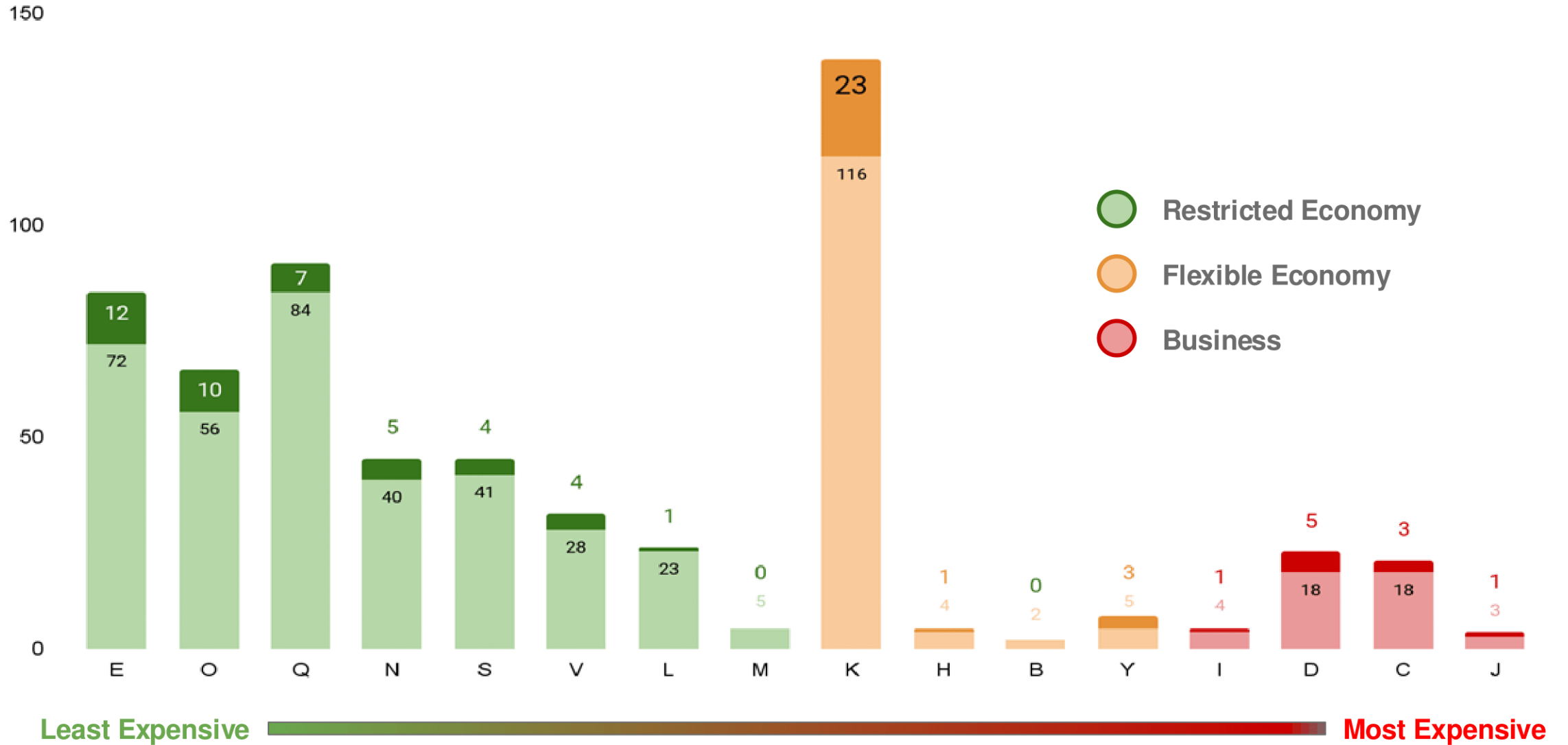
Refunds

8.3%

- Refunds
- Partial Refunds

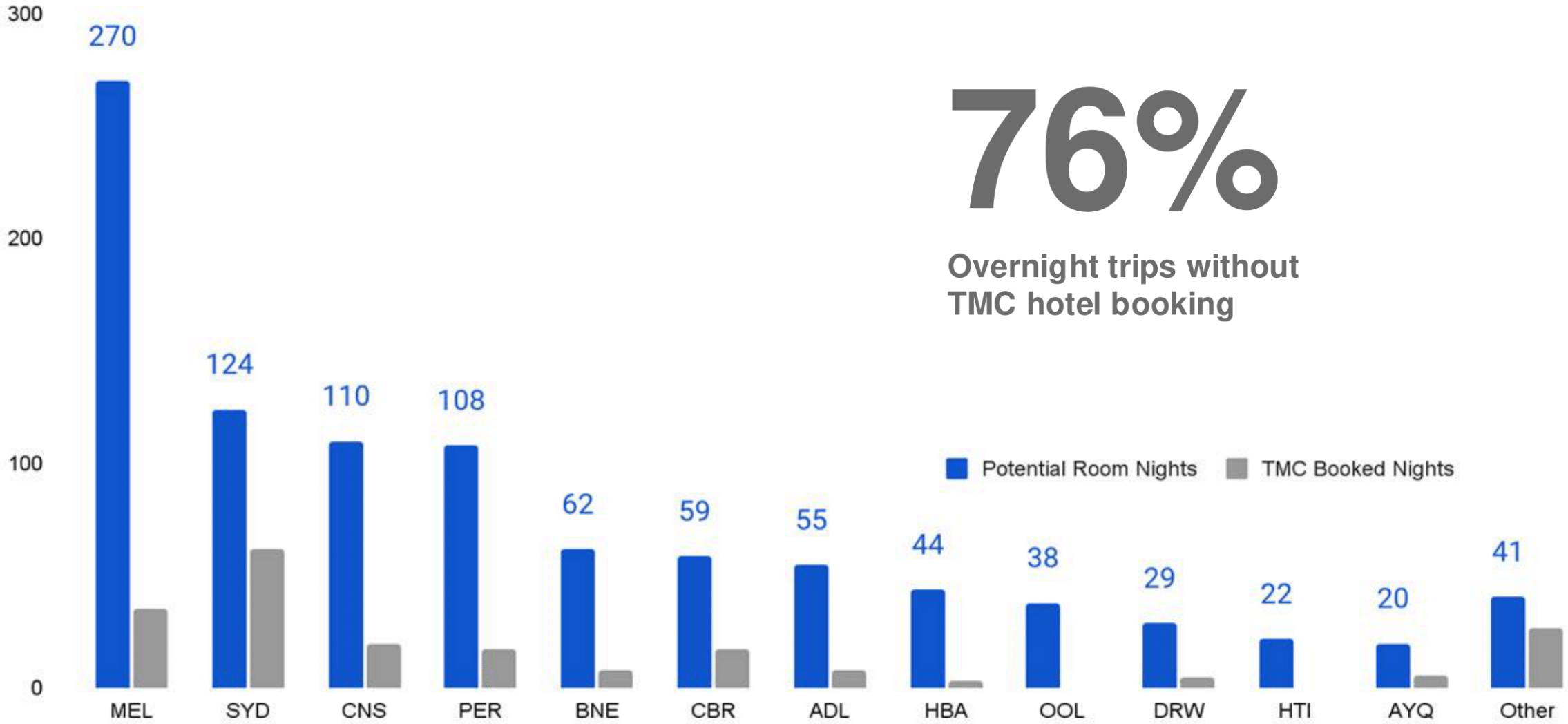


Qantas Domestic Air Segments by Class of Travel / Changes FY 2024





Potential Room Nights vs TMC Booked (by Location) FY 2024

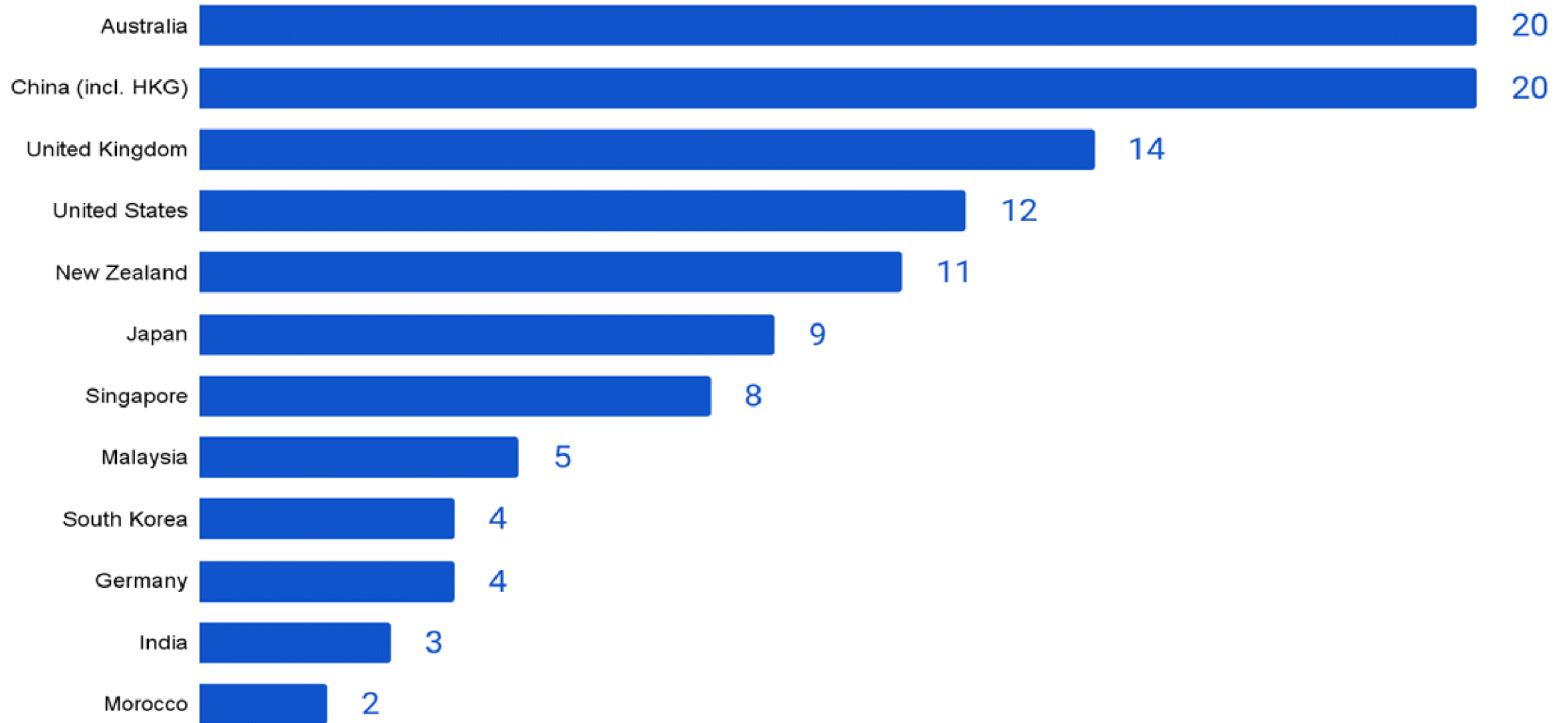


Data Source: Travel Management Company

International Travel

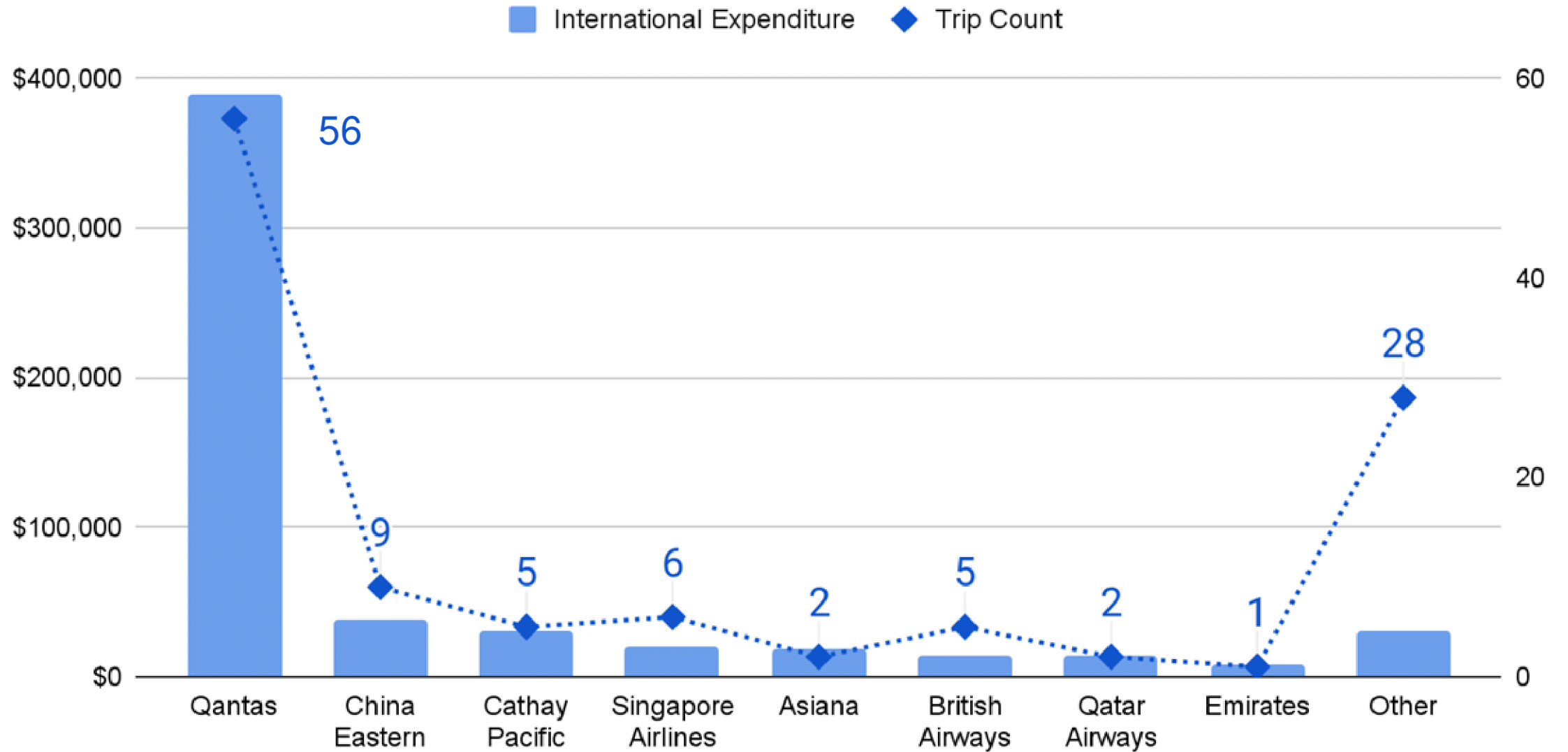


International Travel by Destination Country FY 2024



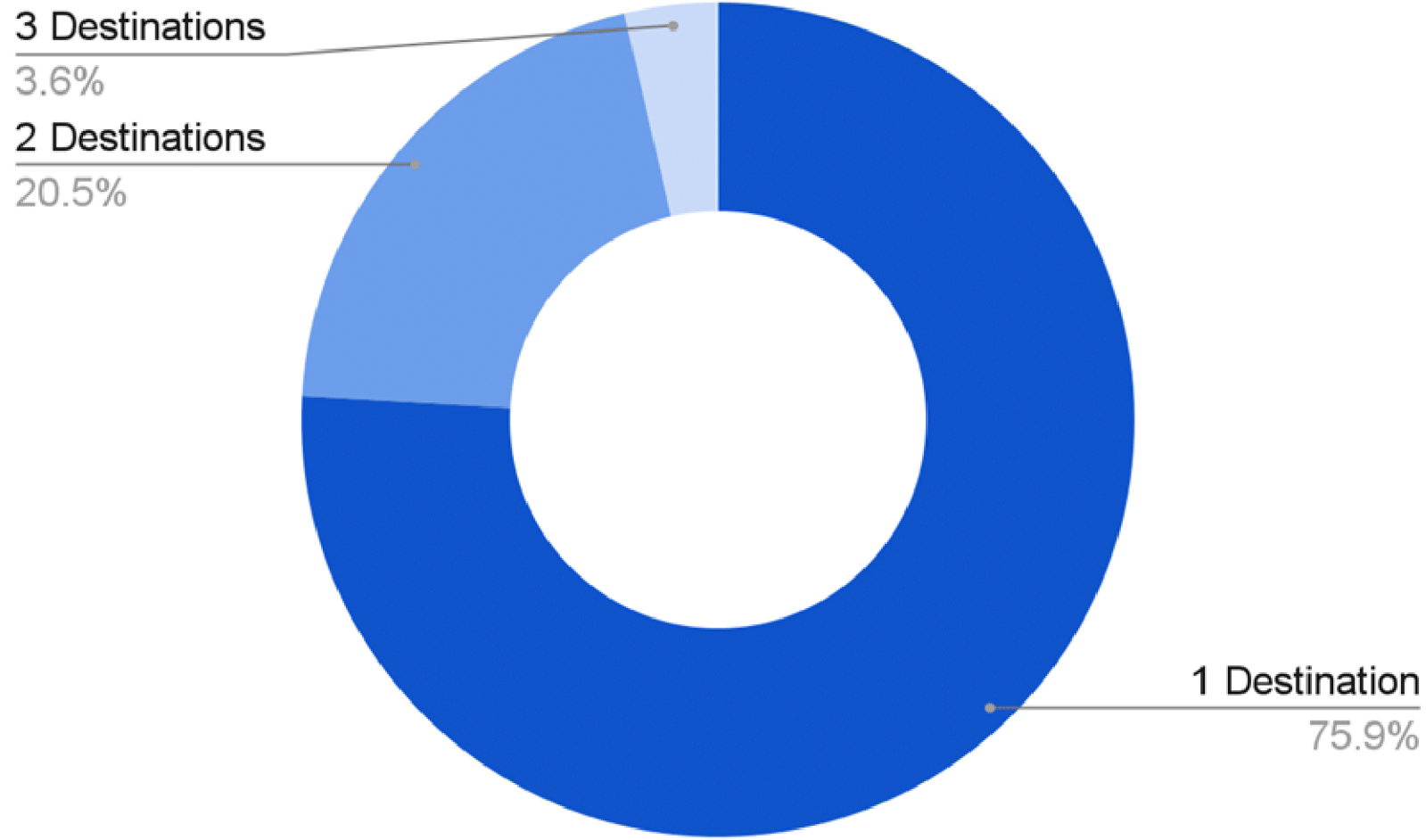


International Expenditure and Ticket Count by Airline FY 2024





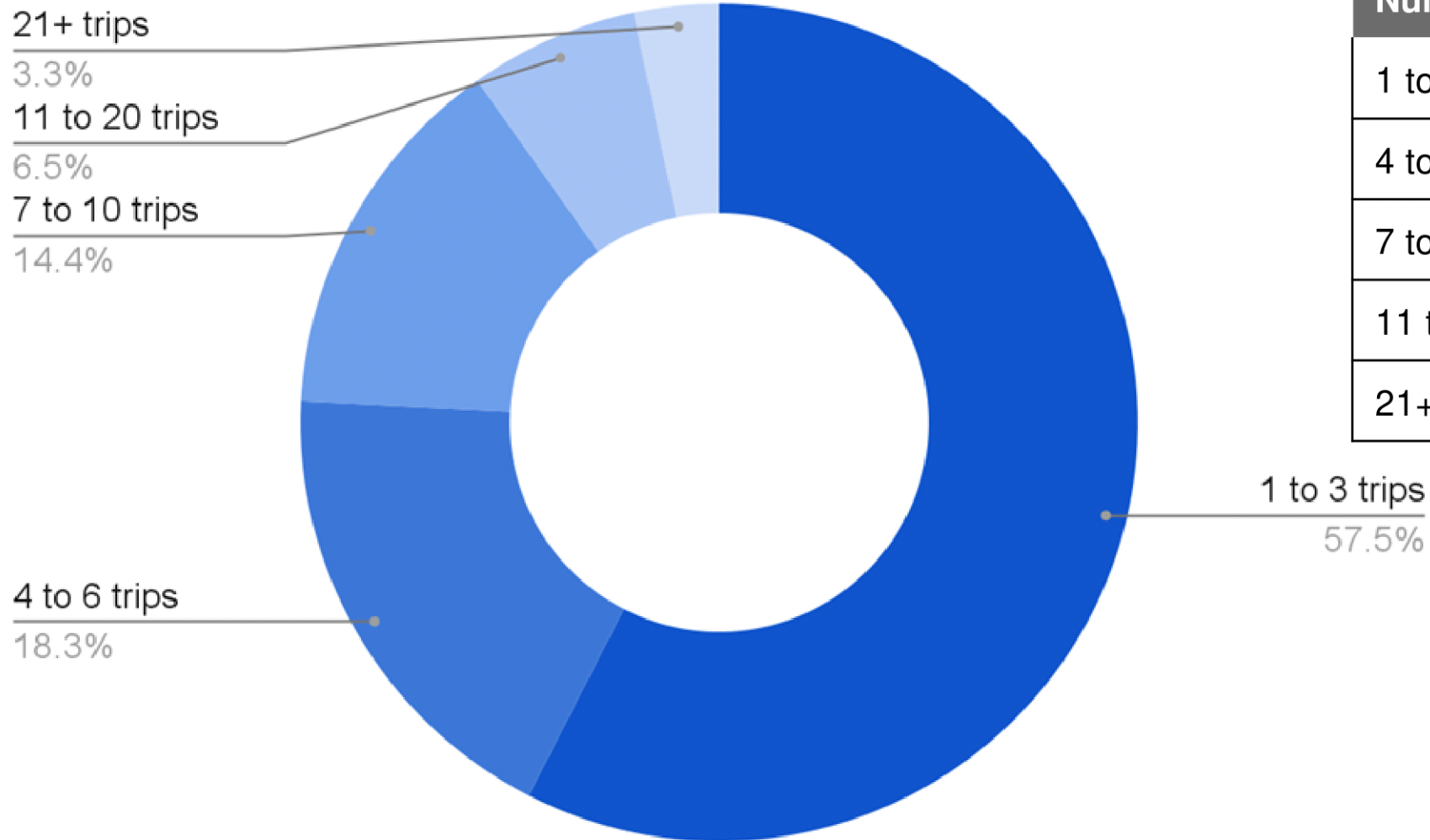
International Bookings by Number of Destinations FY 2024



Traveller Profile



Traveller Travel Frequency Analysis FY 2023/24



Number of Trips	Travellers
1 to 3 trips	88
4 to 6 trips	28
7 to 10 trips	22
11 to 20 trips	10
21+ trips	5



Traveller Travel Frequency Analysis FY 2023/24

Number of Trips	Travellers	Expenditure	Percentage
1 to 3 trips	88	\$135.5K	11.3%
4 to 6 trips	28	\$138.5K	11.6%
7 to 10 trips	22	\$297.9K	24.8%
11 to 20 trips	10	\$289.6K	24.1%
21+ trips	5	\$337.4K	28.2%
Total	153	\$1,198.9K	

Total Trip Cost