

ALTOUR Launches ALTOUR Capture to Help Corporate Clients Manage Travel 'Leakage'

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New program will enable travel managers to view all bookings made by employees, whether or not they go through official channels

NEW YORK, Aug. 13, 2023 /PRNewswire/ -- ALTOUR, one of the world's largest travel management companies and a division of Internova Travel Group, is launching an innovative new product, ALTOUR Capture, that will help corporate clients keep better track of their employee travel.

Even the most well-managed business travel programs experience some leakage – with employees booking trips outside the TMC of record. That can lead to a loss of savings acquired through negotiations with preferred suppliers and a breakdown in duty of care obligations.

ALTOUR Capture solves the leakage problem by allowing travel managers at companies that are ALTOUR clients to view all travel bookings made by employees, whether or not they go through the TMC of record. Travel managers can then leverage that information for use in negotiations, conduct a price comparison and wrap duty of care to ensure travel notifications and traveller safety. This real-customer data will help drive change in one of business travel's thorniest issues.

"Capturing all travel bookings is crucial for providing proper duty of care to employees," said Dr. John Rose, Chief Risk & Security Officer for ALTOUR. "It enables the company to proactively manage risks, respond to emergencies effectively, comply with legal requirements, and foster a culture of safety and employee well-being."

With customer data driving change, ALTOUR Capture is the result of a partnership with three leading technology companies in the travel industry: CapTrav, capturing and aggregating off-channel booking data to populate ALTOUR's reporting environment; Prime Numbers Technology, providing best-in-class travel management reporting; and Oversee (formerly Fairfly), providing re-shopping for off-channel bookings when it makes sense for the client. Under the direction of Dr. John Rose, ALTOUR is committed to ensuring a more holistic duty of care program, no matter where the traveller books.

Brandon Strauss, CapTrav President and a partner and cofounder of KesselRun Corporate Travel Solutions, says KesselRun has been studying the problem of off-booking for more than 20 years across clients of all sizes and industries. He estimates airline leakage at 15 percent or more and hotel leakage at 40 percent or more.

"Even with world-class best efforts, there will always be off-channel bookings for a travel manager to deal with," said Lee Thomas, ALTOUR's Chief Operating Officer and President, Business Travel. "Road warrior preferences, loyalty incentives, supplier encouragement, travel disruptions, last-minute changes and moderate travel policies all contribute to off-channel booking. By connecting the travel manager to this off-channel world, ALTOUR Capture closes the loop on managed travel."

"We are thrilled to announce the seamless integration of CapTrav's data into the Prime Analytics platform," said Mark Bresnahan, President, Prime Numbers Technology. "This partnership empowers ALTOUR clients with an unparalleled wellspring of travel data reporting. By combining off-channel booking data, GDS itinerary information, TMC data, and post-trip expense details, we offer a comprehensive solution. Clients can effortlessly oversee their travel program, accessing real-time reports, dynamic dashboards, and automated stakeholder presentations directly to their inbox."

"Oversee is proud to partner with ALTOUR on launching ALTOUR Capture," said Aviel Siman-Tov, cofounder and CEO. "Our partnership expands upon our mission of leveraging technology to deliver cost and operational efficiencies for our partners and customers. We have consistently achieved significant savings for our clients that allow budgets to be stretched while optimizing their overall travel program."

About ALTOUR

With sales of more than \$3 billion, ALTOUR is one of the largest travel management companies in the United States and around the world. Serving the corporate and leisure luxury and mid-markets and entertainment community, ALTOUR has over 43 offices and nearly 700 travel professionals worldwide. In addition to travel management services, ALTOUR companies include ALTOUR Air, ALTOUR Leisure, ALTOUR Entertainment, ALTOUR Meetings and Incentives and ALTOUR Global Network.

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