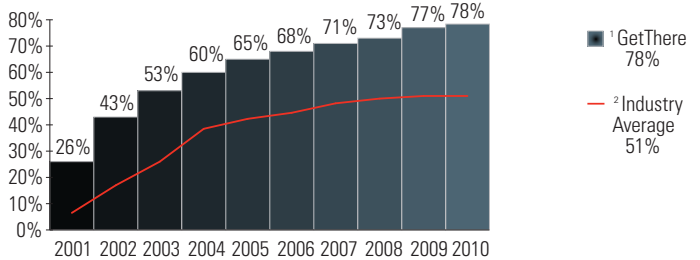


Increasing GetThere Online Adoption Rates

Corporate Online Adoption Benchmarks
2001-2010



¹ GetThere 2010 Corporate Travel Benchmark Survey

² Industry averages based on PhoCusWright's U.S. Travel Distribution 2009 Report

GetThere's Corporate Travel Benchmark Survey provides a summary of the online travel trends and savings and adoption techniques currently in use at leading companies around the globe. All results are based on December 2010 travel data as self-reported by each company's corporate travel department.

Executive Summary

Following a year widely marked by an economic downturn and a softening in travel demand, 2010 saw business travel show signs of making a steady recovery. Almost a third of respondents to the GetThere Benchmark Survey reported that their travel spend increased slightly, while another 11 percent said it increased considerably and 22 percent said it remained flat year-over-year.

The survey suggests travel will continue to rebound in 2011 with a healthy 61 percent of respondents projecting their travel budget to increase anywhere from one to 10 percent vs. last year.

Asia again checks in as the top market for growing travel demand with responding companies anticipating a 54 percent increase. North America followed with 47 percent, trailed by Europe and Latin America at 37 percent apiece, and finally the Middle East at 29 percent.

For the tenth consecutive year, companies have increased their online adoption using GetThere. Customers have reached 78 percent adoption in North America, up a percentage point from a year ago. The average of GetThere's 10 highest-adopting companies is an astounding 95 percent. GetThere's average adoption remains well above the industry average of 51 percent, as based on PhoCusWright's U.S. Travel Distribution 2009 Report.

North America was not the only region to experience an increase in adoption – in fact, GetThere customers raised adoption across the board globally. EMEA and Latin America increased by four points and APAC by one point (see the table to the right for adoption figures).

In another continuing trend that proves GetThere results in sustainable savings, companies reported significant cost savings from their high adoption rates:

- 70 percent online agency fee savings
- 59 percent realized lower online booking rates vs. offline by using GetThere
- 18 percent air savings domestically, 24 percent internationally
- 12 percent hotel savings domestically, 31 percent internationally
- 4 percent rental car savings domestically, 18 percent internationally

Average Online Adoption by Region	
APAC	66%
EMEA	55%
Latin America	67%
North America	78%

	Domestic	International
Airfare Savings	18%	24%
Hotel Savings	12%	31%
Rental Car Savings	4%	18%

Companies from all over the globe and from various industries are represented in the 2011 survey results, indicating that companies of all sizes continue to evaluate savings metrics and expand their travel programs to take advantage of online savings opportunities.

Methodology - The GetThere Corporate Travel Benchmark Report is based on survey responses from more than 60 leading companies and organizations that currently use GetThere. Please direct any questions about the report to adoptionconsulting@getthere.com.

GetThere

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Key Findings

ONLINE ADOPTION: Average online adoption increased for the tenth consecutive year as companies reported an average of 78 percent adoption in 2010, up a point from 2009. The average of the companies with the ten highest online adoption rates is 95 percent. Online adoption is based on reported online bookings as a percentage of total bookings. GetThere's online adoption remains well above the industry average of 51 percent, according to PhoCusWright's U.S. Travel Distribution 2009 Report.

GLOBAL ONLINE ADOPTION: Corporations are more zealous than ever to take their online workspaces abroad and are successfully growing adoption globally. Adoption improved in APAC to 66 percent, EMEA to 55 percent and Latin America to 67 percent.

ADOPTION INITIATIVES: Respondents continue to cite executive support as the most effective factor driving online adoption. This year it rated 5.73 on a seven-point scale. Other effective methods include implementing a full or partial online mandate, and improving the online tool with a special focus on providing access to regional content.


ONLINE SAVINGS: Agency Savings – Ninety-two percent of companies reported having tiered transaction fees set up with their travel agency, a double digit increase from 2009. Online agency fee savings averaged 70 percent. **Airfare Savings** – Sixty percent of companies reported lower airfares booked online compared to those booked with their travel agency. Their average savings were 18 percent domestically and 24 percent internationally. **Hotel Savings** – Companies reported lower nightly hotel rates booked online compared to those booked offline with 12 percent savings domestically and 31 percent internationally. **Car Savings** – Average rental car rental savings were four percent domestically and 18 percent internationally.

TRAVEL DEMAND: As opposed to a year ago, respondents are by and large projecting an increase in travel demand for their corporations. In North America, 47 percent of respondents anticipate an increase in 2011 travel demand, whereas last year only 22 percent predicted an increase.

MAJOR CHANGES: With 63 percent of responses, reviewing corporate policy once again takes the top spot for changes being considered for the travel program. Other major changes under consideration include integrating travel and expense management (39 percent) and integrating meetings and events into the online program (29 percent).

MOBILE: For the second straight year, respondents ranked obtaining flight information as the most important feature of a mobile solution. Booking flights was ranked as the second most important feature and booking hotels third.

SITE FEATURES: The Travel Arranger Portal continues to be GetThere's most popular site feature with 80 percent of respondents using it. The portal is followed by multiple sub-sites with 66 percent and Unused Ticket Tracking, a feature new to the benchmark report, at 62 percent.



This concludes the Executive Summary of the GetThere Corporate Travel Benchmark. The full report, featuring more in-depth data and analysis from leading GetThere customers, is now available.

To get a copy of the full report, contact your GetThere representative. You can also send an email to salesreply@getthere.com to request a copy.