

## **The Expanding role of the Business Travel Consultant**

### **Areka reports changes to the Corporate Agenda**

**London, February 19, 2019** – Areka Consulting, the independent consulting company specializing in global travel management programmes, have published findings today following more than 6 months of research into the demand for various types of global consulting engagements. Between 2017 and 2018, Areka report a two-fold increase year on year in strategy engagements with no sourcing element.

The findings show a trend towards corporations seeking the help of external resource for their business travel strategy. Historically, consultancy companies have focused on delivering savings around traditional TMC, online booking tools, air and hotel sourcing; while today the market is increasingly focused on the end-to-end travel experience and what the travel programme can deliver in terms of value.

“The complexity of today’s travel programmes sees global corporations looking for consultancy services to drive tangible results throughout the programme lifecycle and not just during the sourcing process,” commented Pascal Jungfer, CEO Areka Consulting. He added: “Selecting the right partners is crucial. Maximizing the synergies between providers results in less trip friction and happier travellers.”

“Over the last year requests for pre-sourcing strategy work have doubled. We typically find improvements to the corporate programme through leveraging current suppliers, resulting in significant cost savings and efficiencies. Many organisations choose to source fewer categories or extend agreements with key suppliers to form stronger partnerships,” said Louise Miller, Managing Partner, Americas, Areka Consulting.

“We see corporates paying as much as a 20% premium over the market price in some categories. But before purely working on a cost-cutting exercise, it’s important to understand what value means to the client, since a decision should not always be made purely on price. Better data, process improvements and traveller welfare are just some of the other factors that play a part in evaluating the true cost of travel,” added Miller.

This market shift proved so prominent at Areka that industry expert, Louise Miller was bought in earlier this year to help expand the organisations capabilities in technology, TMC, distribution and hotel strategy to meet client demands.

#### Footnotes:

- Areka Consulting gathered information from hundreds of suppliers and more than 250 buyers since August 2018.
- Areka will be exhibiting at Business Travel Show at stand # B500 and sharing more of their findings.

**About Areka Consulting**

Areka Consulting is an independent consulting firm providing customized, end-to-end travel management consulting services to organizations worldwide. Created in 2010, clients include global organizations and public institutions representing \$5Bn (USD) of travel spend annually. Managed by five partners and with offices in France, UK, Germany, Sydney and now the USA, and presence across Asia Pacific, Europe and North America thanks to a growing team of experts in these markets. Areka Consulting brings a unique combination of global skills and fully independent advice, drawing on specialists in key areas including Travel Program Strategy engagements, category sourcing, policy review and spend management, TMC reviews and evaluations (including RFPs), data consolidation in multi-TMC programs and technology implementations. For more information, please visit: [www.areka-consulting.com](http://www.areka-consulting.com).

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