

CAPABILITY STATEMENT

higher education travel



TRAVEL EXPERTS FOR THE HIGHER EDUCATION INDUSTRY

Collegiate Travel Planners (CTP) have a strong customer portfolio in the higher education industry, with dedicated local Account Management and Travel Consulting teams who understand the unique challenges and opportunities that face the industry in your local market. Building on our extensive higher education industry travel expertise, CTP's customers also benefit from CTM's cross-industry experience, by way of leveraging insights from successful travel program strategies that have been deployed across other "like" organizations.

We don't believe in a one-size fits all approach to travel management. We work with your team to design a tailored travel program, utilizing proven strategies and leveraging big data, to deliver strategic outcomes which align with your institution's unique objectives and priorities.

Core Competencies

- **Higher education industry travel expertise:** Servicing public administration and safety industry customers across North America, Europe, Asia-Pacific markets and managing complex project needs.
- **Proprietary in-house technology:** Built in regional CTP and CTM Tech Hubs, our technology offers unbeatable speed-to-market, agility, and customization, founded on global technology architecture and developed regionally for regional needs and market nuances.
- **Local people and expertise, everywhere you go:** CTP's Regional Leadership, Account Management and Travel Consulting teams offer local market expertise and accountability for your travel program's performance. No outsourced servicing.
- **CTM global buying power:** Approximately US\$9bn (AU\$12bn) on a pro-forma FY19 basis.
- **Experts** in study abroad, student group travel, athletic travel, and meetings.

Differentiators

- **Proprietary technology:** We build our own technology and own the development roadmap, ensuring fast and responsive new technologies and third-party integration capabilities.
- **Pre-trip approval:** Integrated, automated pre-trip approval tool with customizable workflows – no paper-based processes.
- **Risk management:** Global traveler tracking, risk identification, and emergency communications.
- **Sustainable travel:** CTP Climate+ program provides market-leading carbon reporting and carbon offset solutions, supported by sustainable features in the Lightning online booking tool to encourage more sustainable travel.
- **Reporting:** Powerful, aggregated travel program reporting across air, accommodation, and ground transport and dissectible by region, cost center and traveler.
- **Travel forecasting:** Empowering travel bookers to make more informed and efficient decisions about the most cost-effective time to travel.
- **Well-being insights:** Enabling you to identify behaviors and trends which could impact the performance of your team.
- **New distribution capability (NDC):** CTM was the first travel management company in Australia to deliver live NDC content to corporate travelers and its Lightning online booking tool is NDC ready in all CTP/CTM regions, providing customers with access to greater content, and more relevant offers and ancillary options.
- **Higher education travel tools:**
 - **Online booking tools**
 - › A consumer-grade booking experience for maximum adoption
 - › Fully configurable to policy and traveler requirements
 - › Delayed ticketing enables frequent booking changes before ticket issue
 - › Reduce risk with increased compliance to HR and logistics policy
 - › Traveler profile management tools capture traveler information and syncs with back-office tools.

Proven track record:



Case Study: Ohio State University - Online Adoption

[VIEW CASE STUDY >](#)



Case Study: Georgetown University - Athletics

[VIEW CASE STUDY >](#)



Case Study: University of Texas MD Anderson Cancer Center

[VIEW CASE STUDY >](#)



Case Study: University of Illinois - Study Abroad

[VIEW CASE STUDY >](#)

ABOUT CTP

Founded in 1991 as a one-location San Antonio venture with a focus on higher education, **Collegiate Travel Planners (CTP) is now the #1 higher education travel service provider in the United States** and provides travel management services to over 150+ universities and colleges nationwide.

CTP attribute a steady growth to their knowledge that a higher education travel program doesn't work like a typical corporate program – it is vastly different in structure, culture, and values. Today, CTP has over 30 years of experience consulting, coordinating, and fulfilling higher education and university travel (both domestic and international).

CTP provides a unique blend of customer service, innovative technology, and tailored program development which drives exceptional value at every step of your journey through greater savings, improved efficiencies, and maximum safety.

CTP is part of the **CTM Group** of global travel businesses. When you work with us, you'll receive the high-touch service you'd expect from our university-focused service team, backed by the resources and scale of CTM Group, a global travel leader.

CTM Company Snapshot

- Founded in Australia in 1994. CTM has grown from a two-person start-up to a global leader in travel management. Estimated fourth largest travel management company (TMC) globally.^[1]

^[1] At August 18 2021, based on publicly available financial performance data.

- Publicly listed since 2010 (ASX:CTD). [Visit the CTM Investor Center here](#)
- Owned operations across four continents, with a global network spanning more than 130 countries.
- Commitment to Sustainability and CSR. [Read the CTM Sustainability Report here](#)
 - CTM Climate+ program. [Learn more](#)
 - CTM sustainable booking solutions. [Learn more](#)
 - CTM supports Delta Sustainable Aviation Fuel. [Learn more](#)
- Multi-award winning for service and technology innovation globally:
 - Australian Federation of Travel Agents (AFTA) Awards – Best National Travel Management Company awarded 14 times
 - World Travel Awards 2022 - United States Leading Travel Management Company
 - TTG Travel Awards 2022 - Best Corporate Travel Agency (Asia)
 - Australian Financial Review - Most Innovative Companies List
 - Business Travel Awards Europe 2021 - Best Corporate Booking Platform
 - SmartBrief Awards 2021 - Innovation Award for Travel Management.

CTM Financial Performance

- Read the CTM Annual Financial Report [here](#).
- Strong financial liquidity. CTM did not need to capital raise during COVID-19 pandemic. [Learn more](#)

EXPERTS IN HIGHER EDUCATION TRAVEL MANAGEMENT

CTP has a proven track record in developing strategic travel programs. This experience, coupled with extensive travel expertise across our Account Management and Travel Consulting teams, ensures solutions that meet the specific needs and evolving opportunities of your industry. Your dedicated CTP travel team keeps abreast of industry developments, new opportunities and challenges, as well as advancements in technology and supplier relationships to ensure ongoing value and optimization across every aspect of your travel program.

Our travel experts work collaboratively and proactively with your travel team to identify ongoing program refinement strategies that could enhance benefits to your institution and traveling workforce through additional savings, improved efficiencies, and safety.

Key Travel Program Objectives

We see several common and recurring travel program objectives for organizations operating in the higher education industry. These typically include:

- **Group travel management** – aligning travel policies with specific group travel segments, ranging from small group executive travel to large department groups
 - **Sustainability** – implementing initiatives to reduce and/or offset CO2 emissions and the ability to report on the carbon impact of the travel program
 - **Travel program compliance** – mandating and centralizing travel to maximize negotiated supplier deals and leverage buying power
 - **Automation of approval process** - moving away from internal manual processes toward integrated, automated pre-trip approval workflows
 - **Technology solutions** – implementing intuitive, future-focused travel tools which provide benefits for a broad range of stakeholders.
- Of course, all our higher education customers bring unique objectives that they are striving to achieve and unique challenges, which may include:
- **Grant management** – ability to provide itinerary advice and quotations for students using travel grants towards travel-related costs
 - **Traveler adoption** – encouraging buy-in from faculties/Deans to comply with a centralized travel program, preferred booking channels and suppliers for greater visibility of spend and duty of care
 - **Technology adoption** – moving away from in-house approval processes and expense management systems to an automated, integrated solution
 - **Study abroad** – management of complex inbound and outbound international itineraries to remote or regional locations



“Your agents were amazingly helpful, gave me great options, and got me ticketed right away!”

Study abroad student

- **Customizable reporting** – the ability to view detailed reporting based on business hierarchy (the whole of the university, faculty, division, team, and traveler)
- **Tiered travel policies** – configurable to cater for a range of stakeholders (faculty, academics, Deans, Presidents, VIPs), department levels and budgets.

those strategies based on demonstrable results, industry benchmarking data, and new and emerging solutions to continuously optimize our customers' travel program performance.

We take a highly consultative approach to understand our customers' specific challenges and objectives, which enables us to design bespoke travel solutions in a highly collaborative manner – ensuring the right solution for each customer. Our dedicated Account Management and Travel Consulting team structure enable us to continually review and refine



BUSINESS CONTINUITY

CTM group have the experience, proven track record and leadership expertise to ensure our business can withstand significant disruption and to support the business continuity needs of our customers. Examples of this include successfully navigating the impacts of SARS and Avian Flu outbreaks, the Global Financial Crisis and the COVID-19 pandemic. The ability to support our customers to maintain their business continuity through periods of significant disruption, coupled with our ability to position our own business for recovery, hinges on a combination of strong financial foundations, a long-standing value proposition, and strategic decisions made throughout our 28+ years in business.

Having been a significant travel provider in Asia during the Avian Flu, we knew that accelerating our response to the COVID-19 pandemic would enable us to mitigate risk for our customers. We adapted our operating framework early while ensuring we could continue to deliver on our customer value proposition of highly personalized service, intuitive proprietary technology and proven return on

investment – elements we knew would be critical to our customers' needs throughout the pandemic and beyond. We maintained high customer service levels, continued to invest in developing new customer-facing technologies, and implemented new automation capabilities and partnerships to support the fast-changing needs of our customers, employees, and the evolving travel environment.

Navigating disruptive global events has provided CTM with invaluable experience and the opportunity to continually evolve our business to meet the needs of the future. Travel does not sit still, and nor does CTM. Now more than ever, businesses are looking for the peace of mind that comes with partnering with a future-proof TMC, one that is financially strong, future-focused and with demonstrable leadership experience to navigate periods of disruption and uncertainty. Our customers are seeking a partnership capable of delivering the right blend of personalized service with intuitive technologies to drive efficiency, safety, value and more strategic policy development to reduce their risk exposure and support their business's growth plans.



"I had five students this past Wednesday that needed to compete in DC on Thursday afternoon, and they were scheduled to fly out on Wednesday morning. All flights east were canceled that morning, and I immediately picked up the phone and called CTP. I had four students in Chicago and one in Indianapolis, but CTP worked on it and walked me through it, and got all my students on flights the next morning so they could get to DC in time to make it to the hotel to change, make the networking luncheon, and compete. I've even had one of those teams already advance to the Sweet Sixteen round of the competition – and that would not have been possible without CTP!"

CTP university customer

TRAVEL INSIGHTS

CTP's travel analysis teams continuously analyze booking data across our customer portfolio to identify best practice booking behaviors and emerging trends that will deliver continuous improvement to your travel program, including cost savings, and efficiencies for your team.

For the higher education industry, there is now a greater focus on:

- Moving away from government-style travel programs and adopting a **sophisticated travel eco-system** that addresses all elements of travel
- **24/7 service and emergency support** for travelers nationally and internationally
- **Global service solutions** to support bookings and enquiries from international students, departments and global campuses

- Balancing travel policy with **traveler well-being and experience** to retain top talent
- **Duty of care** - threshold management of senior staff and executives traveling on the same itinerary
- **Traveler tracking** capabilities for traveler safety and emergency management.

Technology integrations are a rising trend as more than ever our higher education customers look to digitally transform their travel programs. Whether a result of systems upgrades, or a risk mitigation exercise, your TMC's ability to design and build complex technology solutions with a long view to future trends and emerging opportunities will be key to ensuring a future-proof travel management program and strategically aligned TMC partnership.



OPPORTUNITIES FOR PROGRAM OPTIMIZATION

CTP designs for the future travel environment, seeking new opportunities, efficiencies and process improvements for our higher education industry customers based on the latest market trends, technology advancements and our customers' evolving goals and objectives.

Opportunities identified for the higher education industry when reviewing travel programs include:

- **Increase online booking adoption** – customized training on travel technology and online booking tools to increase familiarity and adoption
- **Account management** – having a highly visible Account Manager regularly on campus is important to understanding the culture and how each department and faculty functions
- **Travel program compliance** – moving away from non-mandated travel programs, with a focus on increasing stakeholder buy-in and online booking adoption
- **Systems integration and automation** – moving away from in-house legacy systems and processes, including paper-based approvals
- **Expense management** – moving away from in-house manual systems towards integrated solutions for a streamlined, efficient process. The use of a business travel account (BTA) or virtual payment options (stored within the traveler's profile) where an individual corporate payment method does not exist
- **Reporting** by department/faculty and reason code to track compliance and capture the purpose of travel for return on investment.



Integrated, Automated Travel Technology

Delivering your team with the most contemporary, seamlessly integrated travel management tools relevant to the unique needs of the higher education industry is a core opportunity to deliver improved efficiencies, savings, and safety to your business. Whether you're a Travel Program Manager, Travel Booker or traveler, you can rely on CTP to deliver the most enjoyable, user-friendly, future-focused travel tools that make travel better; simpler, faster, safer and more sustainable than ever before.

Paper-based or unintegrated travel processes are a thing of the past. CTP's integrated **approval processes, booking, risk management, and reporting tools** are designed to arm your team with a frictionless travel management experience that supports a great user experience, higher technology adoption, policy compliance, and reduces errors for your employees while delivering enhanced cost savings and risk mitigation for your company.

PRE-TRIP TOOLS



CTP Portal – access all your travel tools, all in one place.



CTP Risk Hub – centralized access to real-time global travel intelligence.



CTP Approve – a sophisticated, integrated, multi-level trip authorization tool for ultimate budget and risk control.



Lightning – CTP's proprietary, award-winning online booking tool.

IN-TRIP TOOLS



CTP Mobile – your intuitive travel companion, putting all your itinerary information and travel plans at your fingertips 24/7.



CTP Traveler Tracker – pinpoints your travelers on an interactive global map, by date range, country, or risk level.



CTP Alerts – automated real-time risk identification and communications.

POST-TRIP TOOLS



CTP Data Hub – aggregated travel program data, reports, and actionable insights.



CTP Climate+ – a suite of “green travel” solutions to deliver on your business's sustainability objectives.



CTP Well-being – identify behaviors and trends which could impact the performance of your team.



[LEARN MORE ABOUT CTP'S SMART TECHNOLOGY SUITE >](#)

Booking Behavior Optimization

Our travel experts keep on top of your industry news, market developments, risks, and opportunities. Travel booking behavior trends are actively monitored and compared to other industries to identify changes or opportunities based on best practice insights, benchmarking data, and travel industry forecasts.

CTP's dedicated Account Management team provides detailed user training as part of the implementation process, regular detailed travel program performance reports, and can provide ongoing training to support your team's evolving needs and program optimization strategies.

Our approach is not just to identify trends, but to proactively steer your team to achieve strategic program evolution and adoption goals throughout the lifetime of our partnership.

User Engagement

We believe taking a holistic approach to travel program development is key to driving program compliance and engagement. That means incorporating company-wide feedback into program development and optimization strategies including your Operations, Finance, Procurement, Travel Bookers, and Executive team. These collective approach solutions are designed to deliver value for every stakeholder within the travel program, increase transparency and open lines of communication to drive engagement, compliance, adoption, and complete alignment to your company's objectives.



“CTP’s flexible and customized approach to travel management brings the very highest level of service to each of our collegiate clients in a way that drives both efficiencies and best practices.”

Christy Prescott, CTP Chief Executive Officer

Connect with an expert in higher education travel

Don't let your institution's travelers get left behind.
Find out how CTP's expert higher education
travel solutions will take your travel program to a new
level of performance.

Contact our team to discuss your travel needs today.



ctp-travel.com

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