

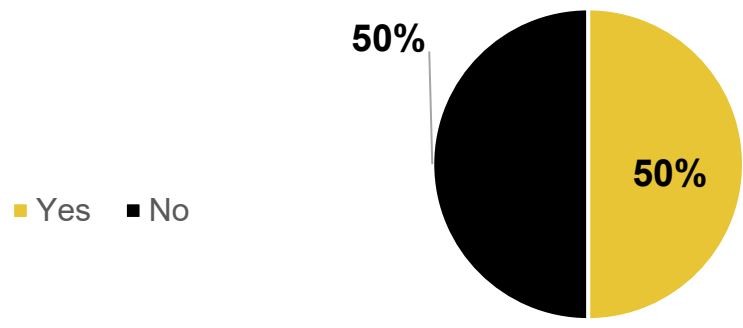


Leadership Exchange

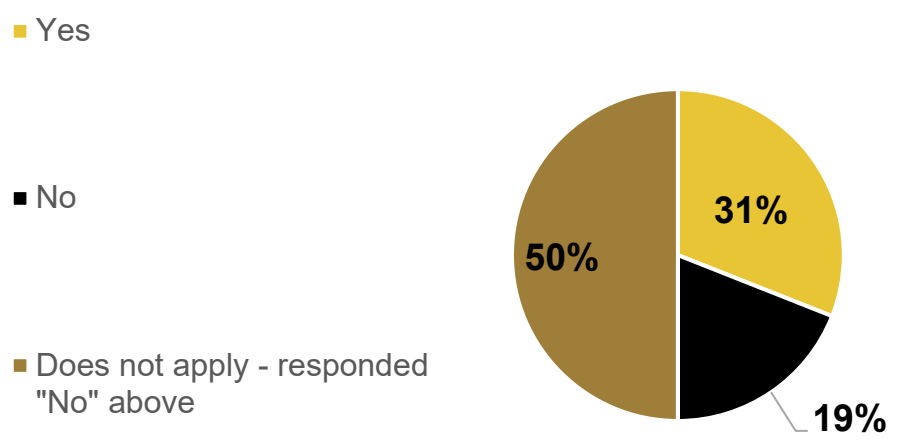
April 2026

Leadership Exchange Preferred Suppliers Poll Results

Do you have any concerns that your TMC is preferencing their preferred suppliers over your preferred suppliers?

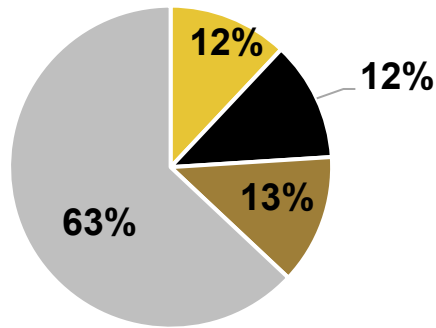


If "Yes", are these concerns with airline searches?



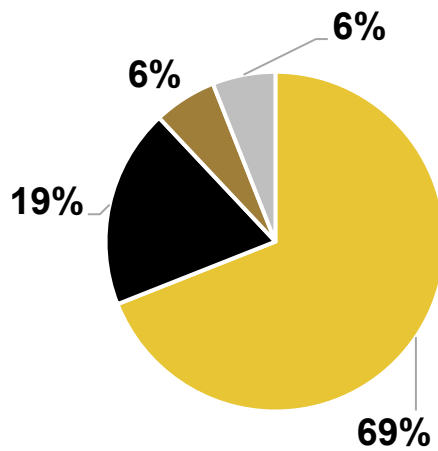
If "Yes" above, rate your level of concern

- Slightly Concerned
- Moderately Concerned
- Highly Concerned
- Does not apply - responded "No" above.

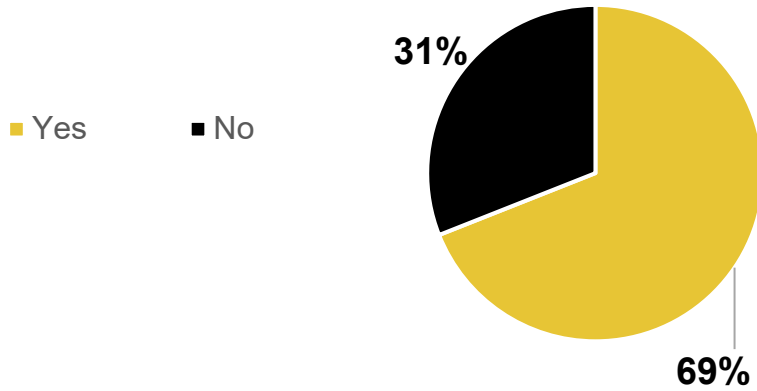


What actions are you taking on airline searches?

- Nothing at the Moment
- Discussion with TMC
- Auditing of TMC
- Other



Are these concerns with hotel searches?



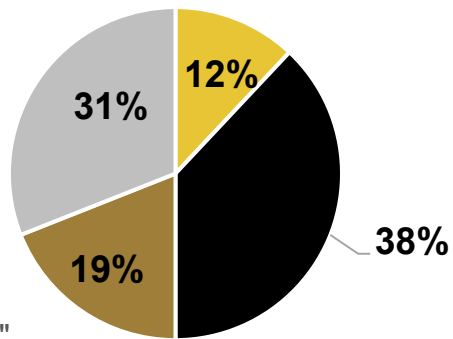
If "Yes" above, rate your level of concern

■ Slightly Concerned

■ Moderately Concerned

■ Highly Concerned

■ Does not apply - responded "No" above



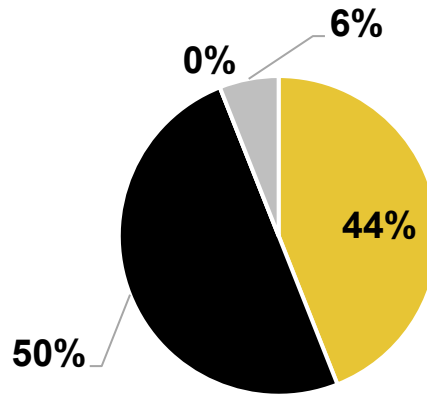
What actions are you taking on these hotel searches?

■ Nothing at the Moment

■ Discussion with TMC

■ Auditing of TMC

■ Other



What you Need to Know

Some TMCs are deepening their supplier relationships with airlines and hoteliers, even to the point of working INSIDE of supplier host systems. Some questions may arise about the longer-term implications for buyers. While these changes may improve the traveler experience, buyers are wise to baseline their current share and costs (average ticket price and average daily rate) for their preferred suppliers (by market) to gauge the changes that may result from these deeper TMC/supplier integrations.