



# Leadership Exchange

Airline Master Class Poll Data – June 2021

**Dear Leadership Exchange Members,**

We have put together, especially for you, the complete set of poll results from our recent Airline Master Class sessions. As you know, we have been delivering our Master Class educational series over the last year. Many of you participate, and we hope you find it of value.

Here we are sharing the 19 airline program management survey questions, each administered over the course of six classes to an audience of approximately 125-150. While we may share specific polls or portions of the report with the industry, in keeping with our Leadership Exchange promise we wanted to let you have this information in its entirety ahead of anything we publish in the future.

We hope you enjoy the findings here. Once again, thank you sincerely for your participation in the Leadership Exchange.

Warm regards,

**Your GoldSpring Team**



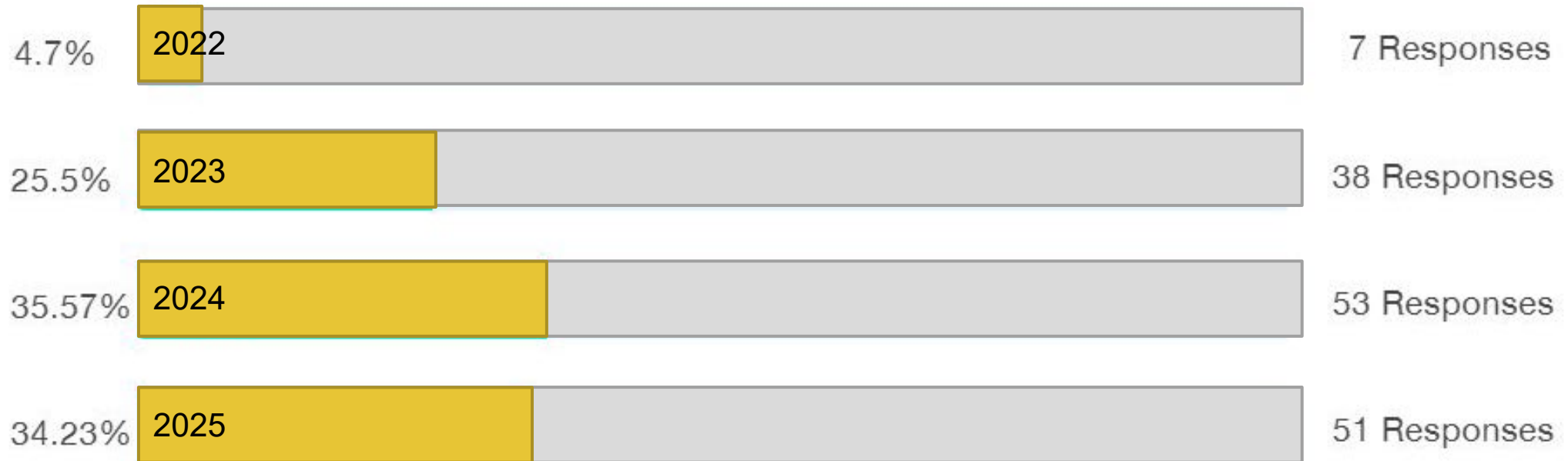
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# Here are a few quick takes on the polling from our Airline Mater Class. Complete poll data and charts follow.

1. Buyers are evenly divided on where JVs enhance or restrict competition. We think this is highly dependent on the primary routes that are in a buyer's program and how those align with the carriers.
2. On data consolidation we see that buyers want one consolidated source for their air data, and they believe that the data consolidate will need to capture non GDS activity.
3. Additionally, buyers will be looking to acquire their own source of fare market share to evaluate performance target requests.
4. Buyers see airline contracts are becoming more complex in the future and most agree that a category specific tool or technology is needed to analyze the data and provide the most realistic savings and cost avoidance reporting.
5. Buyers are generally positive towards the advent of NDC believing it will have a positive impact on their programs.
6. Finally, buyers still feel that they are able to control compliance and drive behavior and buying decisions over the TMC and airlines direct marketing.

# Poll 1: Global Airline Revenue

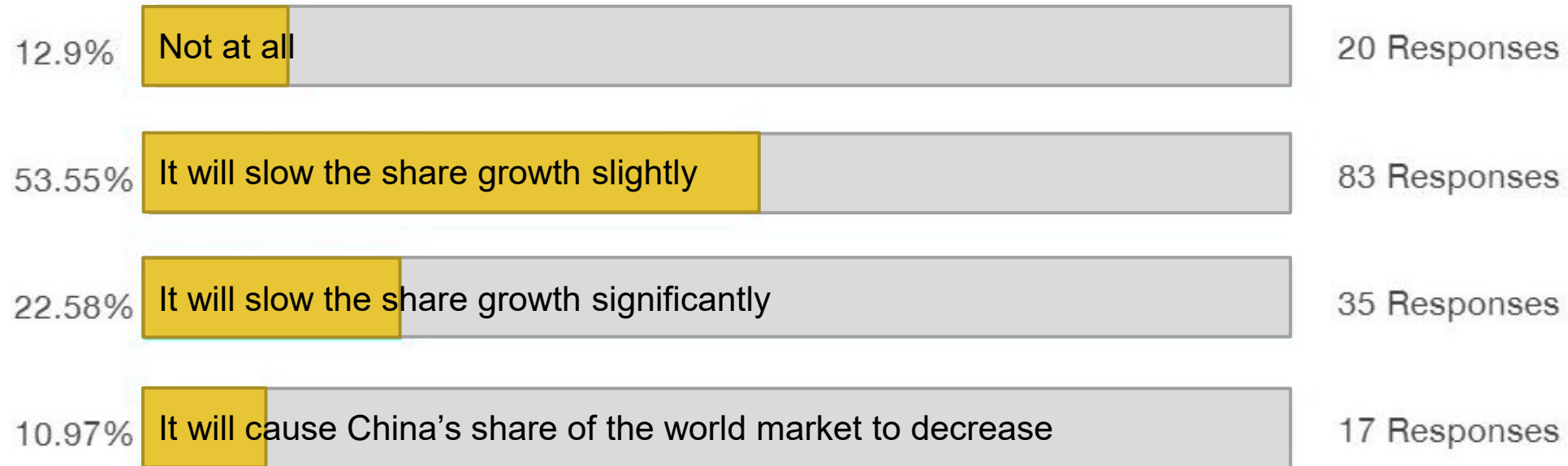
When do you think that the global airline revenue will exceed the 2019 level?



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# Poll 2: Covid and China Aviation Market

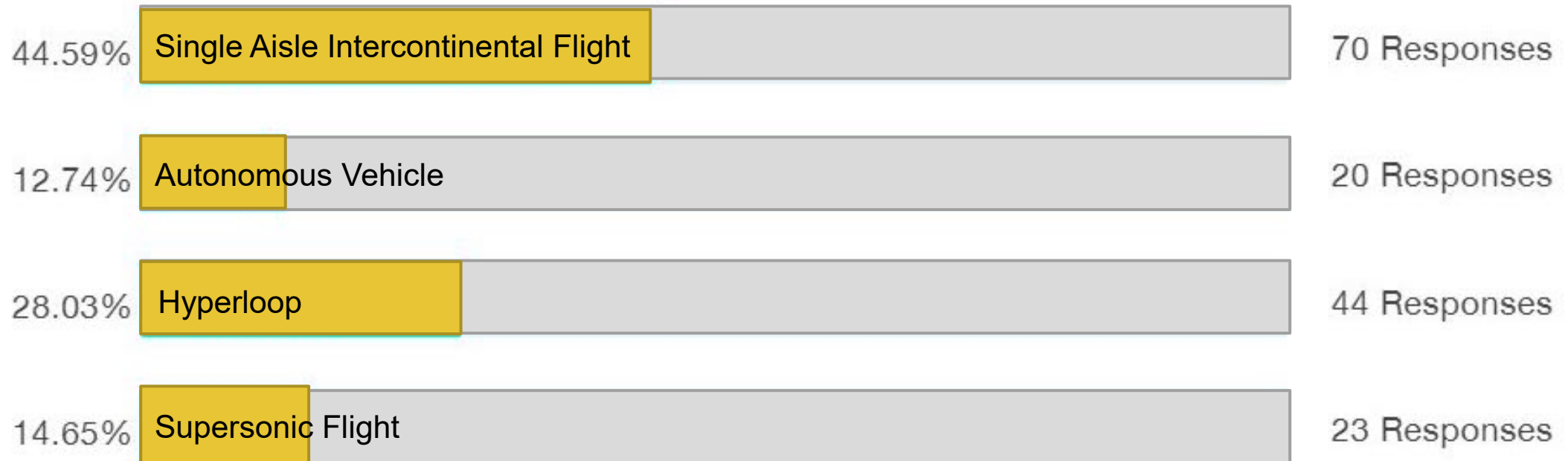
How do you think that Covid-19 will impact the increasing share of China in the world aviation market?



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# Poll 3: Aviation Marketplace Game Changer

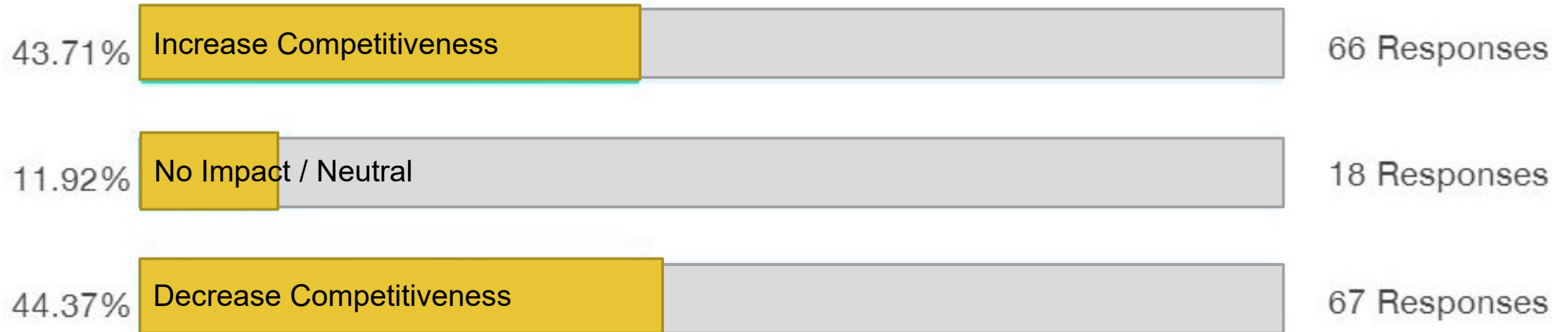
Which game changer do you think will have the biggest impact on the aviation marketplace?



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# Poll 4: Airline Joint Ventures and Competitiveness

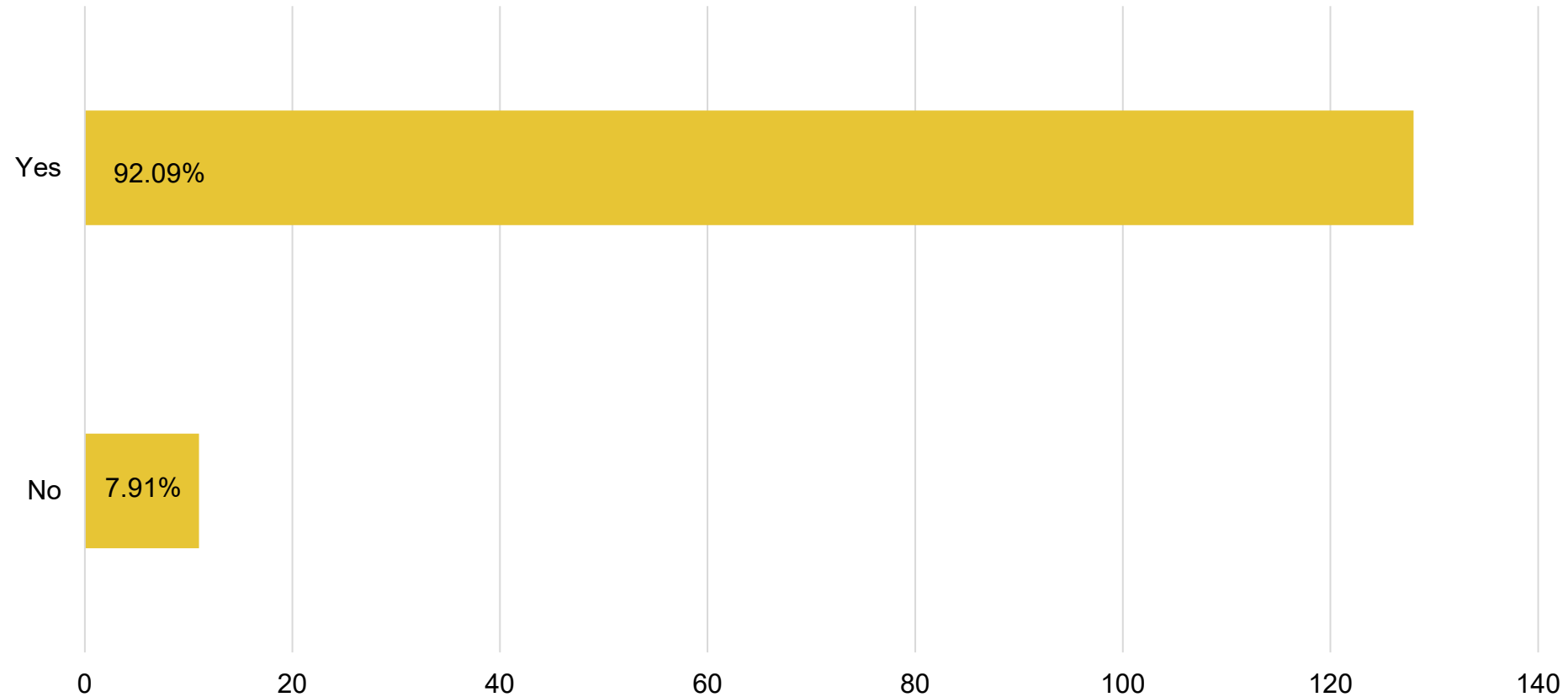
Do you think Airline Joint Ventures increase or decrease the competitiveness of the marketplace?



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# Poll 5: Airline Data & Non GDS Bookings

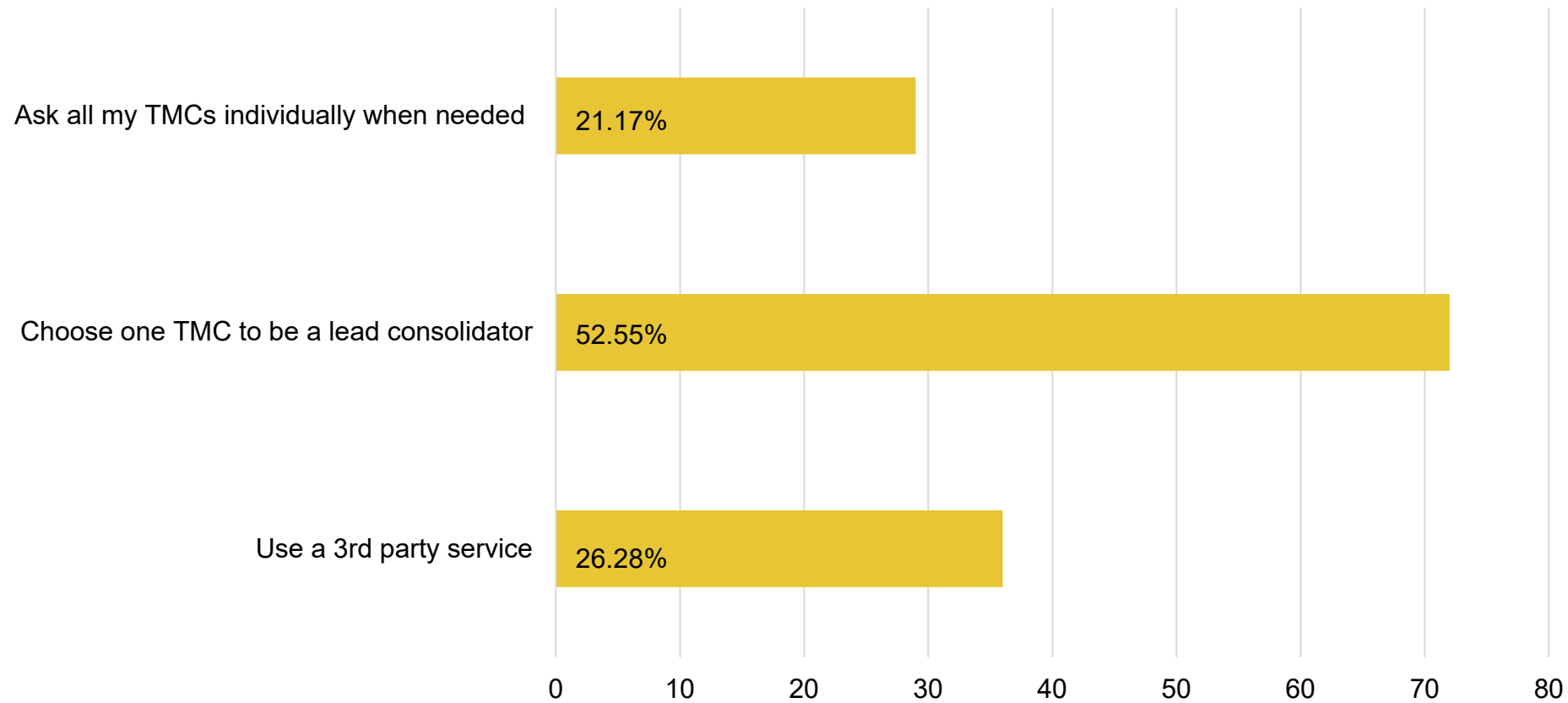
In the next 5 years, do you think that we will need to gather airline data from non-GDS bookings to be accurate?



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# Poll 6: Air Spend Data Consolidation Method

Which method have you/would you use to consolidate air spend data for a multi-national program?

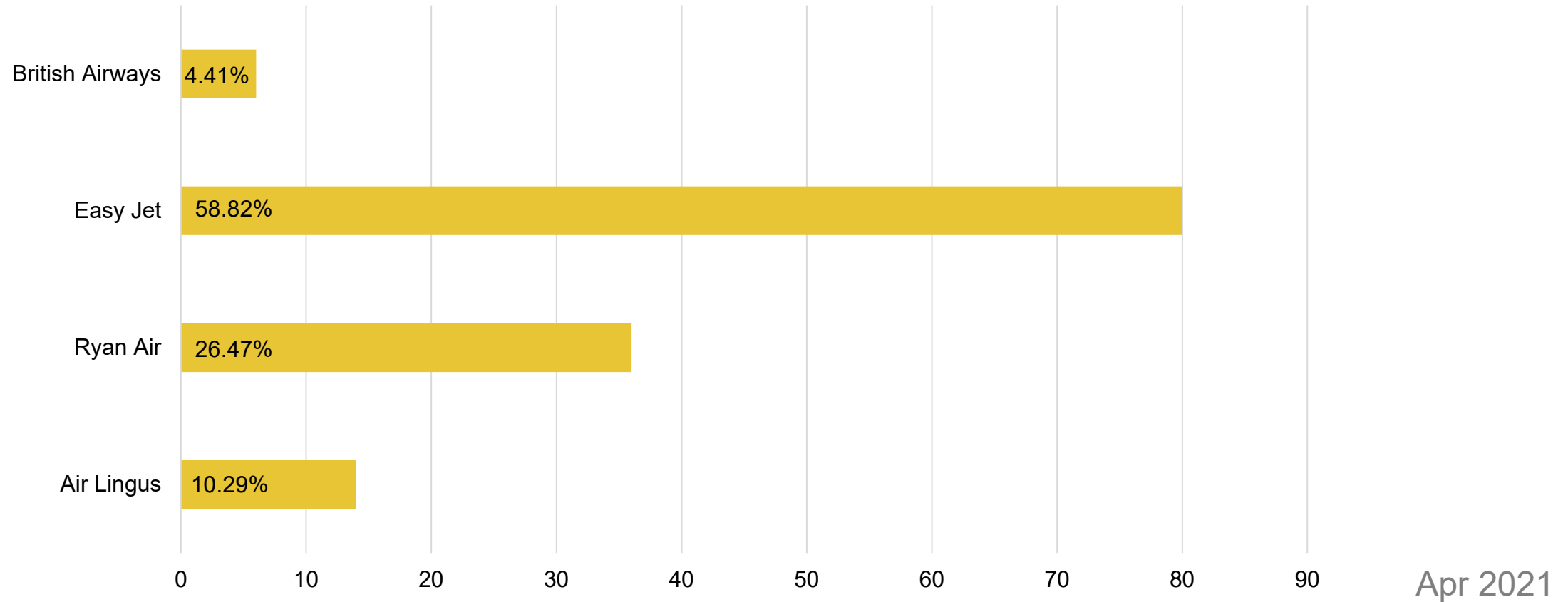


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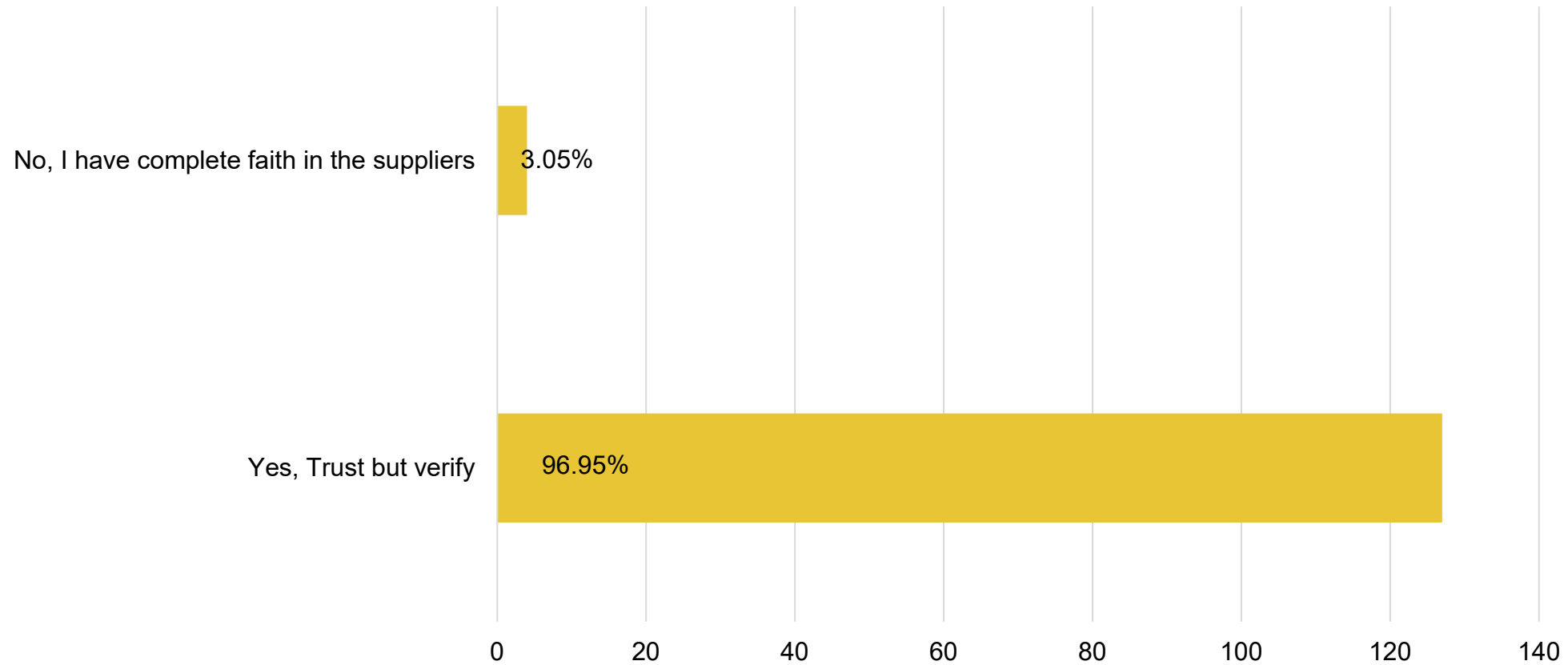
# Poll 7: Carrier Code U2

Which carrier has the carrier code "U2"?



# Poll 8: QSI Source

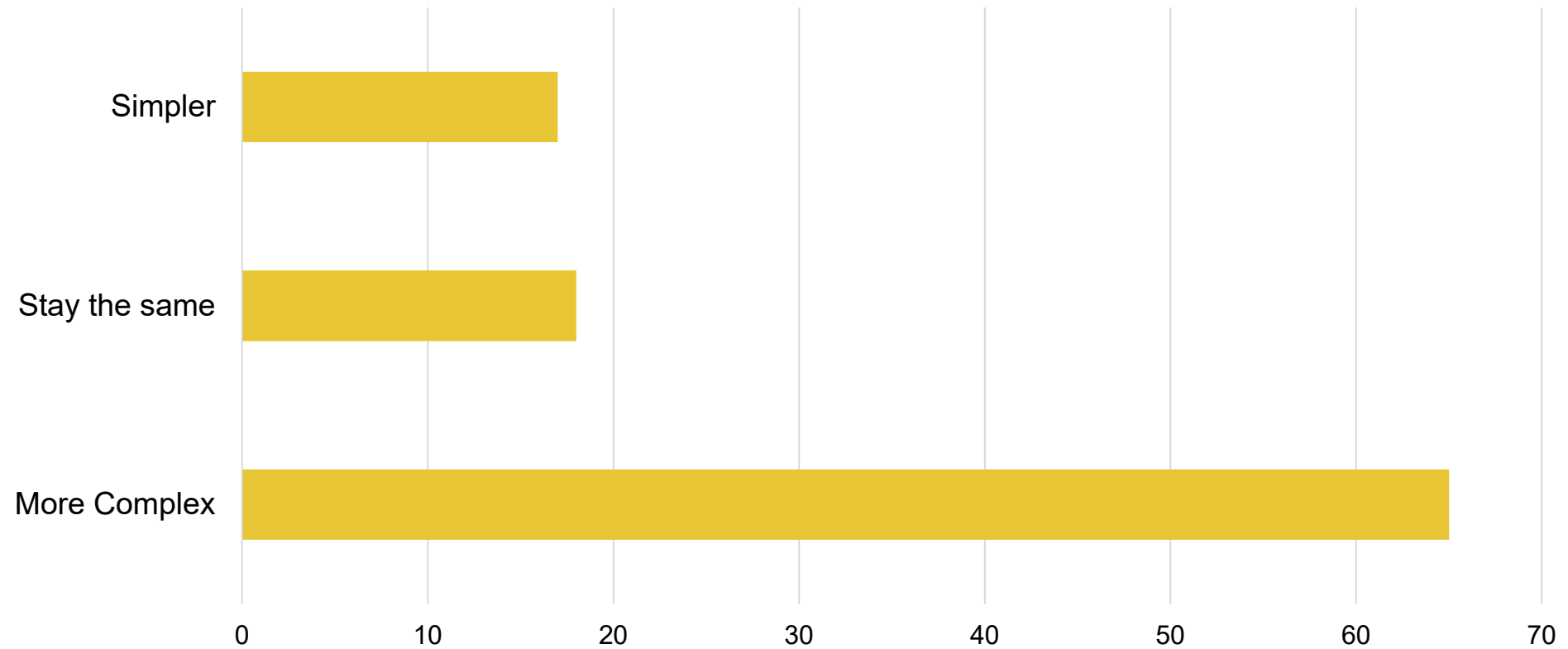
Is an independent source of QSI important?



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# Poll 9: Airline Contract Complexity

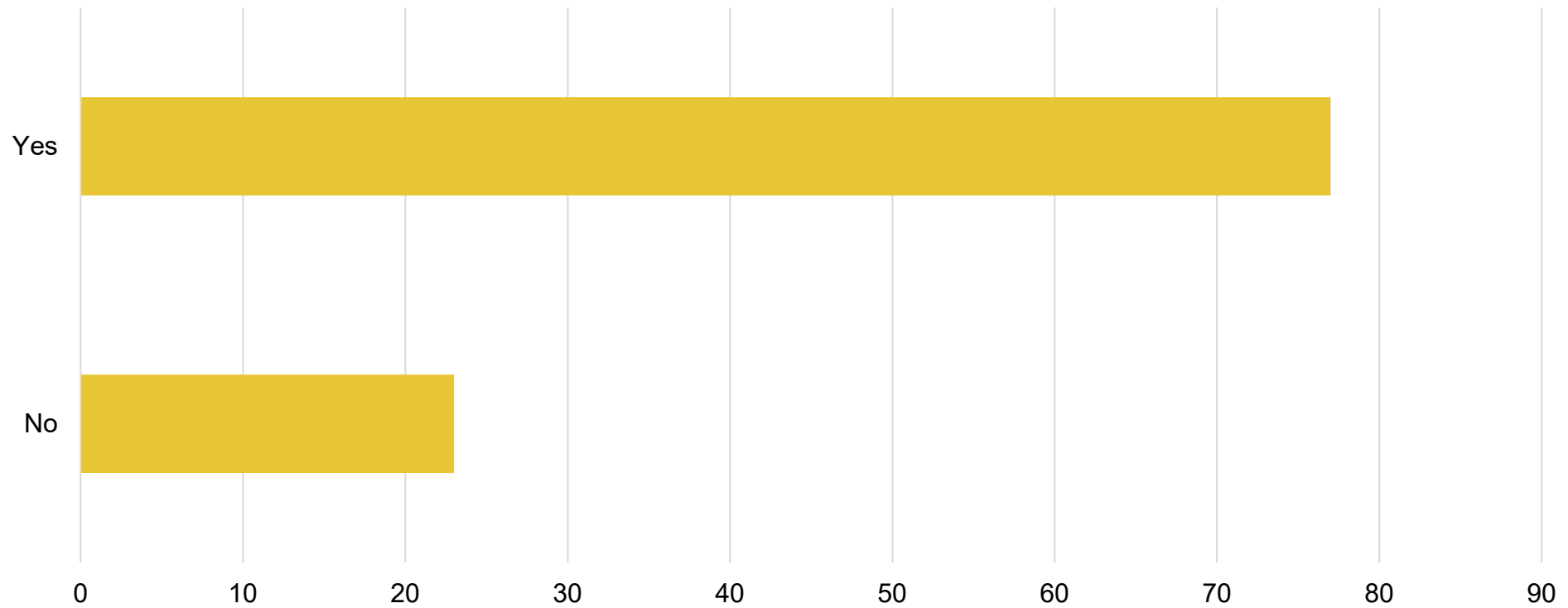
Do you think that corporate airline contracts will become simpler or more complex in the future?



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# Poll 10: Traveler Choice Influence

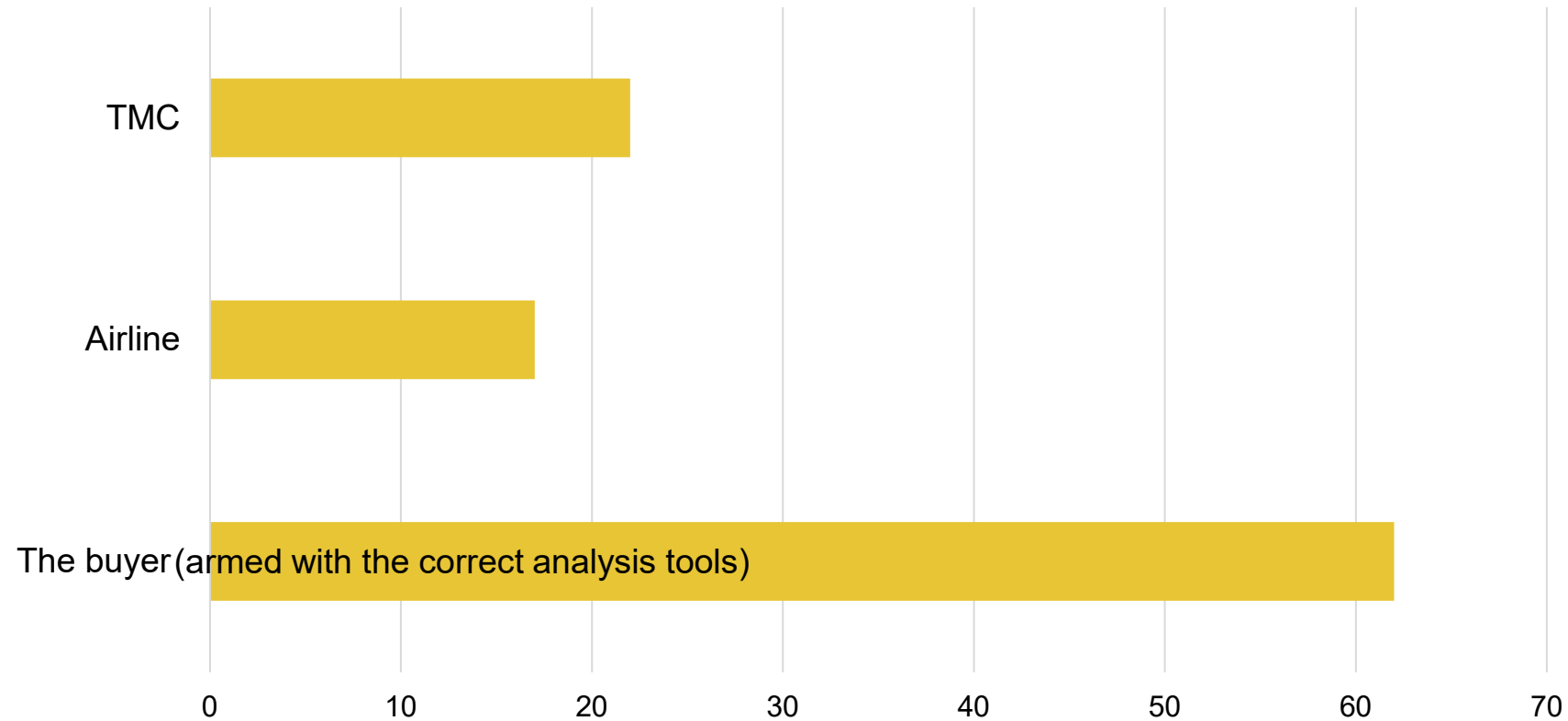
In the travel program you are/were associated with, do you think your company was able to influence your travelers' choices more than your TMC?



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# Poll 11: Air Savings Reports

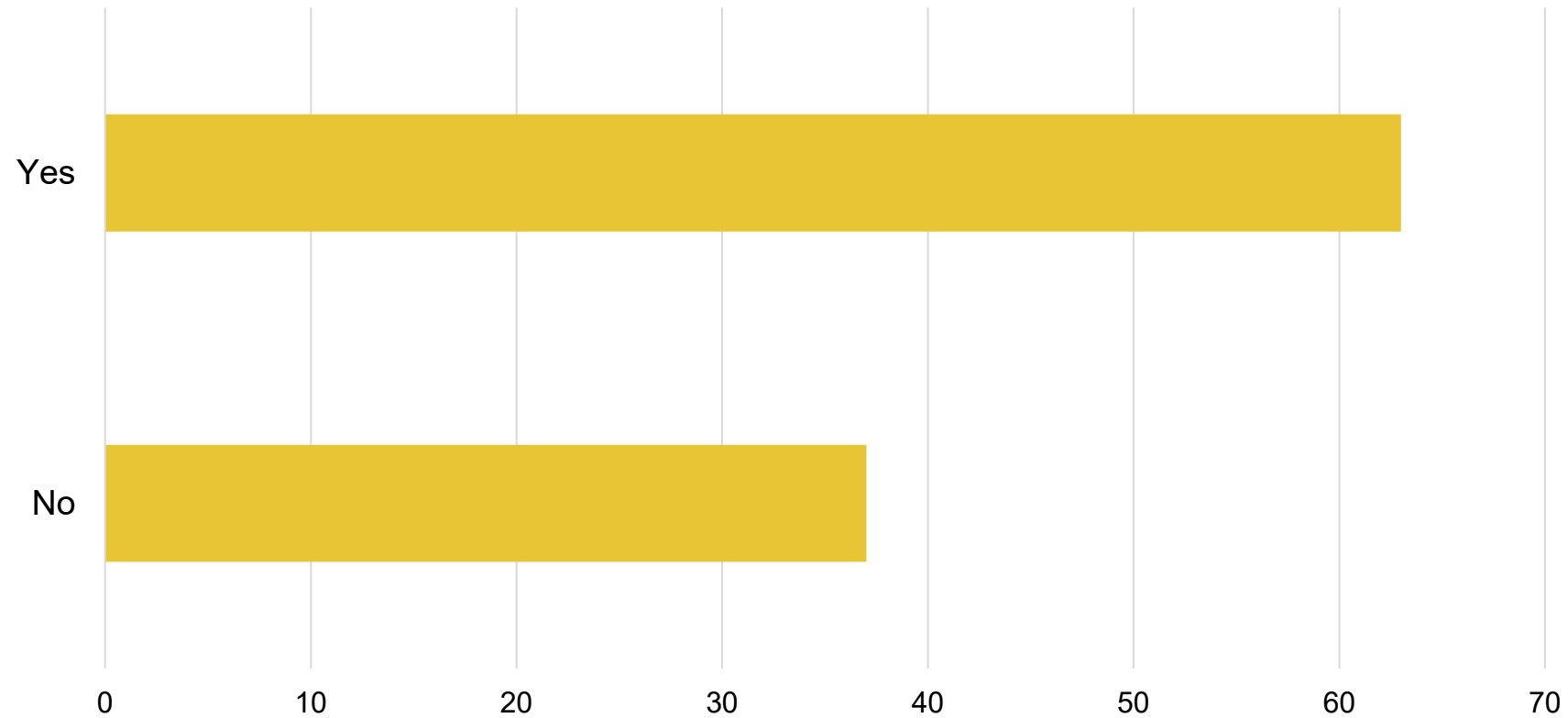
Who provides the most realistic savings reports on an air program?



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# Poll 12: NDC

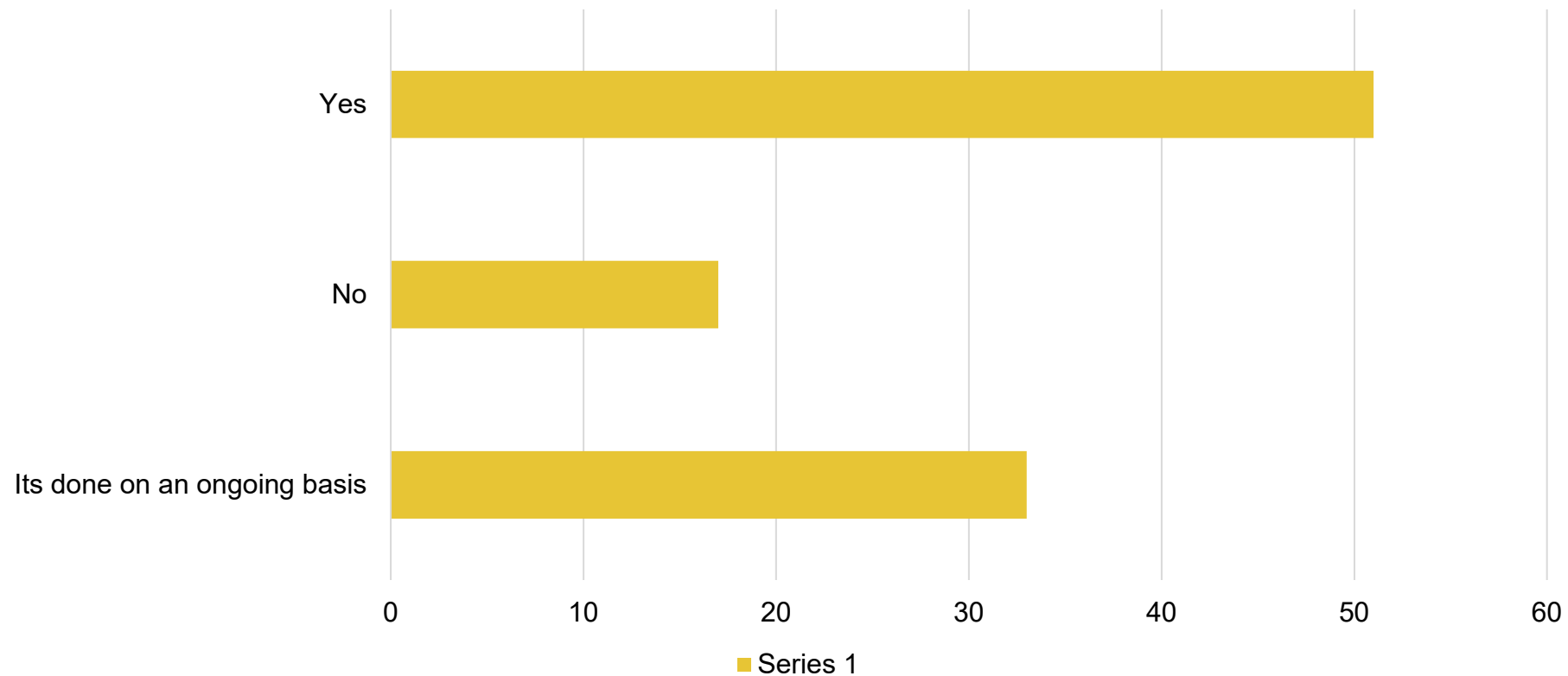
. Do you think that the NDC initiative be will good from the buyer's perspective?



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# Poll 13: Program Assessment

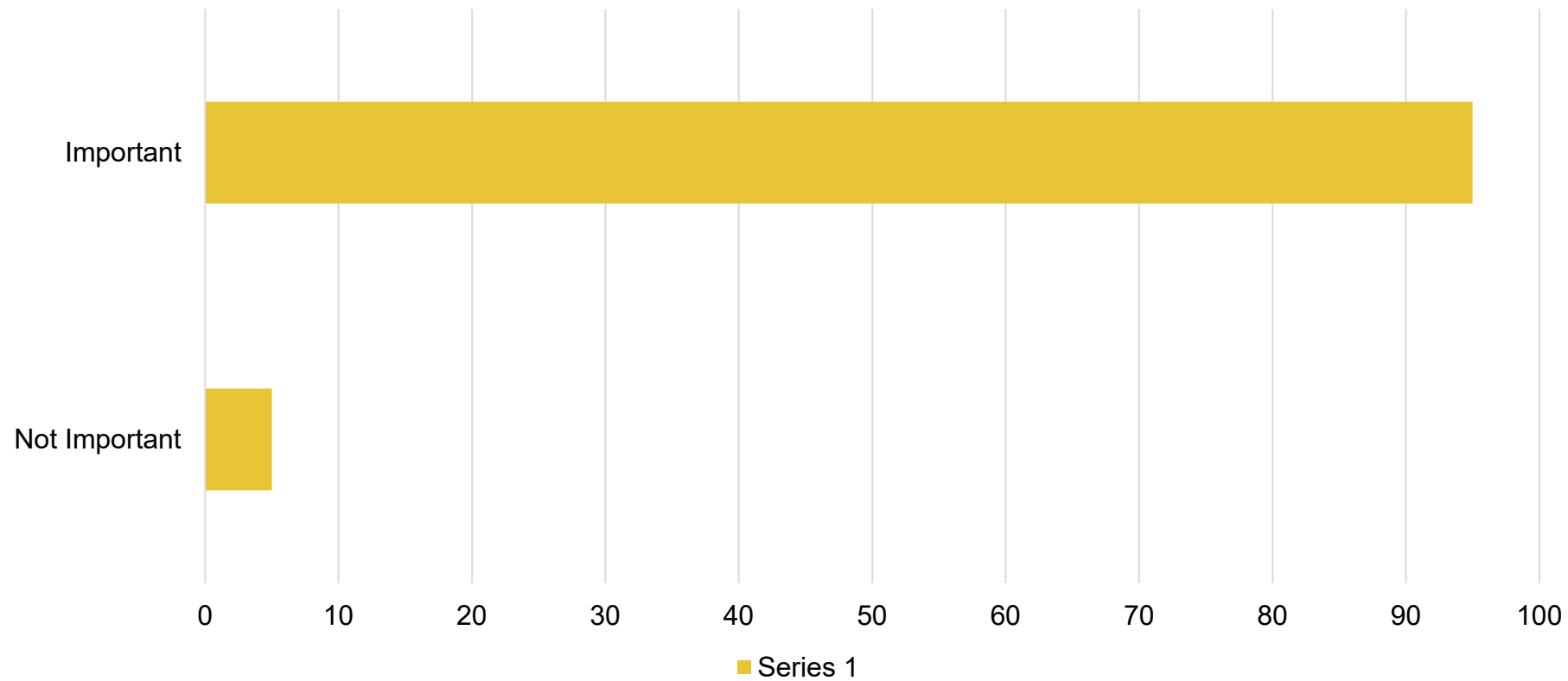
Do you (your company / clients) conduct a comprehensive program assessment in a category prior to sourcing?



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# Poll 14: Travel Policy & Sourcing

How important do you think the buyer's travel policy is to the Suppliers when sourcing?

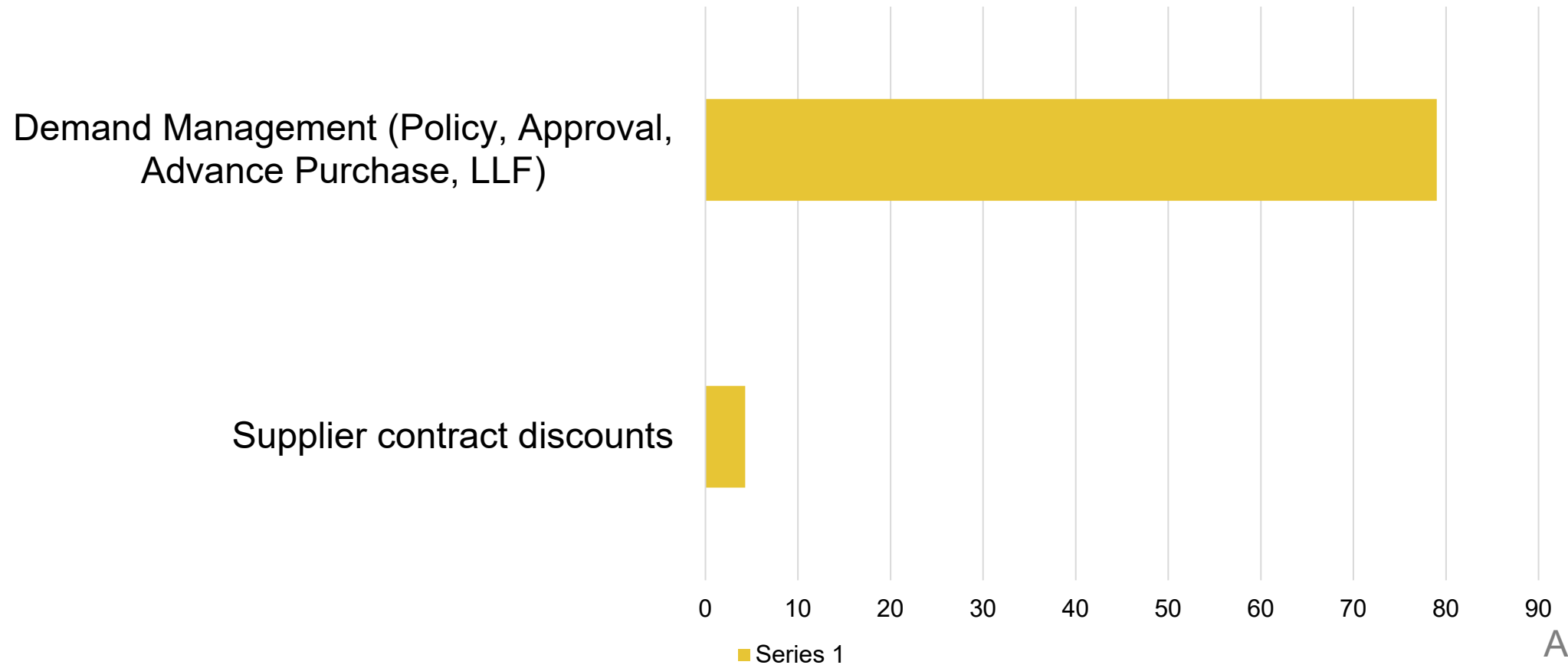


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# Poll 15: Cost Savings

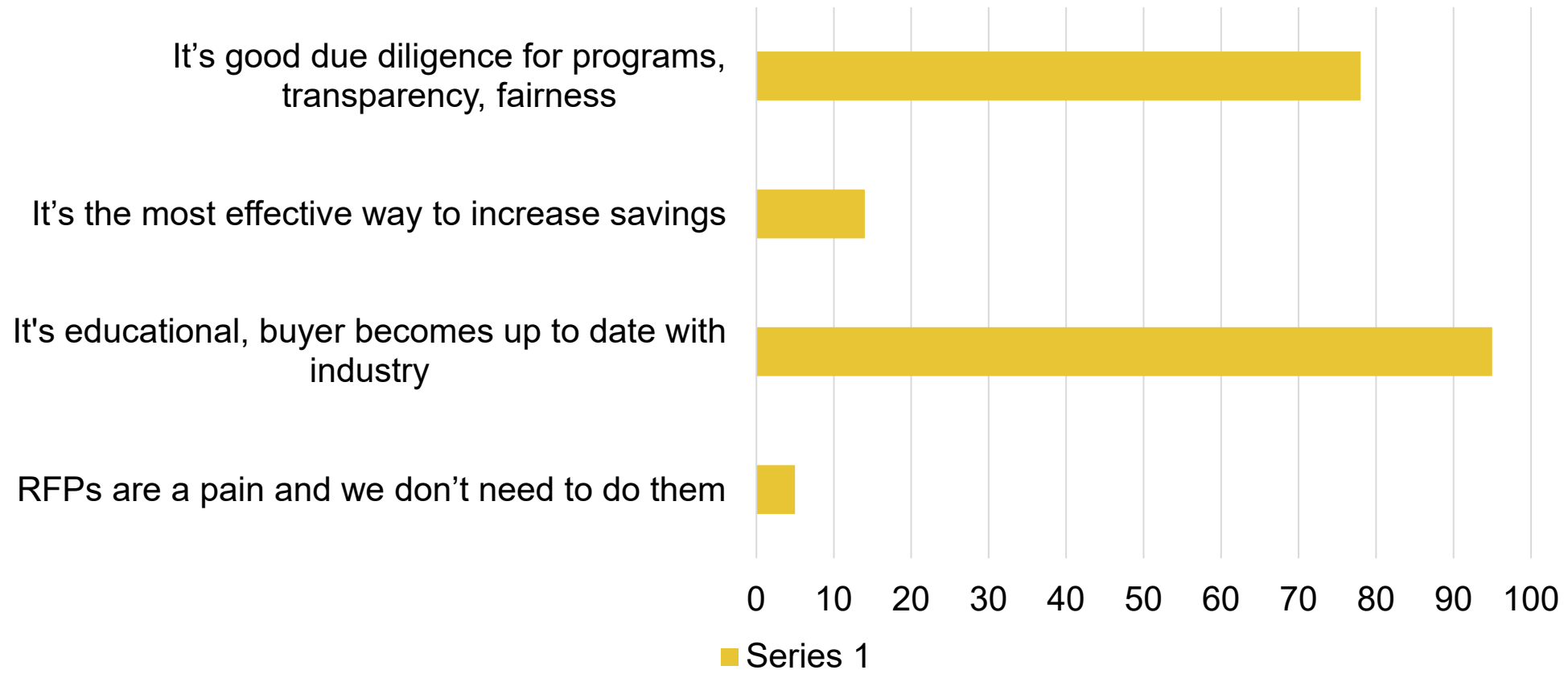
What can provide more cost savings to a managed travel program?



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# Poll 16: RFP Reasons

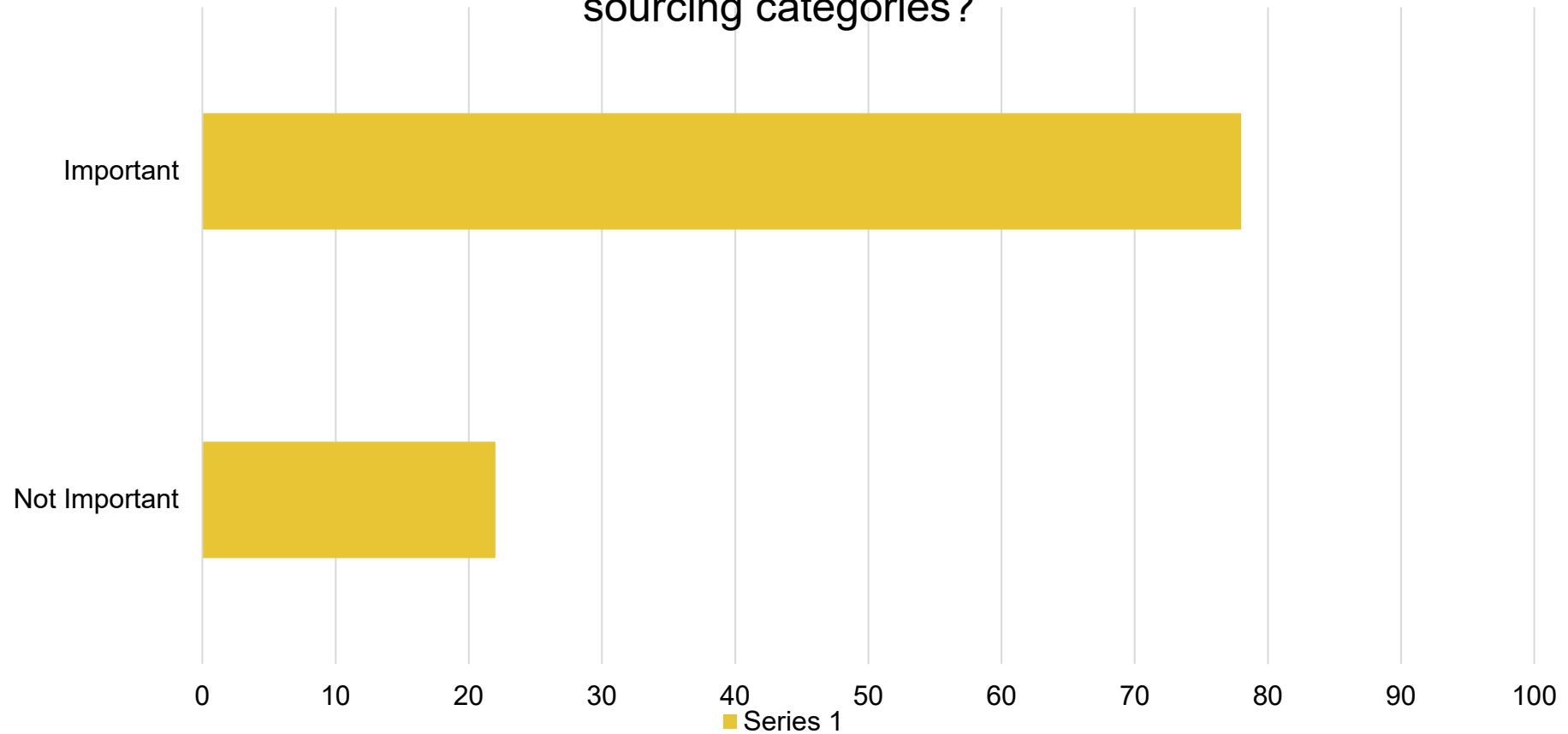
What is the most important reason to conduct an RFP (or Not)?



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# Poll 17: Bidders Meeting Importance

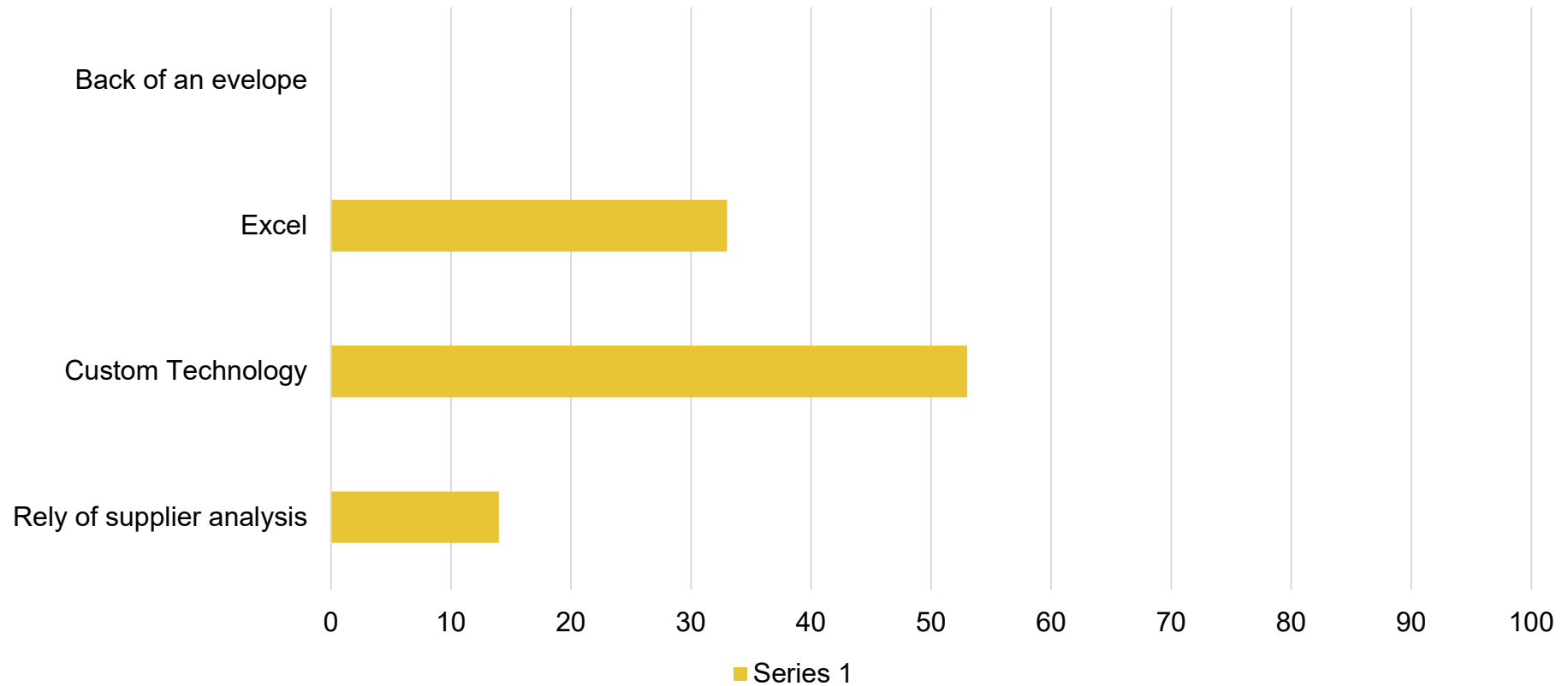
Do you believe it is important to conduct a bidders meeting in most sourcing categories?



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# Poll 18: Analysis Technology

What level of analysis technology have you needed for the programs you have been associated with?



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# Poll 19: Program Management & RFP

Can good Program Management eliminate the need for an RFP?

