

**Ellen Keszler Remarks
National Business Travel Association
37th Annual Convention & Trade Show
San Diego, California
August 15, 2005**



Good morning, everyone! It's great to be here with you...and I think I speak for all of us when I say it's great to be in San Diego. What a beautiful city – there's so much to see and do!

I have to tell you, the urge to multi-task in San Diego has been intense – to figure out a way to combine business with leisure. In fact, I even brought my family out here for the weekend...so that we could enjoy the world famous San Diego zoo and the beach. It was a great break for us – and it is something that I do a lot more often these days – which is to bring my family for the weekend when I have a business trip to a great leisure destination like San Diego.

That's not such an outrageous idea these days – combining business and leisure ...because for many of us, the sun never seems to set on the business day. We often find our jobs spilling over into our personal time...and vice versa.

Not only that, but the lines are blurring between business and leisure when it comes to the technology we use...to keep everything organized and manageable in our lives.

Take your cell phone, for example. I'm willing to bet you have both business numbers and personal numbers stored in memory. We all do. It just wouldn't make sense to carry two different phones around – one for business and one for leisure.

Even my Blackberry falls into that “convergence” category. To be really useful, it has to do double-duty. It has to give me a way to access both my business and my personal e-mail. It has to have all my contacts in the address book – in case I have to schedule a call to a teacher...right after I wrap up a conference call with a customer.

That's really the whole point behind convergence, isn't it? To make our lives simpler and more productive – by giving us the tools we need to manage all the demands we face from day to day.

And no one understands the potential of convergence better than the business traveler. That's why the Road Warriors are almost always the first to adopt technologies like WI-FI on their laptops or the Blackberry.

I was thinking about that whole trend as I was preparing for this talk. That's because the Corporate/Leisure Convergence seems to be happening in the travel space, too.

Where we used to have two very distinct online travel segments...many of those lines are blurring today. And I believe that's a good thing. It's creating an opportunity for corporate travel managers – and their agencies – to increase adoption rates and enhance the way they serve their clients.

I'd like to explain what I mean...by taking a closer look at some of the trends we're seeing in corporate online travel technology.

For starters, it's clear that online booking is here to stay. That's true for both corporate and leisure travel. Both technologies have been around for about ten years now...and both have enjoyed tremendous growth during that period. A June PhoCusWright report shows just how comfortable we are booking online. It says nine of 10 business travelers have purchased some element of travel online in the past year. Shopping for travel online is now part of almost everybody's trip-booking routine.

You could make a case that we've seen more success on the leisure side when it comes to voluntary acceptance and usage by travelers. Still, there's no question that corporate online technologies have been successful. The latest GetThere Benchmark Survey shows that adoption has reached 65 percent at leading companies – nearly two-thirds of their bookings are made online.

That includes companies like Cisco Systems, which implemented its online booking tool in 27 countries worldwide. Cisco estimates that it reaped savings of approximately \$14 million last year alone.

Still, it's true that travelers seem a bit more comfortable using the online leisure sites. That's largely because most of the investment on the corporate side to date has been focused on delivering capabilities that are critical to companies and corporate travel managers. Meanwhile, leisure online companies have concentrated on the user interface – working hard to understand how people actually want to shop for and buy travel.

Today, with the corporate management capabilities in place and proven, we have the chance to take things to the next level in the corporate space. We can start to leverage the technology developed for leisure travelers...and make it easier for your travelers to get exactly what they need from the corporate booking tool.

That's where convergence comes in. Business travelers don't want to have to deal with a different user interface. They want speed...and elegance...and above all, simplicity. They want to see the same features on the corporate travel site... that they already enjoy when they shop for leisure travel through online sites like Travelocity. The same PhoCusWright report I mentioned earlier said that 68 percent now purchase both business and leisure air travel from the same Web site. Interesting... rogue travelers!

This trend towards simplicity really shouldn't surprise us. After all, it's true in many other parts of our lives.

Take digital cameras, for example. Some of the hottest sellers on the market are Kodak models. They're popular – not because they offer the most megapixels...or the best optical zoom...but because they're the easiest to use. In fact, one of Kodak's best-sellers isn't a camera at all: It's a stand-alone photo printer that lets people print digital pictures easily without hooking up to a computer. It's really simple – when I have a party at home, I can take some pictures, pop the digital card into the printer, and print out pictures for my friends to take home with them!

Simple and elegant – that's what sells. That's what people want out of their technology today. The same is true for music buffs. You can buy all kinds of different digital music players out there in the marketplace. But Apple's iPod is the device that everyone wants...because it's really cool...and so simple to use. You don't have to be a

techie...to download songs or to set up a play list. You just plug it in and go. And just today I saw the corporate/leisure convergence with the iPod while doing an interview with a reporter who used it to record our discussion!

This same sort of dynamic is at work in the corporate online market. The trend toward convergence is being driven by the desire to make the corporate booking tool as simple, powerful and elegant as the best leisure travel sites.

Simply put, your travelers expect technology that's every bit as cool as an iPod or a Travelocity. But it's not just about "cool." They also want to know that they're seeing all the best options for their trip.

Consider hotel shopping: Detailed information is important, whether you're traveling for business or leisure. While a leisure traveler might ask about an indoor pool so that the kids will have a place to play...a business traveler may need that same information...so she knows she'll have a place to swim her laps in the morning. Having that level of detail can make all the difference in helping you decide which booking tool to use.

The same is true for other features – say, flexible date shopping...or a fare-led search...or a Total Price for Cars. In some cases, these leisure-oriented features can help a business traveler make smarter decisions that will save the company money...or they can provide a level of flexibility that will keep the employee from shopping for travel outside the system.

But the opportunities for convergence don't stop there. It's not just about adding powerful shopping features...or a consumer-oriented look-and-feel... to the corporate booking tool. Convergence is also about deep-level functionality – like comprehensive travel content.

That's a hot topic in the corporate travel market today: In an era of GDS deregulation...Web fares...direct connects...and GDS "new entrants" – how do you make sure that your corporate booking tool can deliver all the content you need...to keep employees booking within the system?

Here again, the answer is convergence: Making content available in your corporate booking tool from multiple sources – whether it is multiple GDSs...or multiple direct-connects...whatever it takes to ensure that your travelers have a simple, powerful way to access all the content they need.

Of course, converged content – comprehensive content – is really nothing new for us. Right from the start, GetThere was the first corporate booking tool to offer access to all of the GDSs – and it continues to do so today, nearly five years after the acquisition

That's not an accident. It's a conscious choice on Sabre's part...because we know it's important to many corporations that they have multi-GDS access.

We're also experienced at accessing non GDS content. For several years now, our GetThere Web Connect and Direct connect technology has provided connections to airline sites, rail sites and other travel providers. Today, the list includes more than 50 suppliers in all – including Amtrak, SNCF, domestic airlines, discount carriers like JetBlue and AirTran...as well as a number of key European airlines.

The bottom line: When it comes to content, convergence is pretty much a done deal. It is – and always has been – a core part of our corporate offering.

More recently, we've taken convergence beyond content on the corporate side. We've added a number of shopping enhancements to the GetThere booking tool. It now offers a full-featured hotel engine, for example – one that's based on the Travelocity product.

And just in June, we added Travelocity's award-winning Total Price for Cars technology to the GetThere menu.

Soon, business travelers will be able use the GetThere tool to do a true fare led search...or flexible-date shopping.

You may have read recently that one of our competitors has announced similar plans...so it's safe to say that the trend toward convergence is well under way.

As I said earlier, I have to believe this trend will mean good things for corporate travel managers. You're going to be getting the tools you need to make life easier for business travelers...and that, in turn, will help you take adoption and usage rates to the next level.

Later this year, we'll continue building on what we've already done with the GetThere shopping path – adding the option of using Travelocity's familiar look-and-feel. For business travelers, it'll be like going from two cell phones to one...or like syncing up the Blackberry so that all the contacts they need – business and personal – are in the same place, and in a familiar format.

Your travelers won't have to learn to use different shopping interfaces, depending on whether they're booking for business or leisure. Soon, the same shopping skills will apply to either one.

In fact, 71 percent of respondents to the GetThere benchmark survey predict adoption of their online booking site will increase as GetThere takes on more of Travelocity's leisure look and feel.

That's the power of convergence. And the truth is, no one is better positioned than Sabre to deliver all that potential to the corporate travel marketplace. The secret is in our scale. We do millions of transactions every month, over both the GetThere and the Travelocity platforms – so we can afford to invest in those platforms at a level that others might find difficult to match.

Not only that, but we have the experience to invest in technologies that are truly scalable. With ten years under our belt in the corporate online market, we know how to make it work...when demand skyrockets from tens of transactions...to thousands of transactions...per hour.

On a very practical level, scale gives us the opportunity to go after enhancements that make a real difference for business travelers and corporate travel managers.

The direct connections I mentioned earlier are a perfect example. These supplier connections can be expensive to build. But we have the broad base of business to make

them cost-effective for our customers. We can spread the cost of development over the millions of transactions we process each month...because we now share a common technology platform across GetThere and Travelocity.

The same principle applies to shopping path improvements. We can deliver leisure-oriented features that make the GetThere booking tool appealing for every one of your travelers – not just those who are making schedule-oriented purchase decisions. And we can provide those features cost-effectively...because we've already developed them for the Travelocity site.

Those are the kinds of things I have in mind when I say that scale matters. And we're going to continue to be aggressive about putting those advantages to work on behalf of the corporate travel market.

Without question, convergence is happening today. Business and leisure travel technologies are coming together – and that's good news for everyone in this room. But we don't see this convergence as a one-time event.

It's more like a continuous cycle – a process of innovation that keeps building on itself...and keeps delivering benefits to the entire travel marketplace.

We want to thank you – for giving us the opportunity to help drive this cycle of innovation. We appreciate the feedback you give us – you continue to challenge us to be even better. We're grateful for the business you send our way. And we hope you'll continue to let us know how we can make your jobs easier – or your business travelers more productive.

That kind of convergence – the kind that brings great minds together, in a spirit of partnership – may be the most important convergence of all...to the future of our industry. We look forward to teaming up with you...as we work to usher in the next ten years of innovation, growth and savings. Thanks...and have a great conference!

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