

More than Air & Hotel – Ground Transportation

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Introduction to Ground Transportation

- Huge global industry, over £2,500,000,000 in London alone
- Plenty of competition offering a diverse range of services
- Is frequently considered 'ancillary' leading to missed opportunities to reduce cost, increase safety and enhance service

Ground Transportation as part of a managed travel programme

- Why?

Safety

Security

Cost

Service

Environmental Impact

Capacity

Priorities of a Ground Transport RFP

- Safety First, Second and Third
- Conduct an internal risk assessment – Duty of care
- Establish actual user requirement / Can you mandate?
- Consider all needs including events, meetings, incentives etc.
- Visit potential suppliers, understand their business model
- Research the Market
- Ask relevant questions for best response
- Try not to commoditise, at least until you have a shortlist

The Best Cost Savings are achieved when the appropriate service is booked according to the needs of the user

Many Options to Consider

- Single Vendor vs. Multi Vendor
- Local Independent vs. Branded
- Direct Relationship vs. TMC vs. Platform

Summary

A planned and managed Ground Transportation programme will ensure:

- Policy compliance
- Increased Safety
- Reduced Cost
- Greater User Satisfaction
- Adherence to your organisational CSR policies