



Six Flags, Inc. is the world's largest regional theme park company with 20 parks across the United States, Mexico and Canada, and soon will be expanding beyond North America with destinations in Dubai and Qatar.

Travel Program Snapshot

Travelers	540
Air Spend (Annual)	\$800K
Car Spend (Annual)	\$100K
Hotel Spend (Annual)	\$350K

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Best Practice Case Study

Six Flags Drives Greater Savings from Egencia's Managed Travel Program

In 2006, Six Flags made the jump from a completely unmanaged travel environment to a highly managed travel program with Egencia. This resulted in immediate fee savings, 85 percent consolidation of travel spend with Egencia and a sharp drop in their average air ticket price.

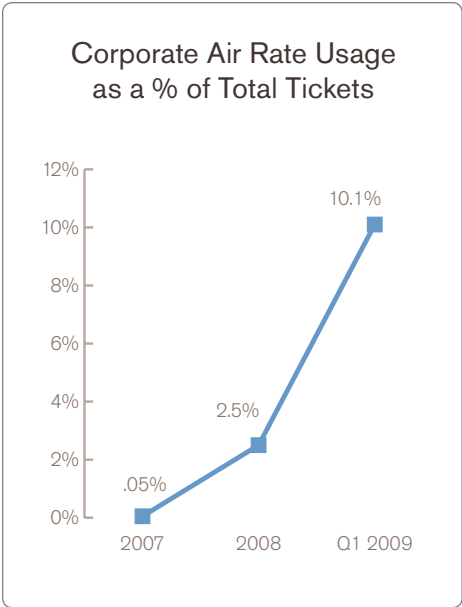
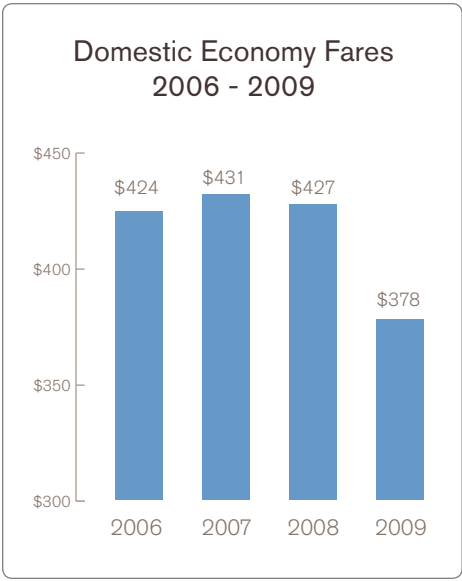
Travel Manager Jaclyn Sobel took over the program in 2007 and continued to drive air, car and hotel savings by taking advantage of the much improved spend visibility and flexible travel technology.

Background

Travel Manager Jaclyn Sobel, CCTE, really enjoys being responsible for all aspects of Six Flags' travel program. She has been with the company since 2006 and has managed its travel program since mid-2007. In April 2008, Ms. Sobel acquired the Certified Corporate Travel Executive (CCTE) designation from the National Business Travel Association.

The Situation

In mid-2007, Ms. Sobel took over full responsibility for Six Flags' new managed travel program. Her predecessor had done "an amazing job" of consolidating all of the company's 20 park locations into a managed travel environment with Egencia, but there was still much to be achieved. As a result of consolidating travel with Egencia, Ms. Sobel gained access to valuable reports that truly represented her company's travel spend behavior. She and her Egencia account manager were able to spot numerous air, hotel and car savings opportunities. Here's how she did it.



Steps to Success

Promote Lowest Logical Fare Purchases

Ms. Sobel was very focused on containing air travel costs by leveraging Egencia's Low Fare Tolerance policy parameter. To stay within company policy, members of Six Flags' General Traveler Group, her largest traveler group, must select airfares that are no more than \$100 higher than the lowest logical fare at the time of booking. As specified by Six Flags, the lowest logical airfare is automatically selected from all fares that are:

- ±120 minutes from the traveler's preferred departure time
- Up to 90 minutes longer than the shortest duration flight
- Up to a maximum of 1 connection

Depending on the region, fares from alternate airports are included in the search as well. Six Flags' new travel policy specifically states that employees are expected to book the lowest logical airfare, whenever possible.

In 2008, 86 percent of domestic fares booked by this traveler group were within \$100 of the lowest logical fare. "Employees now email me before they book out of policy because they are so conscientious of doing what's right for the company," said Ms. Sobel.

It's no surprise that domestic economy fares booked by Six Flags travelers have remained essentially flat since consolidating travel with Egencia and have now even started to dip as a result of the economy.

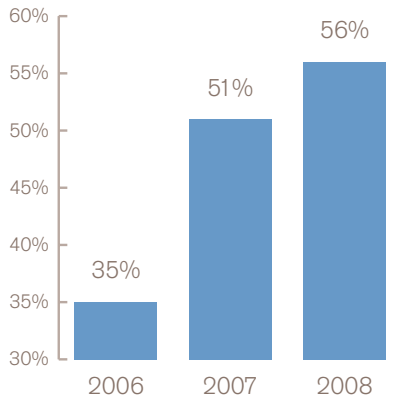
Drive Unused Ticket Savings

When Ms. Sobel took over the travel program, she also noticed that losses due to unused tickets expiring were "quite high". To tackle this issue, she now reviews the unused ticket reports monthly and identifies tickets that will expire within the next month. Ms. Sobel then emails each traveler and copies their supervisor to remind them of the unused ticket, its expiration date and to apply this unused ticket to their next flight if at all possible. As a result, Ms. Sobel has seen the total value of expiring unused tickets drop by 50 percent in a matter of just a few months. Exchanged unused tickets now represent 5 percent of Six Flags total air spend and expiring tickets are just 2 percent of air spend.

Acquire Negotiated Air Agreements

In the beginning of this new program, Six Flags had very little prior travel spend data and therefore was unable to negotiate discounts with any of the major air carriers. In 2008, after nearly two years of a managed travel program, Ms. Sobel had exactly the information she needed.

Negotiated Hotel Rate Usage as a % of Total Room Nights



Hotel search

City Airport or Address
 Find hotels near a city or neighborhood OR Six Flags, Inc destinations
 -- select a destination --
 -- select a destination --
 SF Corporate New York
 SF Corporate Texas
 SF Discovery K&A-Napa Vly
 SF Discovery K&A-Vallejo
 SF Fiesta TX(San Antonio)
 SF Great Adventure (NY)
 SF Great America (Chicago)
 SF Great Escape (NY)
 SF Kentucky Kingdom
 SF LaRonde (Montreat)
 SF Magic Mountain
 SF Mexico
 SF New England (CT)
 SF New England (MA)
 SF Over Georgia (Atlanta)
 SF Over Texas (Arlington)
 SF St.Louis

Additional options
 Check-in: Check-out: Guests: Hotel name, hotel class

Custom Hotel Destinations help travelers find hotels near Six Flags parks

Virginia Aguirre, Six Flag's Egencia Account Manager, offered guidance and introduced Ms. Sobel to the Continental Airlines representative. Using the consolidated spend reports, Ms. Sobel was able to demonstrate Six Flags' ability to move market share in the New York City area to Continental's hub in Newark. Continental responded by offering Six Flags a negotiated contract that will result in significant savings for Six Flags.

"Our air spend is close to the minimum the airlines require for a negotiated agreement," says Ms. Sobel. "If we hadn't consolidated nearly all of our travel with Egencia, we wouldn't have had the data to prove we qualified for a discount." The contract was signed in August 2008 and negotiated air bookings have already jumped from essentially zero to 10 percent of total air purchases in the first six months.

Negotiate Rental Car Agreements

Ms. Sobel also leveraged her consolidated travel spend to negotiate two preferred rental car agreements. Six Flags already had local discount numbers with one provider, but they were looking for national providers who offered the level of service Six Flags' travelers expected. "We wanted to provide travelers with two high quality choices as our preferred rental car providers," says Ms. Sobel.

In the summer of 2008, Six Flags added National and just recently added Avis as their preferred providers. By setting the account to display only preferred vendors on the first page of search results, the change in traveler behavior was immediate. By the end of 2008, over 95 percent of car reservations were made with one of Six Flags' preferred vendors.

Increase Hotel Negotiated Rate Usage

From the very beginning of their managed travel program, Six Flags realized great success directing travelers to choose one of their negotiated rate hotels. Ms. Sobel has continued to improve upon this program by adding new negotiated hotel properties and flagging all non-negotiated properties as out-of-policy whenever a negotiated rate is available.

In each location, negotiated hotels are sorted according to Six Flags preference and Ms. Sobel has added custom hotel destinations to make it easy for travelers to find negotiated rate hotels near the company's many park locations. Her efforts have resulted in negotiated hotel rate usage climbing to 56 percent of total room nights in 2008.

Incorporate New Travelers From Acquisition

Last year, Ms. Sobel took on the integration of Dick Clark Productions, which was acquired by Six Flags, into their travel program. "The flexibility of the Egencia tool to have multiple departments and traveler groups was a big factor in the successful integration," said Ms. Sobel. "We were able to easily transition their travelers and incorporate their unique policy requirements. There was really very little training required." DCP employees adopted the

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online booking tools just as quickly as the rest of the company and online adoption now stands at an incredible 95 percent of all purchases, which keeps Six Flags' service fees to a minimum.

Update and Strengthen Travel Policy

In 2009, Ms. Sobel saw an opportunity to further drive savings by revising the Six Flags Travel Policy. "I felt that our existing policy wasn't as definitive as it could be, specifically in terms of mandating the use of our preferred agency, and requiring advance booking of air travel." Ms. Sobel created the new policy document by merging her existing one with a template from the National Business Travel Association and then updating the specific policy requirements.

With the new policy, employees were reminded of the mandate to book travel through the company's Egencia account using the online booking tools whenever possible and purchase airfare more than 14 days in advance to optimize the savings opportunity.

"In our work, it's not unusual for someone to need to make a last-minute booking, but I want to ensure that any time it happens, there's a valid reason. That's why I've configured our account to automatically notify me whenever an out-of-policy booking is made. The traveler is required to select an out-of-policy reason code and provide the business reason that requires them to break policy."

Ms. Sobel expects to see the number of last-minute bookings (within 14 days or less) to decrease significantly over the next few months.

Summary

Since taking over the travel program, Ms. Sobel has further consolidated the company's spend with Egencia, kept air ticket prices in check, reduced unused ticket losses and acquired new negotiated rates for her travelers. All of these efforts have resulted in greater savings for Six Flags.

According to Ms. Sobel, "That's the benefit of a managed travel program. Knowing that nearly 100 percent of my travelers are booking via Egencia makes it much easier for me to identify the savings we're achieving and missing. Plus, I can be confident that every purchase they make, whether it's online or via an agent is subject to our company policy, which ensures that our travelers are making the best choice for themselves, and for Six Flags."