

# MAUPIN EXPRESS

“THE LATEST TRAVEL NEWS FOR BUSINESS TRAVELERS ON THE GO!”

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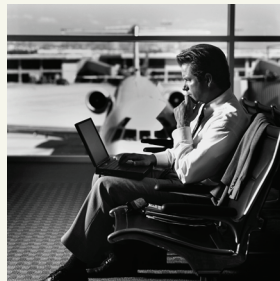
- Delta says name your price
- Maupin Travel International Cell Phone offer
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## U.S. Business Travel to Grow 5% in 2011 as Economy Strengthens

U.S. business travel spending will rise 5 percent in 2011 to \$239.3 billion as an improving economy and stronger profits encourage personal meetings and group trips, a *National Business Travel Association* study



Travelers will be competing for fewer airline seats

showed. That would be the second straight annual jump in spending, following an estimated 2.3 percent increase in 2010.

Companies are once again recognizing the value of face-to-face meetings with customers, prospects, partners and colleagues to build relationships and increase top-line sales.

Business travel growth in 2010 was fueled by higher-than-expected GDP, stronger exports and very strong corporate profits.

International travel from the U.S. should remain strong through 2012, in particular, due to robust export markets.

That being said, travelers will be competing for fewer airline seats (and thus higher airfares) at the same time as new security measures and travel disruptions that may cause a trickle-down effect on travel convenience and comfort. According to a USA Today forecast, eight major factors will shape business travel in the coming year:

**Clashing supply and demand** – With airplane load factors already exceeding 80%, more travelers will mean more crowded airplanes and a likely rise in airfares. Domestic airfares are anticipated to rise 2-6% and international business class fares 3-7% in 2011. Hotel room rates are anticipated to rise nearly 4%. On a brighter note, car rental prices are expected to drop about 2%.

**Rising Oil Prices**- Oil Prices, which affect jet fuel prices, are currently in the \$90 per-barrel range and are expected to top \$100 in 2011. When oil topped \$100 in 2008, many airlines added fuel surcharges and some cut

capacity, adding to the airline seat capacity woes.

**Fallout from airline consolidation**- Mergers with Delta and Northwest, Continental and United, Airtran and Southwest are reshaping the air travel landscape for U.S. business travelers. More consolidation could be in the works for 2011 as American Airlines, as well as smaller airlines, continue to hunt for acquisition partners. In general terms, mergers generally lead to capacity cuts and decreased price competition.

(continued on page 2)



“Companies are once again recognizing the value of face-to-face meetings”

(continued from page 1)

**More ancillary fees-** The world's airlines collected \$22.6 billion in ancillary revenues in 2010 with \$6.7 billion going to major U.S. airlines. Although much of the revenue is a result of higher checked-baggage



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fees, much of the increase comes from new fees like Continental's "fare lock" that allows a traveler to hold a seat at a specific price for up to a week, priority boarding, preferred seats or unaccompanied

minor fees.

**Airlines missing from big name travel websites-** while travel agencies aggregate all airline content in their Global Distribution System (GDS), airlines are trying to lure travelers to their own websites to prevent them from price-shopping other carriers. Recently, American Airlines removed its inventory from Orbitz.com and Expedia.com and Delta pulled its inventory from a couple of smaller online travel sites. The good news is that agencies still have all content via the GDS system so you have access to comprehensive content. If using the above-named sites, you are denied access to major airlines and their schedules and fares. Even more reason to use a travel agent!

**Security Hassles-** with heightened security measures as a result of terrorist threats and breaches in airport safety standards, 2011 will bring even greater restrictions and more invasive

screening procedures every time a new threat is perceived.

**Fewer alternatives for stranded travelers-** With fewer empty seats and airlines to choose from, any travel disruptions cause a trickle-down effect in trying to re-accommodate stranded travelers.

**Return of the experts-** Blame it on the Internet: with all the confusing and often misleading information about travel, more travelers than ever are looking to professional travel consultants not only for in-depth information but as a "lifeline" when they become stranded and are unable to get through to the airlines or a travel web site call center.



**Real Loser in AA Distribution System: ticket buyers**

American Airlines' effort to distribute its own fare information system may evoke some ho-hums from travelers: just another tech battle. But maybe not this time.

The real loser, analysts say early in this battle, is anyone who buys airline tickets.

American Airlines, Orbitz, Expedia and other smaller online agencies as well as travel pundits are passing the blame around. American touts its direct-distribution system as a way to provide consumers with greater access to their fares and schedules. But the online agencies argue that by providing fewer ways to compare AA fares against their competition makes it harder for the consumer to find the best deals. The airline's fare listings have already disappeared from online travel booking sites like Orbitz, Expedia, CheapOAir.com, OneTravel.com and BookIt.com. Other online sites, as well as travel

agencies' GDS systems are in American's crosshairs.

If you go directly to an airline's web site to shop for a fare, what you miss is that many times a lower fare can be had by flying one airline one way and another airline back home. Or you may overlook a lower fare in the increasingly complex maze of comparison shopping and going from one site to another. Not only is this time-consuming and inefficient, but it will also result in added costs to the end-user and will be detrimental to airline customers, travel agencies and consumers.

The Business Travel Coalition, a group that represents corporate travel managers, criticized American's decision, saying consumers will be better off if American loses its battle with the online agencies. "The stakes in this conflict are clear: either an improved airline industry and distribution marketplace centered

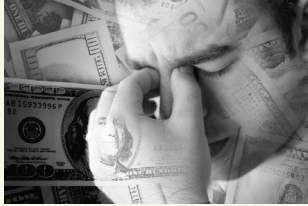
around the consumer or one that subordinates consumer interests to the self-serving motivations of individual airlines endeavoring to impose their wills on consumers and the other participants in the travel industry," coalition chairman Kevin Mitchell said in a statement. "Single-supplier direct connection proposals, like the one advanced by American Airlines, can cause massive fragmentation of airfares and ancillary fees, depriving consumers of the ability to compare the total cost of air travel options across all airlines."



The real loser, analysts say is anyone who buys airline tickets

## Overbooked? Delta says name your price

Delta Air Lines has started an online auction that tweaks the concept of Priceline.com. Instead of bidding how much they



**Allows a passenger to name their own compensation for being inconvenienced**

will pay for a flight, passengers bid how much money they want for being bumped from a crowded or oversold plane.

Customers can bid on their computers or at an airport kiosk. The program, which started online last month, is believed to be an industry first.

Delta takes the lowest bids first and pays passengers in "Delta Dollars",

transportation vouchers that can be used for future flights. Since airlines spend millions of dollars in compensating bumped passengers, Delta officials feel this system will not only save them hundreds of thousands of dollars but also allow a passenger to name their own compensation for being inconvenienced, especially those who have flexibility in their travel schedules.



*"Customers can bid on their computers or at an airport kiosk"*

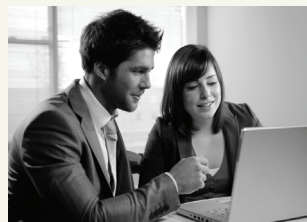
## Traditional travel agents finally getting their due

While the worst of the Christmas and New Year's weather is behind us, but a long winter ahead, there are plenty of travelers all over the country who are going to have memories of the recent storms that have wreaked havoc on most every state in the nation. Those memories will be good or bad, depending on whether or not they chose to use a travel advisor.

In true "Planes, Trains and Automobiles" fashion, there were cancellations, rescheduled departures, surly customer service agents and even nights spent on cots or airport benches -dormitory style.

For some travelers, do-it-yourself booking is losing its luster. A study by *Forrester Research* found that almost one-third of respondents to a recent

survey who booked their trips online said they'd be interested in trying a traditional travel agent next time. That number is up from 23 percent as recently as 2008.



**For some travelers, do-it-yourself booking is losing its luster.**

Recently, a frustrated traveler contacted Maupin Travel after initially scheduling his flight directly on an airline's website. He was very upset that he could not reach a live agent in an

attempt to change his flight plans due to the winter storms in the Northeast and wondered if we could help. Although our agent could not offer much consolation (other than a sympathetic ear) since we are not able to access itineraries that are originated elsewhere, we were able to offer him a one-way fare that was suitable to him and allowed him to get home and deal with the airline after-the-fact. He concluded his phone call by saying "you've made me a convert. I'm using you the next time I travel." Hats off to travel agents all across the globe. The mainstream media is finally giving agents the recognition they deserve.



## Renovations at RDU Airport Continue on Schedule

Walk into Terminal 2 today and you can clearly see that construction is nearing completion on Phase II. For the first time, passengers are getting a glimpse of what's to come when Terminal 2 is completed January 23, just prior to the NHL All-Star Game and festivities January 27-30.

Terminal 2 will contain a total of 920,000 square feet, nearly three times larger than the Terminal C it replaced. It will accommodate up to 11.4 million passengers a year. The Phase 2 portion consists of 370,000 square feet of space or roughly 40% of the total project. The newest phase will handle Continental and US Airways flights and be known as Concourse D or the South Concourse. There will be 13 shops

and restaurants, one ticketing island, three security checkpoints and two baggage claim carousels in the most recent addition to Terminal 2. The current portion of Terminal 2 that has been open since October, 2008 contains American Airlines (including American Eagle); Delta; United; Air Canada and Midwest Connect and is known as Concourse C or the North Concourse. It has 19 gates, 24 shops and restaurants, two ticketing islands, seven security checkpoints and three baggage claim carousels.

Some of the new shops and restaurants that will be part of the new addition include local favorites such as Jason's Deli, Five Guys &

Carolina Vintages. Shopping options will include Brighton Collectibles, Brooks Brothers, PGA Tour Shop, Pylones and CNBC News.

As for Terminal 1 (formerly known as Terminal A and B), plans are underway for a major renovation there, as well. In September, those plans took a major step forward with the selection of a construction manager and included in the plans will be an airport club that will not be affiliated with any particular airline but will instead serve all airlines housed in Terminal 1. This will be a service offered by the RDU Airport Authority and will involve various membership plans, including day passes and annual memberships.



Terminal 1 plans underway for a major renovation



## Maupin Travel International Cell Phone Offer

Maupin Travel is pleased to announce that we now can offer International cell phones that you can purchase or rent for use when you are traveling



Considerably lower rates than the usual network providers

abroad. The rates to purchase, rent and use are considerably lower than the usual network providers and work well in over 200 countries with no monthly fees or contracts. You just pay for the calls that you make and when not in use simply keep your phone with your passport for your next trip abroad. So whether you are traveling through Australia and New Zealand, cruising the Caribbean or taking in the Royal Wedding festivities in Europe this April, you can stay in touch with your family and friends back home at reasonable rates.

For more information contact Sandy Gower:

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Email: [scgower@maupintravel.com](mailto:scgower@maupintravel.com)



*“stay in touch  
with your  
family”*



## Other Airline News

**American Airlines-** AA and JetBlue have launched a reciprocal frequent flyer agreement effective November 18, which allows members of the AA AAdvantage program and JetBlue's TrueBlue customer loyalty program to earn each other's points, whichever are preferred. Also, American and JetBlue customers are now able to book AA and JetBlue connecting itineraries through travel agencies' GDS systems or on AA.com.

**Delta Airlines-** Delta continues to increase its presence at RDU International Airport with its January 12 announcement that it will begin non-stop service to Albany, NY and Providence, R.I. on April 1 using a CRJ-200 aircraft. On May 1, they will also resume their seasonal non-stop service to Los Angeles International Airport (LAX) with one flight daily on Thursdays, Fridays and Sundays. On June 9, the airline will

resume a full daily schedule to LAX. In addition to the new flights noted above, Delta will also be increasing their service to Columbus, OH to 2 flights per day on March 11 and will begin offering a 2-class product on all RDU-Boston flights on April 11.

**Southwest Airlines-** The largest carrier at RDU had announced in the Fall 2010 that it planned to buy AirTran for \$1.4B in cash and stock. Currently, both carriers are still trying to gain government approval to complete their merger. Both airlines have received a customary, second request for information from the U.S. Department of Justice, which is reviewing the merger to see if it will be given DOJ clearance. The transaction still has to be approved by AirTran shareholders and the DOJ. The transaction is expected to close in the first half of 2011 after all approvals have been granted.

On another note, Southwest, which has

achieved the reputation as the low-cost leader when it comes to airfares, may actually be losing that crown to other mainline carriers. Many travelers either ask for or go to Southwest Airlines' website under the assumption that they have the cheapest fares. But according to a University of California study in 2007, Southwest's last-minute fares are 8.5 percent higher than those of the other major airlines in the U.S. As for advance purchases, Southwest is only 2.7 percent below the major domestic carriers. However, on January 7, Southwest raised their fares by \$4-\$10 roundtrip based on flight distance. Most U.S. carriers soon matched within days of that fare hike. With Southwest's participation in the fare hike, it virtually assures that the recent price hikes will stick.

Rising fuel prices and greater demand are pushing fares higher. Airlines have also been renewing domestic peak travel surcharges between \$10-\$30 roundtrip for 2011 travel.

## In Conclusion....Some Travel Humor You Might Enjoy



Rick Searney, a noted travel website CEO, recently had a funny piece about airport codes recently. "Most of you fliers out there are familiar with JFK, LAX and DFW, the airport codes for New York's Kennedy, Los Angeles International and Dallas Ft. Worth. But how many of you have flown to FAT? Yes, the airport code for Fresno, CA. Luckily, residents there have a sense of humor; instead of bemoaning their designated airport code, they celebrate it. The airport's website sells souvenirs including t-shirts and caps emblazoned with the letters in bold print. But take a look at these humorous or sometimes outrageous airport codes for other cities:

**ABE**-Allentown/Bethlehem/Easton, PA  
**ALE**-Alpine, Texas  
**ARM**-Armidale, New South Wales, Australia  
**BAD**-Barksdale AFB, Louisiana  
**BOB**-Bora Bora, French Polynesia  
**BOO**-Bodo, Norway  
**BRO**-Brownsville, Texas (South Padre Island)  
**BUD**-Budapest, Hungary  
**CIA**-Rome, Italy  
**DAD**-Da Nang, Vietnam  
**DAM**-Damascus, Syria  
**DUD**-Dunedin, New Zealand  
**EAR**-Kearney, Nebraska  
**EAT**-Wenatchee, Washington  
**FAQ**-Freida River, Papua New Guinea  
**FUN**-International Tuvalu  
**GPS**-Galapagos Islands, Equador

**GRR**-Grand Rapids, Michigan  
**GUM**-Guam, Guam  
**HAM**-Hamburg, Germany  
**HEL**-Helsinki, Finland  
**HLP**-Jakarta, Indonesia  
**INC**-Yinchuan, China  
**JOG** - Yogyakarta, Indonesia  
**LAF**-Lafayette, Indiana  
**MAD**-Madrid, Spain  
**MAN**-Manchester, England  
**MBA**-Mombasa, Kenya  
**MLB**-Melbourne, Florida  
**MOB**-Mobile, Alabama  
**MOM**-Moudjeria Mauritania  
**MRS**-Marseille, France  
**ONO**-Ontario, Oregon  
**PIE**-St. Petersburg/Clearwater, Florida  
**POP**-Puerta Plata, Dominican Republic  
**RAP**-Rapid City, South Dakota  
**ROT**-Rotura, New Zealand

**SHE**-Shenyang, China  
**SIN**-Singapore, Singapore  
**SIT**-Sitka, Alaska  
**SOB**-Keszthely, Hungary  
**SOW**-Show Low, Arizona  
**SUE**-Sturgeon Bay, Wisconsin  
**TAP** - Tapachula, Chiapas, Mexico - Tapachula International  
**TIP**-Tripoli, Libya  
**TLC**-Toluca, Mexico  
**TOY**-Toyama, Japan  
**VAN**-Van, Turkey  
**WIN**-Winton, Queensland, Australia  
**WOW**-Willow, Arkansas  
**YAK**-Yakutat, Alaska  
**YEA**-Edmonton, Alberta Canada  
**YTD**-Thicket Portage, Manitoba, Canada  
**YUM**-Yuma, Arizona  
**ZAG**-Zagreb, Croatia



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**A Virtuoso Agency**



Maupin Travel, an affiliate of BCD travel (the world's third largest travel consortium), is one of the largest and most respected travel management companies in the Carolinas with four office locations and over 40 employees in the Research Triangle region of North Carolina. A veteran owned and operated company, Maupin Travel was founded by President Tony Maupin in 1979. Maupin Travel continues to provide leading-edge business and leisure travel solutions for hundreds of organizations over 30 years later.

Maupin Travel prides itself on its innovative technology backed by highly-experienced, trustworthy and proactive travel counselors who are committed to exceeding your expectations. Whether it is business travel, meeting or a much-needed vacation, service excellence is Maupin Travel's #1 priority. By investing in employee training and superior technology, Maupin Travel fulfills its mission to deliver professional travel services providing the greatest possible value at the least possible cost. Maupin Travel is ready to help you save more on your travel costs and enhance your travel experience. Contact us today to attain the best value for your travel dollar.

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- ◆ Earn points for Free Parking
- ◆ Ticketless Entry and Exit
- ◆ Free Shuttle to/from RDU Airport
- ◆ Luggage Assistance/Car services
- ◆ Complimentary Newspaper and bottled water
- ◆ 24/7 Access in a Safe, Secure, Covered Lot

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