

WWE Sees 8% of Itineraries with Lower Fares Using FareIQ

Business challenge

WWE is an integrated media organization and leader in global entertainment. A publicly traded company, WWE is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.



WWE manages an extensive travel program, handling logistics for more than 300 live events per year and over 200 travelers per week. To administer the complex schedules of their travelers, WWE maintains an in-house travel department. As professional travel managers, they are skilled at finding the lowest prices. This includes conducting manual price checks to identify savings opportunities. Manual price monitoring after booking, however, is a labor-intensive exercise.

WWE immediately recognized the benefits of using FareIQ, as it provides the industry's only solution for automated price tracking and alerts.

Results

WWE began using Yapta's FareIQ Intelligent Price Tracking™ service in July 2012. During the first three months of use, FareIQ tracked 2,325 itineraries for WWE, detecting 7.9% of trips for which savings could be gained by rebooking.

FareIQ automatically alerted WWE about \$19,650 of savings opportunities, with an average savings of \$107 per itinerary. This represents nearly 2% potential savings on WWE's total airfare for flights departing during the 3-month window.

WWE found FareIQ's instantaneous alerts about savings opportunities within their 24-hour void cancel window to be especially useful in helping them save on their travel budget.

“ We've been able to save real money using the FareIQ service. It reveals substantial daily price fluctuations in our booked airfare. Notification of price drops has made a big difference and we're pleased with how easy FareIQ is to use. ”

Emma Rubinov, VP of Travel for WWE

Initial 3-Month Savings Opportunity for WWE Using FareIQ

2,325
Departed itineraries tracked



7.9%
Itineraries qualified for savings



\$107
Avg. savings per qualified itinerary



\$19,650
Total identified savings during first 3 months



Corporations save money every day using FareIQ's innovative airfare price tracking technology. Travel management companies also use FareIQ to act on airfare price volatility and deliver enhanced client services.

For more information, contact Yapta's professional services team:
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