



## Corporate Backgrounder

ABC Global Services has more than 30 years of leadership in the travel industry, offering comprehensive hotel solutions in thousands of cities and unmatched personalized service and support to travel consultants worldwide. The company leverages established relationships and its buying power with hotels and other suppliers around the world to provide at-home agents and travel agencies of all sizes with preferred access to superior services, inventory, and rates. ABC's dedicated team of professionals is committed to helping travel advisors successfully grow their businesses. ABC also serves as a trusted partner and distribution channel for hoteliers and other travel-related suppliers worldwide.

### Market Overview

The travel agency sector of the industry has been facing a changing and challenging landscape – based on economic pressures, changing consumer behavior, and encroaching competition from online travel agencies (OTAs). While consumers' ability to shop and book their travel online has posed a challenge for travel consultants during the past several years, it now seems that the tide is beginning to turn, with many who book online missing the customer service that travel advisors offer.

Recent industry studies have uncovered consumer dissatisfaction with online booking and a renewed interest in receiving value and more personalized service and expertise. According to a recent IBM report, *Travel 2020: the Distribution Dilemma*, less than half of consumers believe they are getting value when booking online.<sup>1</sup> In another study conducted by the Atmosphere Research Group in Q4 2011, only 54% of leisure travelers in the U.S. believed that travel websites presented clear information.<sup>2</sup>

To remain competitive, travel professionals have been focusing on ways to provide the added value and customized service that travelers are looking for, and it appears to be working: travel agents account for one-third of the U.S. travel market, selling nearly \$95 billion in travel in 2011, according to a report from PhoCusWright.<sup>3</sup> The prospect for growth looks positive, with agency sales expected to exceed \$100 billion in 2013.<sup>4</sup>

ABC is in a unique position to address this changing market landscape. Since its founding in 1978, it has focused on delivering the personalized service that travel advisors and their customers demand, and it recognizes the value that technology brings in providing real-time, up-to-date travel information. Its solutions provide a critical blend of service and immediate access through technology. For example, its ABC Premier Hotel Program leverages the GDS to deliver to travel consultants a comprehensive catalog of properties with valuable amenities and high-end services, and the ABC e-Travel Tracker, e-Travel Alerts and e-Travel Advisories sent electronically give them critical and immediate information on events affecting travel around the world.

Since its founding, ABC Global Services has been a key provider of hotel solutions and services for travel professionals and agencies worldwide – giving them the resources and buying power they need to effectively compete in an ever-changing marketplace. Based on its long-standing relationships with industry suppliers around the world, ABC is able to provide special programs, innovative, exclusive offerings, and critical value that travel companies, agents and their customers want and need. Additionally, ABC leverages its strong relationships with hotels to help travel advisors collect hotel commissions promptly and efficiently.

Another key trend in the market is the blurring distinction between corporate and leisure travel with business travelers mixing business with pleasure. According to PhoCusWright, more than one-half of unmanaged business travelers add on leisure extensions to their business trips.<sup>5</sup> While initially founded to serve the corporate travel market, ABC has responded to this evolving market need and expanded its focus to include the leisure marketplace as well.

ABC's customer base includes more than 7,900 agency locations throughout 76 countries worldwide and spans traditional mid-size agencies, agency groups, at-home agents, and corporate travel departments – in both corporate and leisure markets. Additionally, it represents more than six million room nights annually, providing hotel revenues close to one billion dollars (USD).

## ABC Global Services Offerings

ABC is focused on providing travel professionals a competitive edge through value-added services such as:

- **ABC Premier Hotel Program.** An expansive inventory of properties in thousands of cities. Available through the GDS and online, it features:
  - Multiple inventories: All price points from economy to deluxe, to meet the varied needs of travelers.
  - All hotel types, including full-service, boutique, luxury, resort, and more.
  - Commissionable rates.
  - The Sold-Out Solution: Since ABC manages Premier Block Space inventory, it can get the rooms travelers want in high-demand, sold-out markets – when no one else can.
  - Luxury Hotel Program: Premier Privileges by ABC – offers valuable amenities and high-end service for travelers, and commissionable rates for agents.
  - Premier Perks: amenities offering savings for clients.
  
- **ABC Traveler Protection.** For the safety of travelers and the protection of travel professionals, ABC provides:
  - ABC e-Travel Advisories – Critical information on more than 270 markets worldwide before customers leave for their destinations.
  - ABC e-Travel Alerts – Instant notification of events affecting travelers' itineraries while in transit, updated 24/7.
  - ABC e-Travel Tracker – Immediate access to a list of travelers affected by events that could impact their personal safety.
  
- **Opportunities to Network and Connect**
  - Regional Events: ABC stands out by offering networking galas that bring travel advisors face-to-face with suppliers and colleagues in key markets worldwide. During these popular events, travel professionals have opportunities to develop new relationships, and learn more about products and services to help them grow their businesses.
  
  - ABC Global Connect: Provides international networking opportunities with independently owned and operated travel agencies around the world. Travel professionals can share business ideas and gain insights into global strategies and solutions.
  
- **Training and educational support**
  - ABC's dedicated service team provides travel consultants with personalized assistance with hotel bookings and more in-depth support, both in-person and online, to meet unique needs.

- **Additional Services**

Additional preferred supplier offerings include: chauffeured transportation, car rentals, commission recovery, travel technology tools, luggage delivery and more.

### **Executive Team**

ABC is a profitable and financially sound business with a solid management team. The president and other members of the management team have unrivaled expertise in corporate and leisure travel, as well as deep roots with the company – with more than 20 years’ experience at ABC. Together they have steered ABC to continued success, helping it achieve the leadership, flexibility and foresight needed to meet the needs of its customers in a constantly changing travel marketplace.

- Beverlee S. Patterson, President and COO
- Klayton Killion, Executive Vice President & General Manager
- Cynthia Kropp, Executive Vice President, Marketing & Business Development
- David Anderson, Vice President, Hotel & Suppliers Relations
- Patti Free, Vice President, Business Development

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<sup>1</sup>. *IBM Institute for Business Value, October 2011*

<sup>2</sup>. *TravelMole, April 12, 2012*

<sup>3</sup>. *PhoCusWright’s Travel Agency Distribution Landscape 2009-2013*

<sup>4</sup>. *PhoCusWright’s Travel Agency Distribution Landscape 2009-2013*

<sup>5</sup>. *PhoCusWright’s Managed, Unmanaged and Rogue: U.S. Business Traveler Executive Summary, March 2012*

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