

The value of self booking tools

Self Booking Tools are powerful cost-cutting tools, but they become ineffective and fail if they are not backed up by the services of a Travel Management Consultancy.

A recent survey indicates that 40% of the corporates surveyed have selected a Self Booking Tool in the last 12 months to reduce corporate travel costs.

Before investing in a self booking tool companies should ask themselves:

- **What is the level of readiness of employees? Are they ready for the change and will they accept the technology?**

Most self booking takes place through websites, changes are difficult or almost impossible to make when phoning call centers, the rules of fares are generally not read or understood and 24/7 emergency services are normally not included. Individual's choice of carrier can also be motivated by loyalty points while cost efficiency is ignored.

- **Will the tool align to the company's travel requirements?**

Booking air travel with multiple stops or hidden-city bookings and open-jaw-trips should only be attempted by an experienced travel agent. For this reason it is important to decide what level of complexity will be handled by self booking tools.

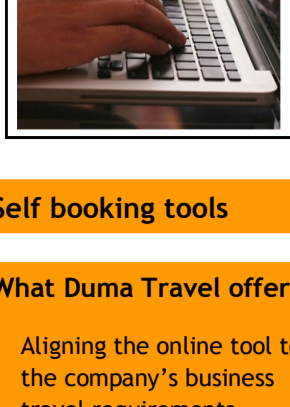
- **Is the company technologically ready? How seamless will the new technology fit into existing front and back office processes?**

The self booking tool must integrate into existing financial systems so that performance can be tracked and evaluated on an ongoing basis.

- **What is the expected return on the investment?**

Expectations need to be managed. It is important to realise that corporate rates negotiated by a Travel Management Consultancy often include free changes, extra add-ons and features that online products do not offer. Internet offers that undercut corporate rates are short-term tactical offers and heavily restricted.

October 2010



Self booking tools

What Duma Travel offers:

Aligning the online tool to the company's business travel requirements.

Incorporate the self booking tool into the travel policy.

Create the infrastructure to ensure that the online component is managed and reported on in a structured way.

Project manage implementation, translating the company's business needs into technical information.

Take responsibility for Change Management with ongoing communications to keep all stakeholders informed and the appointment of champions to promote online bookings.

Train internal travel co-ordinators .

Leisure specials October 2010

Capitol Hotel **
Kuala Lumpur, Malaysia**

L'Ermitage Franschoek Chateau and Villas ***
Winelands, Cape Town**

**Starlight Cruises
Ex Durban/Cape Town**

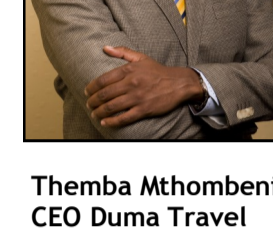
New clients

Duma Travel welcomes:

**Vuna Coal Holdings
Black Lawyers
Association (BLA)**

Airline News

- Jet Airways has announced that effective 14 October it will no longer operate its Thursday flight between Johannesburg and Mumbai.
- Qantas Airlines has commenced its daily schedule to South Africa with the introduction of its seventh weekly service between Sydney and Johannesburg on Tuesdays.
- Cathay Pacific Airways and Japan Airlines have announced that they will expand their code share agreement effective 31 October.
- Icon and Airlink have joined forces to offer a service from Kruger Mpumalanga International Airport to Livingstone from 01 January 2011.

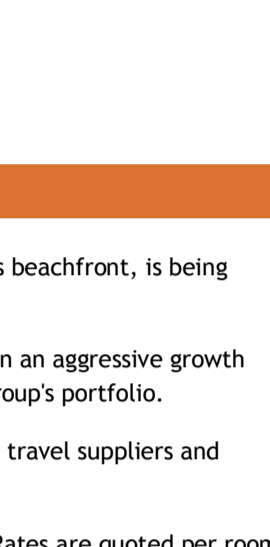


NEWSMAKER AWARD 2010

Themba Mthombeni the CEO of Duma Travel won the inaugural BTN/ITMSA NEWSMAKER AWARD for Best Corporate Travel Supplier 2010.

This was announced at the gala event held on Wednesday 15th September during the ITMSA's annual conference in Pretoria. Business Travel Now, in association with the Institute of Travel & Meetings Southern Africa (ITMSA), launched The Newsmaker Awards 2010, an annual awards programme recognising the newsmakers of the year in South Africa's corporate travel sector.

"The award recognises Themba Mthombeni's courage and entrepreneurship in founding one of the fastest growing Travel Management Companies in the country." The organisers congratulated him for his "incredible passion about his work; a passion he pursued despite the odds and humble beginnings being raised in a small town in Glencoe in the KwaZulu Natal Midlands."



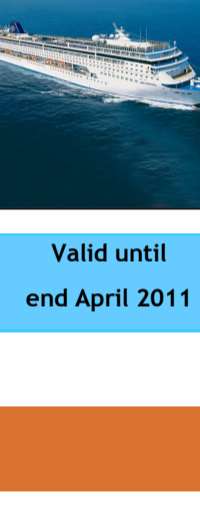
**Themba Mthombeni
CEO Duma Travel**

General News

- Port Elizabeth's Protea Hotel Marine, situated on Port Elizabeth's beachfront, is being refurbished over the next few months.
- The Three Cities Hotel Group has acquired eight new properties in an aggressive growth drive, bringing to over 45 the number of hotels & lodges in the group's portfolio.
- Improved consumer confidence and higher disposable income has travel suppliers and retailers optimistic about business for the rest of 2010.
- Stay Easy by Southern Sun offers a simple, quality budget stay. Rates are quoted per room and they have hotels scattered across the country.

Capitol Hotel** from R8791 per person sharing**

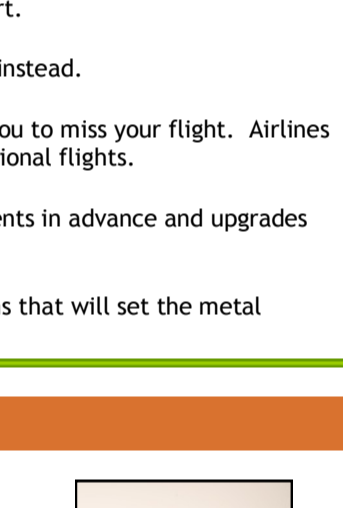
- Economy airfare Johannesburg-Kuala Lumpur-Johannesburg
- Return airport hotel transfers
- 4 nights accommodation in a standard room
- Breakfast daily
- All pre payable airport taxes and current fuel levies
- Price ex Cape Town R9341 per person sharing



Valid until 30 November 2010

L'Ermitage Franschoek Chateau and Villas*** from R3890 per person sharing**

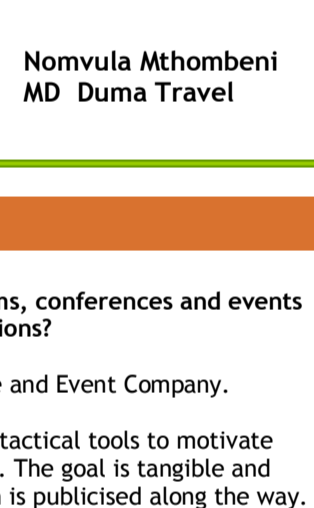
- Economy airfare from Johannesburg to Cape Town return
- 2 day car hire incl 200km free per day on standard cover
- 2 nights stay at a standard room
- Breakfast daily
- Current pre payable airport taxes and fuel levies
- Price ex Cape Town R2580 per person sharing excl flight and car
- Bonus-3 course dinner



Valid until 31 December 2010

Starlight Cruises from R 2200 per person sharing

- Cruise season from November 2010 to April 2011
- Sailing the South African oceans this year are the MSC Sinfonia and the MCS Melody
- Exciting itineraries include the Portuguese Island, Maputo and Barra Lodge, Mauritius, Durban and Cape Town
- Prices dependant on cruise itinerary and cabin category
- Contact our consultants for more information



Valid until end April 2011

**Executive Wellness:
Tips for effortless Air Travel**

Are you a frequent business traveler? Does air travel eat into your precious work time?

Tips to make your trip more comfortable, less expensive and considerably shorter:

- Confirm your departure time before leaving for the airport.
- Avoid parking at the airport. Have someone drop you off instead.
- Get there early - it is the unexpected delays that cause you to miss your flight. Airlines recommend 60 min for domestic and 120 min for international flights.
- Know where the best seats are and request seat assignments in advance and upgrades early and often.
- Come prepared for security checkpoints. Don't wear items that will set the metal detector off.

Meet Nomvula Mthombeni the MD of Duma Travel

Managing Director, Nomvula Mthombeni holds a Bachelor of Commerce and Post Graduate Diploma in Accounting from UCT and is a qualified Chartered Accountant. She has over 15 years of management experience as executive manager and auditor, with hands on experience in financial and IT systems and the development and monitoring of travel policies. She has gained this in some of the largest corporates in South Africa in the financial services, healthcare and energy sectors.

Nomvula is married to Themba with two children.



**Nomvula Mthombeni
MD Duma Travel**

DUMA ICE a new offering from DUMA Travel

Are you in the market for unforgettable incentive travel programs, conferences and events that meet your business goals and exceed your wildest expectations?

Duma Travel is proud to launch Duma ICE an Incentive, Conference and Event Company.

A professional quality incentive travel program is one of the best tactical tools to motivate your employees, clients or distributors to achieve top performance. The goal is tangible and the individual has control over his/her personal achievement which is publicised along the way. It may be enhanced with additional rewards, such as merchandise, experiences or virtual products, and end in a formal awards ceremony, creating a further sense of achievement for participants.

Our Duma ICE professionals realize the importance of a shared focus in the business environment. With our **teambuilding activities**, we create opportunity for personal growth, dialogue between team members and reinforce a shared team focus. With innovative and creative sporting and thought provoking activities, games and friendly competitions and challenges, we help to break down barriers and promote enthusiasm, cooperation and team effort in an atmosphere conducive to change. These team building events assist the organization in creating better workers, thinkers, team players and are custom made to fit any budget.

Many corporations use **meetings, conferences and product launches** as marketing tools to reinforce their brand and to communicate to employees, top customers and sales prospects. When putting together an event you require a mix of education, entertainment, networking and relationship management components, blended into a relatively brief session. It is imperative that the company who engineers your events has the ability to interpret your objectives and expectations accurately to ensure that the event embraces your product and appeals to your audience and gives them something to talk about for months.

In essence Duma ICE ensures that your Incentive Travel programs, teambuilding events, conferences, launches and meetings align to your business strategy and achieve your business goals and create lasting impressions in the minds of your target audiences.