

At a Glance

- Theatre and Outdoor Seating Company
- Scope: Travel spend of \$220,858 annually
- Enrolled in the Northwest Biz Perks Program
- Earning Northwest non-hub 30 points per dollar spent and utilizing upgrades for Asian and European travel

Challenge

This leading manufacturer of public seating had increased travel to Asian and European markets. This encouraged them to find the most affordable travel that would best be suited for both the company and comfort of the corporate traveler.

Solution

The Travel Leaders Account Manager suggested increasing the market share on Northwest Airlines to better support the Biz Perks program in which the customer could utilize points for upgrades to the Asian and European markets.

Results

Overall yearly savings to the company was \$43,197 in free and up-gradable tickets on Northwest Airlines.
