

# BUSINESS TRAVEL

4

FACTS

ABOUT BUSINESS  
TRAVEL

Brett Wilson  
His insight into  
private jets

David  
Hopkinson  
Reveals new  
ideas for  
corporate  
entertaining

Reward miles  
Are you making  
the most of  
yours?

Business travel  
How to find  
the right  
accommodation

Richard  
Branson  
Talks about  
carbon  
offsetting and  
renewable fuels



PHOTO: VIRGIN AMERICA



## A NEW GENERATION OF CORPORATE TRAVEL

Travel industry experts **Tristan Lockie and Carlo Rinaldi** show how young professionals are updating the way we communicate for business

PHOTO: LISE VARRETTE FOR IGNITE MAGAZINE



*Connecting Canada  
with Europe*



LOT Polish Airlines, a member of Star Alliance, serves over 45 cities in Europe and is the first European airline to receive the modern B787 Dreamliner plane.

LOT offers an extensive schedule, comfort, convenience and value for money. Its passengers will find very affordable business class fares as well as lounge access across the network, including the recently completed state-of-the-art business class lounge in Warsaw's new spacious terminal.

Choose LOT Polish Airlines – the only one to provide non-stop flights from Toronto to Warsaw.



# CHALLENGES



FACT  
1  
CORPORATE TRAVEL IS THRIVING POST-RECESSION

As companies attempt to navigate their policies to clearly convey which expenses on the road are acceptable and which are not, mobile technologies have afforded the travel industry **a new way to reach business travelers.**

## Exploring options for corporate travel

One are the days that travelers can only seek an upgrade through their company or at the last minute at the check-in line. In today's market, any traveler with a mobile device can receive a promotion directly from their favorite supplier—cutting out company gatekeepers of the past—and there's not a lot that can be done to block that from happening.

I believe this shift represents a new era of competitive pricing and freedom for the business traveler to choose their own comforts on the road, at their own incremental expense, compared to what their company policy allows. Essentially, business travelers will soon become

extensions of business travel managers, abiding by policies while improving their quality of life on the road. This shift in the industry will not only improve the industry as a whole, but will lead to the next iteration of travel management itself.

### Generation next

Another implication of the rise of mobile technologies in the travel industry is the appeal to the younger generation. With drastic improvements in mobile capabilities and social media, companies are seeking to attract the youngest generation of business travelers. Whether it is the Android, iPhone, BlackBerry or another smartphone device, young business travelers are getting more comfortable and therefore traveling more often.



Ron DiLeo  
Executive Director of ACTE

ACTE celebrates the rise of young business travel professionals with our "Three Under 33" program, which recognizes the newest and brightest thinkers in the business travel industry. We have announced three winners from three regions including the Americas, Europe/Middle East/Africa and Asia Pacific. Winners are around or under the age of 33, have implemented a new idea, fresh approach or a new product or service in support of business travel sometime in the previous twelve months.

My hope is that these ideas will stimulate a wider discussion on how purchasing and travel management professionals need to incorporate these possible changes and outcomes as part of program strategy development going forward.

## Business travelers neglect travel insurance

**■ Question:** Why should business travelers pay more attention to their insurance needs?  
**■ Answer:** Existing cover provided by credit cards and/or employee plans may not be enough.

Many Canadians who travel for business often do not purchase travel insurance.

Tim Bzowey, RBC vice president, travel, said, "I am not sure how popular travel insurance is for the business market. I would suggest that the majority of [small] business owners do not even think of this."

Business owners, especially those with five employees and less, do not have the time to pull the various pieces of information together. "It's not a hard decision to make but it does require time to cobble together the bits of information from credit cards

or group insurance schemes. This is why it is good to discuss your needs with a professional," he explained.

### Credit card cover

Some credit cards provide emergency medical insurance when the client travels outside Canada or their province/territory of residence. However, there may be limits to such cover.

For example, coverage might only apply to trips purchased on the card—or to a few number of travel days.

With health insurance under an employee benefits plan, out-of-country medical coverage may not be available, may not cover family members and often has limits on the number of travel days covered and amounts payable.

### Key aspects of travel insurance

Travel insurance's core component is medical cover. "After that, it is cancel-

lation and interruption cover. Interruption cover typically kicks in when the insured has to break their trip and return home earlier than expected," Bzowey said.

Medical insurance is crucial, especially when traveling to the US. According to RBC data, the cost of treating a fractured thigh bone, and a six day stay in a Florida hospital, was \$58,825. Treatment and hospitalisation for 19 days for a motor accident victim suffering multiple trauma in Pennsylvania, was \$451,380.

Policies also include lost baggage and personal effects and, depending on the package, coverage for flight and travel accident.

Travel insurance is not limited to flight arrangements. Insurance can be purchased to include trip cancellation and interruption coverage for pre-paid and non-refundable travel on trains and buses.

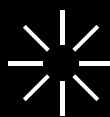
### Annual plans may help

A 2008 RBC Insurance/Ipsos Reid survey reports that 43 per cent of Canadians are not aware of annual travel insurance plans.

For travelers who take multiple trips a year for business, purchasing a multi-trip annual plan can save them money and ensure they have the necessary coverage, especially for last minute trips, without having to worry about purchasing travel insurance every time they plan a trip.

If the client travels two times or more in a 12-month period, choosing a multi-trip annual travel insurance plan is the most convenient and cost-effective way to purchase travel insurance coverage.

INDRANI NADARAJAH  
editorial@mediaplanet.com



WE RECOMMEND



PAGE 3

**Nunavut**  
A land of opportunity waiting to be explored.

"Conferences often give people an opportunity to visit a place for the first time, and we often find that conference registration increases when they learn that a meeting will be in Nunavut..."

**The truth about reward programs** p. 9  
How to make the most of yours.

**Accommodation trends** p. 10  
Finding the right housing for your specific needs.

MEDIA PLANET

BUSINESS TRAVEL  
2ND EDITION, SEPTEMBER 2011

Responsible for this issue:  
**Publisher:** Jemima Codrington  
jemima.codrington@mediaplanet.com  
**Designer:** Mariel Fitzgerald  
**Contributors:** Ron Di Leo, Ken Donohue, Damien Lynch, Indrani Nadarajah, National Business Travel Association, Jane Smith, Zoe Szuch

**Managing Director:** Gustav Aspegren  
gustav.aspegren@mediaplanet.com  
**Editorial Manager:** Jackie McDermott  
jackie.mcdermott@mediaplanet.com  
**Business Developer:** Darshan Thomas  
darshan.thomas@mediaplanet.com

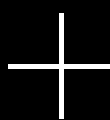
**Photo Credit:** All images are from iStock.com unless otherwise accredited.

**Distributed within:**  
National Post, September 2011  
This section was created by Mediaplanet and did not involve the National Post or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!  
[www.facebook.com/MediaplanetCA](http://www.facebook.com/MediaplanetCA)  
[www.twitter.com/MediaplanetCA](http://www.twitter.com/MediaplanetCA)

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.



**1** Business travel spending around the world fell 8.8 per cent in 2009—the largest drop the industry has seen since the recession in 2001 and following the events of 9/11.

**2** Global Business travel spending is projected to reach \$896 billion in U.S. dollars this year and grow to \$1.2 trillion by 2014.

**3** Business travelers are responsible for 14 per cent of total global hotel and restaurant sales.

**4** In 2009, hotel, food and beverage spending comprised about 41 per cent of the global business trip budget for a total of \$359 billion, a decline of nearly seven per cent compared to 2008.

Source: National Business Travel Association





✱ The new Montego Bay Convention Centre opened January 7th, in the heart of Jamaica's tourism capital. The centre houses over 50,000 square feet of exhibition space, and over 11,000 square feet of meeting space.

PHOTO: NOEL THOMPSON

# Nunavut: a land of opportunity waiting to be explored

**A recent poll showed that one-third of Canadians didn't know that Nunavut was Canada's newest territory, despite having been formed more than a decade ago.**

Not surprising, I suppose, considering the woeful knowledge that most in this country have of the North. Such is the challenge facing those trying to increase tourism to Nunavut. But it's the remoteness. The unique, nowhere else in the world, cultural and natural wonders that are starting to draw people to the territory.

While Nunavut receives more than 30,000 visitors annually—about the entire population of the territory—those in charge of developing the

industry would like to see it grow about 10 per cent a year. "Tourism is very important to the people of Nunavut," says Colleen Dupuis, CEO of Nunavut Tourism. "It allows them to share their culture and arts, while maintaining a traditional way of living."

Dupuis goes on to say that there are few industries that everyone can participate in. Not every community has a mine or has access to lucrative fishing grounds, but every place can contribute to the tourism industry, with each offering something slightly different.

**A new business destination**  
While government and tourism partners are in the process of developing a new strategy to create awareness of

Nunavut's offerings, marketing the territory as a unique destination for meetings and conferences is one priority.

"We are targeting the niche conference and meeting market," says Dupuis. "Our communities have the infrastructure to meet the needs of conference organizers and attendees, including a hospital, hotels, and world class restaurants, and you can combine your work with stunning recreational opportunities that you will find nowhere else." While the territory's capital, Iqaluit, can easily accommodate meetings of up to 300, smaller corporate retreats can be arranged in more remote communities.

**New opportunities**  
Hosting large meetings is nothing

new for Nunavut, having hosted the G8 Finance Ministers, and their delegates in 2010 Conferences. And 1,200 people, including 12 heads of state, came to Iqaluit when Nunavut was formed in 1999, but the territory would like to create more awareness of this unique destination. "Conferences often give people an opportunity to visit a place for the first time, and we often find that conference registration increases when they learn that a meeting will be in Nunavut, because of the exciting opportunities that we offer," says Dupuis.

While there are no roads linking Nunavut communities, the territory is well serviced by air. "We have some of the best remote airports in the world, and Iqaluit serves as an alter-

nate airport for many aircraft traveling between Asia and the eastern U.S.," says Dupuis. "And our airlines are one of the few to still offer complimentary hot meal and wine services."

Despite being closer to Greenland than the southern Canadian metropolises, Nunavut isn't as far as many think. With daily flights between Iqaluit and Ottawa, visitors can be in Nunavut in just over three hours.

The traditional ways of the Inuit are still alive in Nunavut. And the territory's landscape and its people are sure to give visitors a once-in-a-lifetime experience.

KEN DONOHUE

editorial@mediaplanet.com

## Just a little bit North of incredible.

**When planning your next meeting, conference, or retreat, think big, think different! Think NUNAVUT.**

- Top notch accommodations offer all of the facilities your business team needs
- Escape the crowds and enjoy Nunavut's breathtaking beauty just steps from your conference room
- Discounted airfare through our partner airlines makes your event affordable
- Combine your event with one-of-a-kind recreational opportunities including dogsled rides, floe edge trips, wildlife viewing tours and much more!



Contact us to find out how to make your meeting, conference or retreat an unforgettable experience.

[www.meetnunavut.ca](http://www.meetnunavut.ca)  
[www.nunavuttourism.com](http://www.nunavuttourism.com)



NEWS


QUESTIONNAIRE




**Mediaplanet sat down with Bassam Al-Sarraj, President of SwiftJet, to discuss the ins and outs of private aircraft management.**

## Demand for private jet travel grows


### Why the private jet charter business?

 My partner and I would pay \$30,000 to charter a jet, and then we'd get nickel and dimed for extras. If the flight took 15 minutes longer, they'd charge us more than quoted, they even charged us extra for pizza. We said enough of this, and started our own company. We don't charge extra for these kinds of things, unless there is a complex request.


### Is there a demand for private jet travel?

 There is tremendous demand. With the down turn in the economy, many companies have sold their private planes, but still need the convenience and time-savings that private jet travel offers. We currently have one plane, but we'll be adding another before the end of this year, and two more in 2012.


### What are the benefits of private jet travel?

 It's about convenience and saving time. On a flight from Toronto to New York, one could save more than half the time than it would take on a commercial flight. Our clients don't have to wait at the airport, or go through stringent and lengthy security procedures. They drive right up to the plane, and can be in the air in about 15 minutes.


### Who typically are your clients?

 Eighty percent of our customers are business travelers, who value time and have a lot of things on the go. But if someone has money, and they value privacy, they will charter a jet for leisure travel. We are able to fly direct to smaller airports. Once we flew a family of five to a smaller Caribbean island. It only took about four hours from Toronto. If they had flown on a commercial flight they would have had to make two connections en route and spent most of a day traveling.

### Have changes in the airport environment led to an increase in the use of private jet travel?

 Certainly the environment at airports has increased our business. With longer waits, time-consuming security procedures, and frequent delays, many people are forgoing the hassle and coming to us for their flying needs.

### How has your business changed since you started operations a few years ago?

 We have the demand for five aircraft, so we want to start managing other people's planes. There are jets that are sitting idle, and by allowing us to manage their aircraft, we can guarantee a number of hours that we can fly their plane. This reduces the cost of the aircraft for them, and allows us to meet the demand.

KEN DONOHUE  
editorial@mediaplanet.com



PHOTO: DEAN WEST

For Calgary-based philanthropist/entrepreneur/investor/TV star **Brett Wilson**, embarking on 100 flights per year means Wilson has got to be just as smart with his time as he is with his money.

# Charter jets: The next level of business travel?

The former dragon on CBC's "The Dragon's Den" takes off every three or four days flying a combination of commercial flights and private charter flights either on his own jet—which he shares with a few business partners—or on a jet he owns a fractional share of.

**Getting where he needs to go**  
The aircraft combination that Wilson utilizes ensures he can make the most of his time and get where he needs to as simply and easily as possible.

"If I've got a dinner in Saskatoon but I want to be back that night [in Calgary] there's no commercial flights that will make that happen, so I will go commercial in the afternoon to Saskatoon and then I'll charter back

at midnight," said the recent Order of Canada recipient.

Wilson said he hops onto a private jet to get to places that aren't regularly serviced by commercial airlines, like his home town of North Battleford, Saskatchewan or when he has to make stops outside of major centres, like in Hamilton, Ontario where his son lives.

"Whenever I have to go to more than two hubs to get somewhere I realize very quickly, I really should be jumping on a charter because of the time wasted in each hub."

**Time is money**  
Wasting time commuting is not acceptable for many professionals like Wilson because their time can always be better spent conducting business or fulfilling personal obligations.

"If you're cutting off important

meetings because you're trying to meet a scheduled airline flight you may not have valued the meeting properly."

The fractional jet Wilson invested in with a Calgary-based company called AirSprint, supplements his transportation needs since he shares his Falcon 50 jet with two partners. He said investing in a fractional ownership jet company means he can give short notice and he doesn't have to pay for "deadhead travel"—when the aircraft flies empty to the pick up location.

**Cost of convenience**  
As a fractional owner of a jet the cost is simple; pay 1/8 of the price of the jet—approximately \$750,000 USD—and add the monthly management fees and the hourly fees that average out to be about \$4,000 per hour of airtime. Chris Richer, AirSprint president,

explained purchasing a fraction guarantees the client approximately 100 hours of flight time annually, as well as access to an entire fleet of 23 jets, concierge service and flight dispatch—all the essentials needed for maximizing the professional's time.

"When entrepreneurs or founders get into this sometimes they're skeptical at first because the cost of entry is high, it is an expensive investment but once those guys get in they have no idea how big the step in productivity is that it can afford them."

"We provide a tool that allows them to increase their professional productivity but at the same time they can do a better job of honouring their personal commitments," Richer said.

"We're the tool to actually sell them some time."

ZOE SZUCH  
editorial@mediaplanet.com

# Small businesses seek better travel value

**Small businesses, which form the backbone of the Canadian economy, are increasingly taking to the skies.**

When Canadian Manufacturers & Exporters (CME), a powerful industry lobby group, polled its members last October, 76.2 per cent of more than 500 members who responded wanted the organisation to secure better hotel and travel deals for them.

"That was their top wish," said Jeff Brownlee, CME vice president, partnerships and public affairs. The purpose of the CME survey was to better identify key products and services for its new member services program. CME represents more than 10,000 companies and more than 85 per cent of the group's members are small and medium enterprises (SMEs).

Lauri Feser, WestJet Vice President, marketing, said, "Most businesses have always kept their pencils sharp when it comes to travel, and I think the days of extravagant business trips are long gone. Most businesses do keep a close eye on their travel costs."

Small business is the engine room of the Canadian economy. According to Industry Canada, there are just over 1 million small businesses in Canada that have employees (excluding self-employed entrepreneurs). Small businesses that have fewer than 50 employees contribute an astounding 29 per cent to Canada's gross domestic product.

**Air travel picking up again**  
Brownlee noted that many of CME's members froze their travel budgets during the recession, relying more

on tele- and video-conferencing. But, this is not always feasible for all businesses. Manufacturers in particular need to develop relationships with clients and show their products and services.

Even though business travel in that sector is increasing again, many CME members are traveling once every quarter instead of monthly, and scheduling as many meetings as they can. "It's like cramming for an exam. They are now hitting the road hard for a week," Brownlee said.

WestJet's Feser agrees that businesses are still cautious.

"There are some indications that consumer confidence is beginning to improve, but we believe that the economic recovery is still fragile. I think many consumers, including air travelers, are maintaining a somewhat

cautious approach to spending. That said, we continue to fly more guests each month, as compared to the same month in 2009, which tells us that we're doing something right.

WestJet is a far more affordable travel option for many businesses as it does not offer a business cabin or any of the additional costs associated with traveling business class. "Nor do we overbook flights," Feser added. WestJet also has a set of online tools, called BIZ Weblink, to help SMEs maintain proper records by keeping track of their business travel expenses.

"We value our business guests and work hard to ensure they and their companies are receiving the very best we can offer," Feser said.

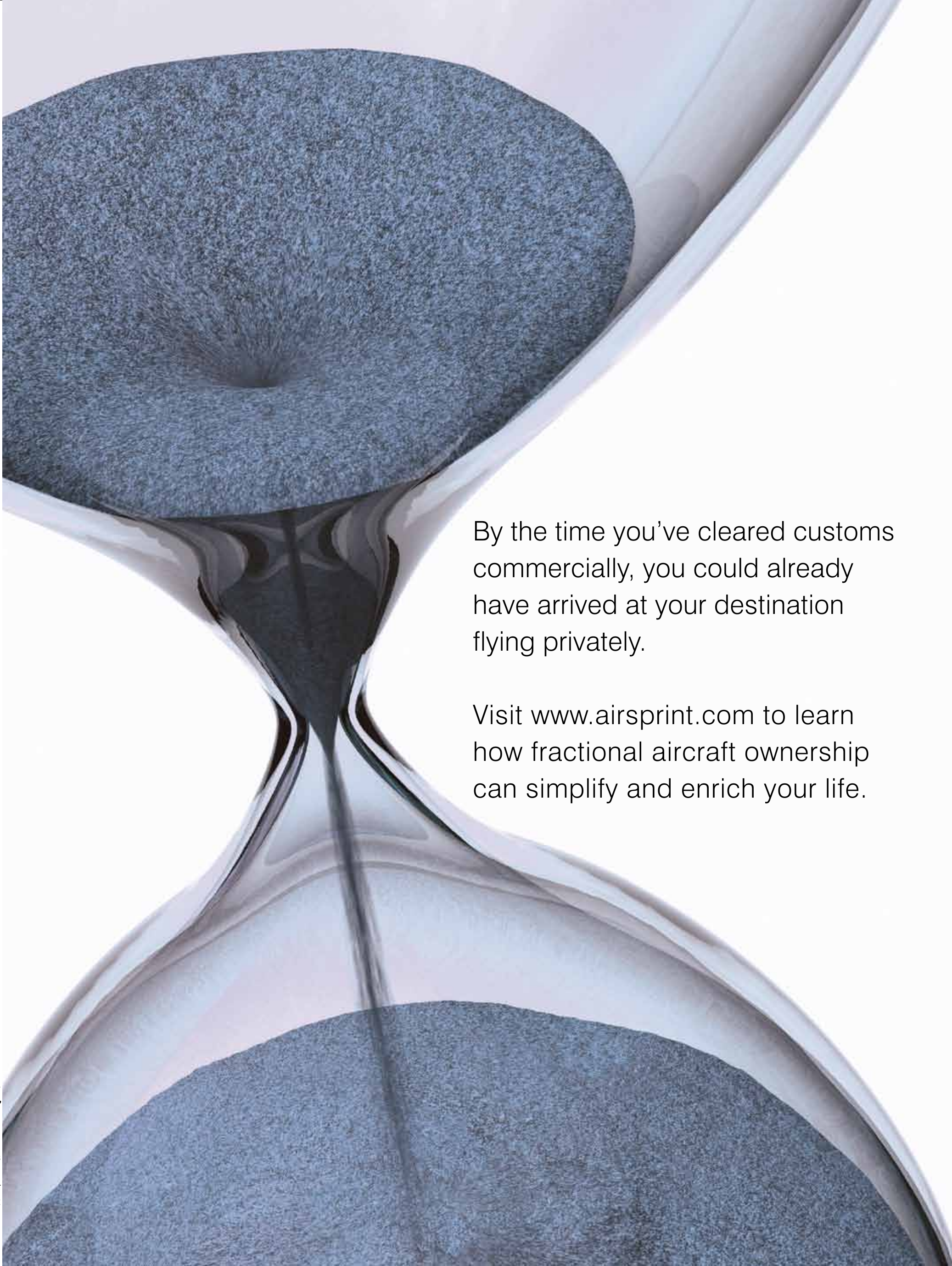
DAMIEN LYNCH  
editorial@mediaplanet.com

FACT

2

AIRLINES ARE MOVING TOWARDS PROVIDING "GREENER" FLIGHT OPTIONS





By the time you've cleared customs commercially, you could already have arrived at your destination flying privately.

Visit [www.airsprint.com](http://www.airsprint.com) to learn how fractional aircraft ownership can simplify and enrich your life.



Pilatus PC-12



Citation XL/S

Simplify your life. Enjoy your flight. Do what you love.



Canada's Premier Fractional Aircraft Provider.  
1-877-588-2344  
[www.airsprint.com](http://www.airsprint.com)



# INSPIRATION



## Talking about my generation

**Question:** In an increasingly digital communication age, do people still need to travel for business?  
**Answer:** Yes, said two Association of Corporate Travel Executives (ACTE) who have been recognized for their contributions to the industry.

### HOW WE MADE IT

**If the key to a successful business depends on strong customer and colleague relations, then building those relationships is of utmost importance.**

Young business travel industry expert Carlo Rinaldi, 31, says face time with clients and coworkers is a necessity if you're searching for success. "We need that connection with other people. I would say personal relations are key when you do business with other people," said the

Montreal-based sales manger for Porter Airlines who spends nearly 60 per cent of his work week traveling. "Establishing a personal rapport helps to develop a more productive and personal relationship. Also when you meet your client, it also gives you a better understanding of their needs." Rinaldi—an ACTE member and 3 Under 33 nominee—said telephone meetings and emails don't facilitate in the communication of subtle non-verbal cues like a telling grimace or a smirk in reply to a witty joke. "By phone or Skype or any kind of social media you don't get that feeling. You don't get the non-verbal of the client."

As a young professional who spends

two to three days per work week traveling around Quebec and Ontario, Rinaldi says being in the same room as your client ensures everyone is focusing on the task at hand, which makes for a more productive meeting. "Business travel takes you away from distraction as well. It puts you in a situation where it's easier to focus on what you're talking to your client [about] and you know what he's doing as well—he's not multi-tasking."

**Is business travel dying?**  
It is commonly believed by many that generation-Y is hesitant to travel for business, but that may not be the case. Fellow ACTE member, 3 Under 33 nominee and travel industry expert

Tristan Lockie disagrees with the idea that the younger generation is less inclined to travel. "I think for a lot of people in my generation, I would actually disagree that they don't want to travel. I think a lot of people do like the idea of traveling," said the 30 year old managing director of Meritbiz. Rinaldi agrees with Lockie—young professionals are not hesitant to travel; they just want to do it on their own terms, when it fits into their own schedule. Rinaldi said emerging professionals want to experience business travel but he thinks they won't go to the extremes that their parents did 20 years ago. "It's going to be different than the previous generation. Our parents—

the baby boomers—were road warriors, they were always on the road... But today people are looking for flexibility and work-life balance and they want their travel to be a fit for them." Lockie admits a lot can be achieved through digital communication, but asserts the power of personal contact. "You can do a lot by video conferencing [...] but when you're actually trying to get a clear message across [...] when you're trying to present yourself, your product and your brand you really can't take away the importance of that face-to-face interaction," said the Toronto-based Lockie. "What you can't take away is the value of the handshake." Rinaldi said there would always be a place for travel in business. "You can't build a long term relation over the phone or social media, so I think business travel will always exist."

ZOE SZUCH  
editorial@mediaplanet.com

ASSOCIATION OF CORPORATE TRAVEL EXECUTIVES (ACTE) FACTS		
■ Founded in 1988	more than 50 countries world wide	■ Annually hosts more than 60 events
■ Not for profit membership organization	■ Has offices in Africa, Asia, Europe, North America and South America	
■ Supports ACTE members in		Information from <a href="http://www.acte.org">www.acte.org</a>

# LIKE REWARDS? IS CASH OK?

GET UP TO 5% CASH BACK<sup>††</sup>  
ON ALL GAS AND GROCERY PURCHASES.

BE GOOD WITH MONEY.™

LEARN MORE AT [MBNA.CA](http://MBNA.CA)

<sup>††</sup> This is a one-time bonus offer for new MBNA Smart Cash cardholders (the "Bonus Offer"). The Bonus Offer applies to Net Purchases (as defined in the terms and conditions applicable to the MBNA Smart Cash Program) of Gas and Groceries (MasterCard merchant category codes 5541, 5542 and 5411, respectively) (each an "Eligible Transaction") and is valid for a period of 6 months starting from the date the new MBNA Smart Cash credit card account is opened. Every one dollar (\$1.00) of Eligible Transactions shall earn up to five (5) MBNA Dollar Points for the first six months starting from the date the new MBNA Smart Cash credit card account is opened. Maximum accumulation of MBNA Dollar Points under the Bonus Offer is 3,000 per calendar month (the "Threshold"). In other words, you can earn up to the 5% earn rate on the first \$600 of Eligible Transactions per month for the duration of the Bonus Offer. Upon reaching the Threshold in any given calendar month, every one dollar (\$1.00) of Eligible Transactions thereafter shall earn 1 MBNA Dollar Point in that month. See terms and conditions of the MBNA Smart Cash Program for applicable earn rates upon the expiry of this Bonus Offer. This Bonus Offer is offered by MBNA Canada Bank and may be amended or cancelled at any time without further notice.

MBNA Canada Bank is the exclusive issuer and administrator of the credit card program described in this application. MBNA, MBNA Canada, MBNA Canada Bank, MBNA Smart Cash, CreditWise, and the MBNA logo are all registered trademarks of FIA Card Services, National Association, used by MBNA Canada Bank pursuant to licence. MasterCard and PayPass are registered trademarks of MasterCard International, Incorporated, used pursuant to licence.

©2011 MBNA Canada Bank



**Question:** How can frequent flyers make their corporate travel more environmentally-friendly?  
**Answer:** By choosing airlines that utilize carbon offset options and alternative fuels.

# HOW CARBON OFFSET AFFECTS BUSINESS TRAVEL

**For frequent business travelers, comfort, cost-efficiency and time-effective options are top of mind. However, many travelers may not be as concerned with the impact their travels have on the environment.**

“While we often think about our impact to the environment at home, our research shows that the majority of Canadians aren’t as concerned about the environment when they’re away,” said Mary Desjardins, Executive Director, TD Friends of the Environment Foundation (TD FEF). According to the Green Travel Poll conducted by TD FEF, 90 per cent of Canadians have not even considered purchasing carbon offset credits. The same study revealed that seven out of 10 Canadians don’t purchase carbon offset because they are unaware of what they are.

Richard Branson, founder of the Virgin Group—and environmental enthusiast—believes bridging the knowledge gap between airline and consumer is imperative to increasing the number of carbon offsets credits purchased.

“I think it’s up to airlines to explain how the money’s being spent. Is it going towards growing another forest? It is up to the company to do their



RICHARD BRANSON has spearheaded the carbon offset movement.

PHOTO: VIRGIN AMERICA

bit, but where the public want to participate, they can do so as well.”

Branson has committed himself to pioneering the “war on carbon,” creating initiatives to battle climate change, and most recently, funding the development of alternative and sustainable fuels. “We as Virgin Group are trying to come up with fuels that can power our planes for the future, so

hopefully instead of being 25 per cent more fuel efficient, we’re not doing any damage at all. We’ve come up with the fuels, and now we’re investing in them to develop them as fast as possible, then going through all the Civil Aviation Authority tests, to make sure they’re safe to use.”

The need for this has peaked in recent years, with the supply of

natural oil unable to meet the ever-rising consumer demands. “The world is running out of conventional fuels, particularly oil; we did a study recently which showed the demand for oil will exceed supply in about four or five years time,” says Branson.

**Environmentally-friendly and cost-effective solutions**

Branson has been recognized for his commitment to environmental causes, and was honoured with the United Nations Correspondents Association Citizen of the World Award in 2007. The recognition came months after Branson developed the Virgin Earth Challenge, a \$25 million prize awarded to the person or group able to design a system for removing carbon dioxide from the atmosphere. But the aim is to not only create an environmentally-viable option, but an economically-viable one, too. “We’re working with people who have come up with ideas, and seeing if we can make that economically work,” says Branson. “If they don’t work economically, they’re unlikely to work at all.”

Branson, along with the Virgin Group, is doing his part to develop such systems, largely by funding the research and development of bio-fuels. Branson is also among the founders of the Carbon War Room, a centre in Washington committed to removing giga-tons of carbon from the earth’s atmosphere. Again, it is the balance between environmental responsibility and economic practicality that Branson wishes to achieve, working with industries rather than against them. Simply put: “Carbon is the enemy.”

JANE SMITH

editorial@mediaplanet.com



Travel Large.

Parkville

Toronto Airport

Regina

Oshawa

Pembroke

*Nice Rooms. Great People.* It’s our promise and we take it seriously. That’s why Travelodge is your business hotel. We offer spacious, business-friendly rooms and complimentary Internet service. And with over 90 locations across Canada, we’re everywhere you need to be on business. We look forward to seeing you soon.

Call our National Sales Office for information on Preferred Business Rate Programs: 1.877.999.6671



Nice Rooms. Great People.



Reservations:  
1.800.578.7878 [travelodge.ca](http://travelodge.ca)



# The Business Gold Rewards Card



Realize the potential™

Built for business owners.

- Book any travel you can find, then pay for it with points<sup>1</sup>
- Transfer your points to frequent flyer programs and one-to-one to Aeroplan®\*2
- Take off sooner with 25,000 Welcome Points<sup>3</sup>
- Annual thank you bonuses of up to 40,000 Points

Your first year's on us.  
[amexforbusiness.ca](http://amexforbusiness.ca)  
1-877-556-AMEX (2639)

# Unrestricted travel.

When do you want to

# TAKE OFF?

©, TM: Used by Amex Bank of Canada under license from American Express.  
©\*: Aeroplan is a registered trademark of Aeroplan Canada Inc.  
<sup>1</sup> Membership Rewards points can only be redeemed for a statement credit towards a qualified travel purchase charged to your Card. There is a minimum redemption requirement of 1,000 points for a \$10 credit and redemptions must be made within 12 months after the qualified travel purchase is posted to your account. Other terms, conditions and restrictions apply.  
<sup>2</sup> Membership Rewards points transfers must be made in increments of 100 points, with a minimum redemption requirement of 1,000 points for each transfer. 1,000 Membership Rewards® points = 1,000 Aeroplan Miles. Other terms, conditions and restrictions apply. Visit [www.membershiprewards.ca](http://www.membershiprewards.ca) for full Membership Rewards Terms and Conditions  
<sup>3</sup> To qualify for a Welcome Bonus of 25,000 points you must have at least \$3,000 in net purchases posted to your account in your first 3 months of Card membership. Account must be in good standing. This offer is not applicable to holders of an existing American Express Small Business Card product. Points may be transferred to select third party frequent flyer or loyalty programs participating in the Membership Rewards® program and then redeemed for one economy class round-trip airline ticket. Once points are transferred, they are subject to the terms, conditions and restrictions of such third party program. Currently, up to 25,000 points are required for a round-trip economy class flight to continental United States (including Alaska) and Canada (plus applicable fees and taxes). When we stop offering the Welcome Bonus, we reserve the right to accept applications but you will not be eligible for the Welcome Bonus.



NEWS



DAVID HOPKINSON stands inside one of MLSE's corporate entertaining suites. PHOTO: COURTESY OF MAPLE LEAF SPORTS & ENTERTAINMENT

FACT  
3  
POPULAR BUSINESS TRAVEL DESTINATIONS INCLUDE CHINA, AMSTERDAM AND THE UAE



DON'T MISS!

A new look at corporate entertaining

**Sport has always been part of the social fabric of a community.**

Business relationships formed at the ballpark or hockey arena. But with the increasing popularity of professional sports, and teams seeking new and creative revenue streams beyond mere ticket sales, there has never been a better time in Canada for sport and corporate entertaining to go hand in hand.

Given that Toronto is the country's largest city and financial capital, and home to three of the four major professional sporting leagues in North America, no one has been able to capitalize on this relationship quite like Maple Leaf Sports and Entertainment. One of the world's premier sports and entertainment companies, MLSE owns several teams and venues including: the Toronto Maple Leafs, Toronto Raptors, the Toronto Marlies, Toronto FC, Air Canada Centre (ACC) and Maple Leaf Square.

"The Air Canada Centre is really like Toronto's Town Hall. It's iconic and at the centre of the city," says David Hopkinson, MLSE's senior vice-president business partnerships. "We offer something for everyone, and while most Canadians think hockey, Toronto is an exceptionally diverse city, and many of the people who have come to live in Toronto don't have hockey in their background, and so they are drawn to basketball's Raptors, or one of the many concerts we host. There is tremendous appeal in our entertainment options."

Traditionally, large sporting venues focused on suite leases, which bring in millions of dollars annually, and while they're still a big part of the business mix, even now offering fractional suite ownership for a portion of the year, companies like MLSE are investing more in corporate entertaining, and creating spectacular dining and entertainment options. In 2010, the company opened a fine-dining restaurant, creatively named e11even, and the Real Sports Bar and Grill, which ESPN has rated as the #1 sports bar in North America. Both are located in Maple Leaf Square, part of a 60 story condo, retail, and entertainment complex, next to the ACC.

But if you're looking for a special experience, then you might want to consider the Chairman's Suite. "There is an increasing demand for super premium hospitality, so we ripped out 12 suites at ice level, and created a premium club," enthuses Hopkinson. "It's unbelievable. I have seen a lot of great rooms around the world, and it can hold its own to those. The Suite offers the finest food, and it's in an arena."

Hopkinson sees sports and corporate entertaining becoming a bigger part of the enterprise, because business is developed through relationships and trust, and that all takes time. "It's tough to get people's attention these days," he says. "People are often too busy to meet for lunch, but they'll make time to go to an event, because it doesn't feel like work, and they can talk business while enjoying a shared passion."

The options for corporate entertaining today include much more than a hot dog and a beer at a hockey game. Some of the best chefs are now offering up exquisite meals—in an arena, no less. Though Hopkinson says you can still have a hot dog if you want.

# Loyalty can be rewarding

If you haven't already, chances are you've probably considered signing up for an airline's frequent flyer program, but wondered if it was worth the trouble.

David Klein, vice-president marketing for Aeroplan, Air Canada's frequent flyer program, advises people to find the right program that gives them the opportunity to earn and redeem the things they want, and then consolidate spending and travel in that program. "Don't spread yourself too thin between programs," he cautions, "Also consider using an affiliated credit card, which earns frequent flyer points." In 2010, Aeroplan issued over two million rewards to its members, including more than 1.3 million flights.

## Racking up the miles

In exchange for your loyalty, airlines

offer some great perks, including free air travel, access to business lounges, and much sought after upgrades to business or first class.

Just ask Ben Soriano, who is a member of American Airlines' AAdvantage program. "I do almost all my flying with American Airlines, and now have more than a million miles lifetime," he says. "I take about three trips a year between the U.S. and Europe, and the same number of domestic trips."

Sometimes Soriano will go out of his way to earn more points, eschewing non-stop flights for multi-stop itineraries. He has even partaken in so-called mileage runs, where the destination is unimportant to the goal of finding a cheap flight and maximizing the miles earned. This may mean spending the day traversing the continent, or grabbing a cheap flight to Tokyo only to return a couple of hours

“Consider using an affiliated credit card, which earns frequent flyer points.”

later. "For four years I did everything to maintain Platinum Status," says Soriano, "I would choose not to take a non-stop flight, and I would also fly somewhere just for the sake of amass-

ing qualifying miles." His efforts have paid off as he now has Lifetime Vested Gold status with American Airlines.

And while not everyone will be able to achieve such status, with some research and planning, most can enjoy some benefits that these programs offer. The first thing to consider is the airline you want to be most loyal to, and what airlines serve your local airport. Know too that many of the world's airlines are part of three major alliances—Star, oneworld, and SkyTeam. In most cases you can earn and redeem reward travel by flying on a partner airline. For example, you can earn and redeem Aeroplan points by flying on Air Canada or its 27 Star Alliance partners.

KEN DONOHUE

editorial@mediaplanet.com

# International business travel takes flight

**With the addition of no fewer than eight new long-haul, international destinations in recent years, including service to the Middle East, Turkey, China, Australia and New Zealand, Canada has never been better connected to the world than it is now.**

And some of these, along with some up-and-coming European destinations are quickly establishing themselves as dynamic centres for business and tourism.

## Poland: More to offer than you might expect

Often overshadowed by countries in Western Europe, Poland is quietly establishing itself as a must-see destination for business and leisure travelers. Strategically located in the centre of Europe, and with a stable economy, along with a rich history

and modern conveniences, Polish cities are sure to charm.

One more reason to consider Poland as a travel destination is that the country is co-hosting the hugely popular 2012 European Football Championship, with Ukraine. The opening match kicks off in Warsaw on June 8.

Further establishing itself as business destination, Warsaw's Chopin Airport, which serves nearly 9 million passengers annually, recently introduced a state of the art business lounge exclusive to LOT Polish Airlines, and other Star Alliance carriers, including Air Canada. With nearly 80 per cent of lounge visitors flying with the Polish airline, or those of its partners, the need for a lounge of this type, with amenities such as showers and iPads, has never been greater. A 5-star airport hotel is also under construction and set to open in 2013.

## The two D's in the desert: Dubai and Doha

In the past six years, three Middle Eastern Airlines, Etihad Airways, Emirates, and Qatar Airways have initiated non-stop service to Canada. The latter being the latest entrant with three weekly flights between Montreal and the Qatari Capital, Doha.

Dubai, home to Emirates, often steals the headlines, and why not? With its stunning growth, opulent hotels and residential developments, along with family-friendly attractions, Dubai has transformed itself into a diverse city that is attracting business and leisure travelers alike. A new international airport is scheduled to open for passenger traffic in late 2011, and when fully completed will boast five parallel runways and have a capacity for 120 million passengers a year.

But just 375 kilometres east is Doha, a city that while still relatively

unknown, is increasing its stature as a dynamic business destination. Its national airline, Qatar Airways, is consistently rated as one of the world's best, and while most airports have a lounge or two for business passengers, Doha International Airport sports an entire terminal for the exclusive use of Qatar Airways' business and first class passengers. The terminal features shopping and dining amenities, a business centre capable of hosting phone and video conferencing, a children's play area, and even a spa.

As a testament to Qatar's economic strength and diversification as a business and tourist centre, a new airport in Doha is scheduled to open in 2012. And if Qatar isn't on your radar now, it surely will be in 10 years time, when it hosts the 2022 Soccer World Cup.

KEN DONOHUE

editorial@mediaplanet.com

KEN DONOHUE

editorial@mediaplanet.com



NEWS

REWARDS PROGRAMS:  
HOW USEFUL ARE THEY?

There are now more than 60 travel reward cards available to Canadians and according to Patrick Sojka, chief executive officer at RewardsCanada.ca, rewards plans can be a goldmine but members need to know how to use them.

“Absolutely, rewards points are worth it,” he says. “People need to focus on one or two programs. Most people tend to spread themselves too thin.”

Sojka, who has been monitoring travel rewards plans for nine years, says rewards programs tend to offer the same things. “However, one significant difference between the Aeroplan and Air Miles programs is that Aeroplan members can exchange their miles for Business or First Class tickets, whereas that option is not available for Air Miles members.”

Rewards plans have been around for almost 30 years, says Sojka. American Airlines was the first to launch their “AAdvantage” program, in May 1981. Less than a week later, United Airlines came up with a similar program.

Such programs can benefit both the business traveler and the organisation. Most of the time, the individual traveler gets to keep the points for his personal use. However, some airline programs include a corporate component, where the air miles go back to the company, which can then be used to offset other business-related travel within the organisation.

Via Rail Canada also has a rewards program for frequent rail travelers. Its Corporate Travel Program offers discounts to companies based on their annual travel patterns. Via Rail also offers a “Biz Pak” with savings for the frequent business traveler, a spokesperson explained.

**Why are they so popular?**

Sojka attributes the popularity of the programs to achieving the “Elite Status” that such programs offer. Once a traveler has entered that exclusive club, they can enjoy business class lounges, and also look forward to possible upgrades to first class. “For some travelers, these perks are more important than the number of air miles themselves.”

Airlines and even hotels are aware of, and track the Elite members of rival companies for the purpose of trying to lure them away. “The frequent first and business class flyers are where airlines reap their biggest profit margins.”

Equally important, rewards programs are also significant revenue generators for airlines. “For example, every point accumulated on a CIBC Aerogold Visa card, represents money that is being paid to the airline industry by CIBC,” Sojka says.

INDRANI NADARAJAH  
editorial@mediaplanet.com



FACT  
4  
REWARD PROGRAMS ARE INCREASING IN POPULARITY

**Question:** Can a professional expect the comforts and privacy of home while traveling for business?

**Answer:** Absolutely, if corporate housing accommodation is utilized, according to one corporate housing tenant.

# A home away from home gives affordable comfort to traveling professionals

**Gone are the days of cramped motel rooms with bare basics. As business travelers demand more from their accommodations, the industry is stepping up to provide convenience and comfort to those who spend extensive time on the road.**

**Home suite home**

Evolving business travel needs have brought corporate housing to the forefront of the accommodation industry giving traveling professionals a long term housing option. “It was just an incredible experience,” says Kim Mason who spent seven weeks living in corporate housing when she relocated from Toronto, Ontario to Halifax Nova Scotia for her position as regional president of the Atlantic Provinces at RBC Royal Bank.

For Mason, the Premiere Executive Suites living space she chose online was like a home away from home while she was adjusting to living in Atlantic Canada.

“I felt like I had a second home at a time when I was very displaced from my own home and my family which was back in Ontario.”

The suite she chose was what Mason calls “comfortably modern” with a blue and white beach theme, a style that really appealed to her.

“For me it was decorated the way I would want to decorate my own,” Mason said.

“And it was nice to be able to pick that and then when I walked in when I got here, it was already familiar because I had seen it online.”

**Knowing your needs**

Employers are keen to utilize corporate housing options because they tend to be more cost effective than hotels for stays that last longer than a month. In its annual report, Corporate Housing Providers Association (CHPA) stated the corporate housing industry in North America is on the verge of recovering from the recession with a 7.9 percent increase in revenue from 2009. A CHPA press release said the Canadian corporate housing market is estimated to be a \$180-million-a-year industry. However, hotels are equally modifying their facilities to support corporate stays—both long and short. “Thanks to the technology movement, business travelers require a certain plug-in-and-play convenience from their stay—something many hotels are taking note of.

Since the G8 Summit was held in Hunstville, a small cottage community about two hours outside of Toronto, more companies are also looking for all-in-one solutions such as resorts that combine leisure with business facilities.

Knowing the length of your stay will help you choose the right accommodation, and knowing whether or not corporate entertaining will be required during your trip should also be taken into account when picking accommodation for your corporate travel.

ZOE SZUCH  
editorial@mediaplanet.com



Take more of your life with you

You can't stay home and chase opportunities. But you can conquer new challenges from familiar surroundings. Premiere Executive Suites is Canada's #1 provider of luxury, extended-stay accommodations. You work hard, you deserve to rest easy.

- Weekly and monthly accommodations
- Less expensive than comparable hotels
- Fully equipped kitchens & living spaces – just like home

- Laundry facilities in-suite or on site
- Complimentary high speed internet, cable, local calls and voicemail

www.premieresuites.com



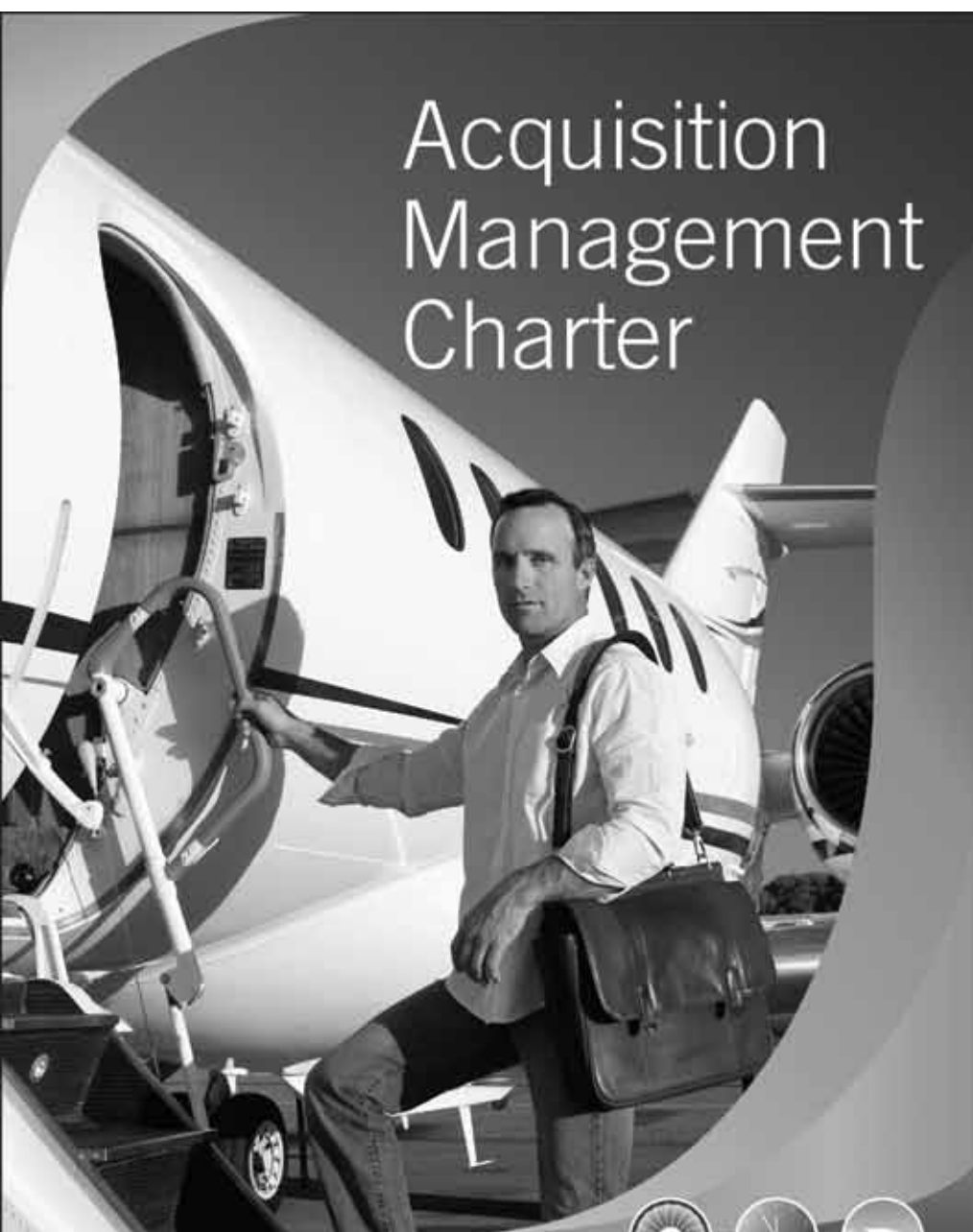
# SHOWCASE



\* The new lounge at Chopin Airport can seat 80 guests, and is equipped with 10 leather sofas, 60 armchairs, 5 work stations and 30 iPads.

PHOTO: COURTESY WARSAW CHOPIN AIRPORT

## Acquisition Management Charter



A business partner that can get you from A to B in a hurry is just *plane smart*. One that will look after your plane, is essential.

SwiftJet Inc. Private jet charter and aircraft management services. Anytime. Anywhere. Fast.

Call 1 866 921 9455  
or [gofast@swiftjet.com](mailto:gofast@swiftjet.com)

[www.swiftjet.com](http://www.swiftjet.com)

**SWIFTJET**  
Anytime. Anywhere. Fast.

# MEDIA PLANET

## We want your feedback!

EMAIL US AT [EDITORIAL@MEDIAPLANET.COM](mailto:EDITORIAL@MEDIAPLANET.COM)



[TWITTER.COM/MEDIAPLANETCA](https://twitter.com/MEDIAPLANETCA)  
[FACEBOOK.COM/MEDIAPLANETCA](https://facebook.com/MEDIAPLANETCA)







# CHECK IN CASH OUT

Get \$20 cash back  
with every 2 stays.\*

Right now, you can get \$20 cash back with every 2 stays\* no matter where your travels take you. That's a \$20 VISA® gift card you can use just about anywhere, on anything you wish. (Completion of an online rebate form is required.)

Plus, get DOUBLE POINTS OR MILES\* starting with your first stay when you book your trip on WyndhamRewards.com before November 18, 2011.

With over 6,500 locations, rewards are right around the corner. Really. Earn points for free nights, air travel, gift cards and more. Or, earn Aeroplan® Miles for award travel.

REGISTER OR JOIN AT  
[WyndhamRewards.com/cashpost](http://WyndhamRewards.com/cashpost)  
(email address required)

aeroplan



Travelodge US only locations.

\*To qualify for "Cashback every 2 stays" and receive a VISA® gift card, the member must (i) register at WyndhamRewards.com/cash, (ii) complete 2 stays at participating hotels at a qualifying rate with arrival dates from September 15 to November 18, 2011, and (iii) complete an online redemption form. Visa® is a registered trademark of Visa USA, Inc. Visa Gift Card issued by MetaBank pursuant to a license from Visa USA, Inc. To qualify for "Double starting with 1st stay", the member must (i) register at WyndhamRewards.com/cash, and (ii) book a stay on WyndhamRewards.com at a qualifying rate with arrival dates from September 15 to November 18, 2011. Registered members can receive double for 3 separate qualified stays within the promotional period. Airline mile bonus valid with Aeroplan and certain carriers. An email address provided by the member will be required for participation in this promotion. Super 8 in China does not participate in this promotion. Only US, Canada, and Mexico residents are eligible for this promotion. See [www.WyndhamRewards.com/cash](http://www.WyndhamRewards.com/cash) for full promotion terms and conditions. See [www.WyndhamRewards.com/terms](http://www.WyndhamRewards.com/terms) for program terms and conditions, privacy policy, and participating hotel brands and locations. ©Aeroplan is a registered trademark of Aeroplan Canada Inc. © 2011 Travel Rewards, Inc. All rights reserved.