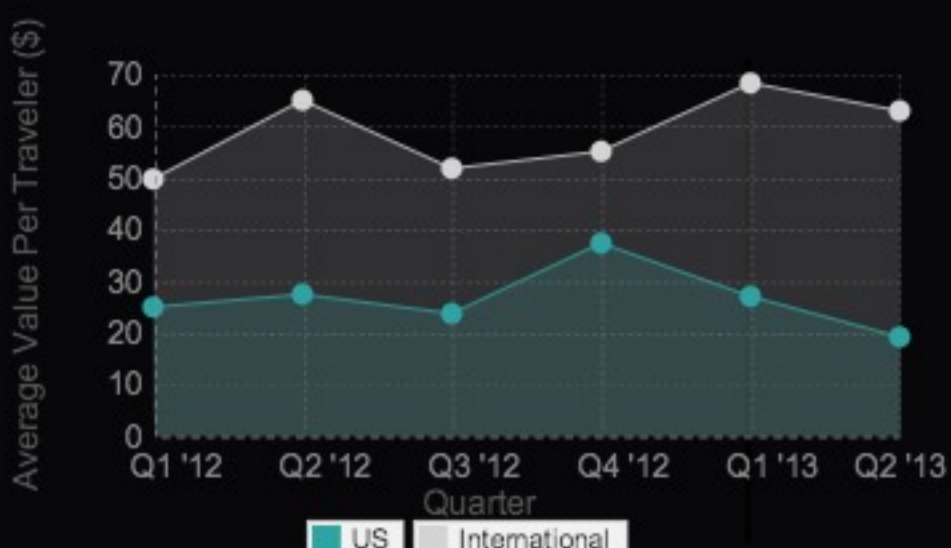


MERK CHALLENGE

Creating Smarter Travel Policies



Net Lost Savings



Average Net Lost Savings per trip

\$37.24

Highest average lost savings per trip for US and International Travel.

\$69.07

Focus on US travel: Airlines responsible for the majority of average net lost savings per trip in Q4 2012.

US Air

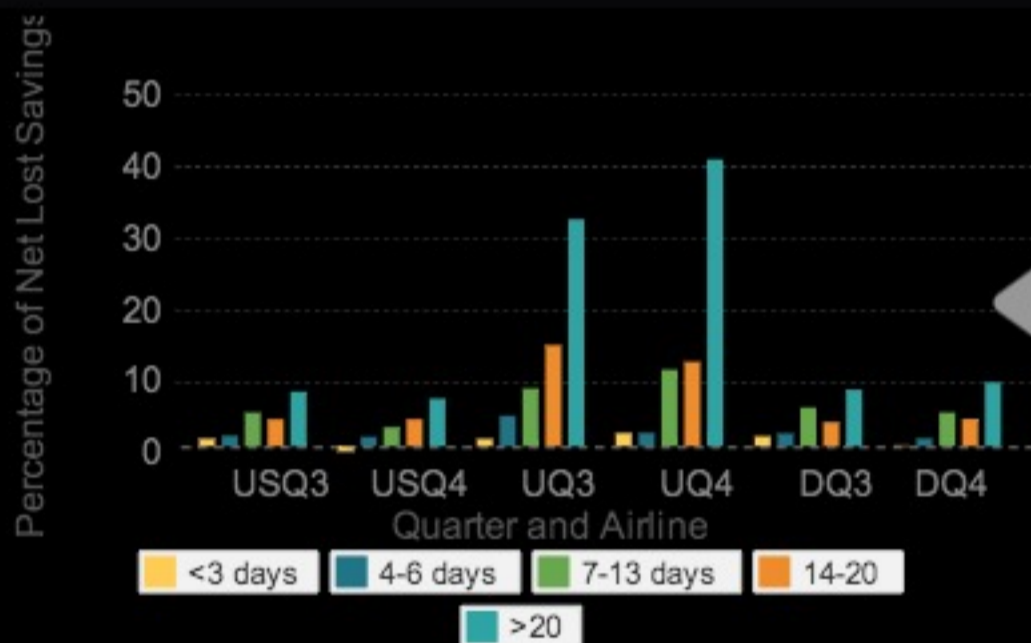
39.6%

United Airlines

12.2%

Delta

14.1%



KEY:

US= US Air
U= United Airlines
D=Delta

Booking/Airline vs. Losses

Most lost savings when tickets are bought more than 20 days in advance.

Greatest losses for purchases of United Airlines tickets.

Savings reduced when tickets are purchased less than 3 days before departure.

CONCLUSIONS

Booking with United Airways



Book less than 7 days an advance and avoid in Q4 for US travel.

Booking with Delta



Book less than 3 days in advance.

Booking with US Air



If booking 14 days or less before the trip, always use US Air.

General Booking



Avoid booking trips more than 14 days in advance.

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