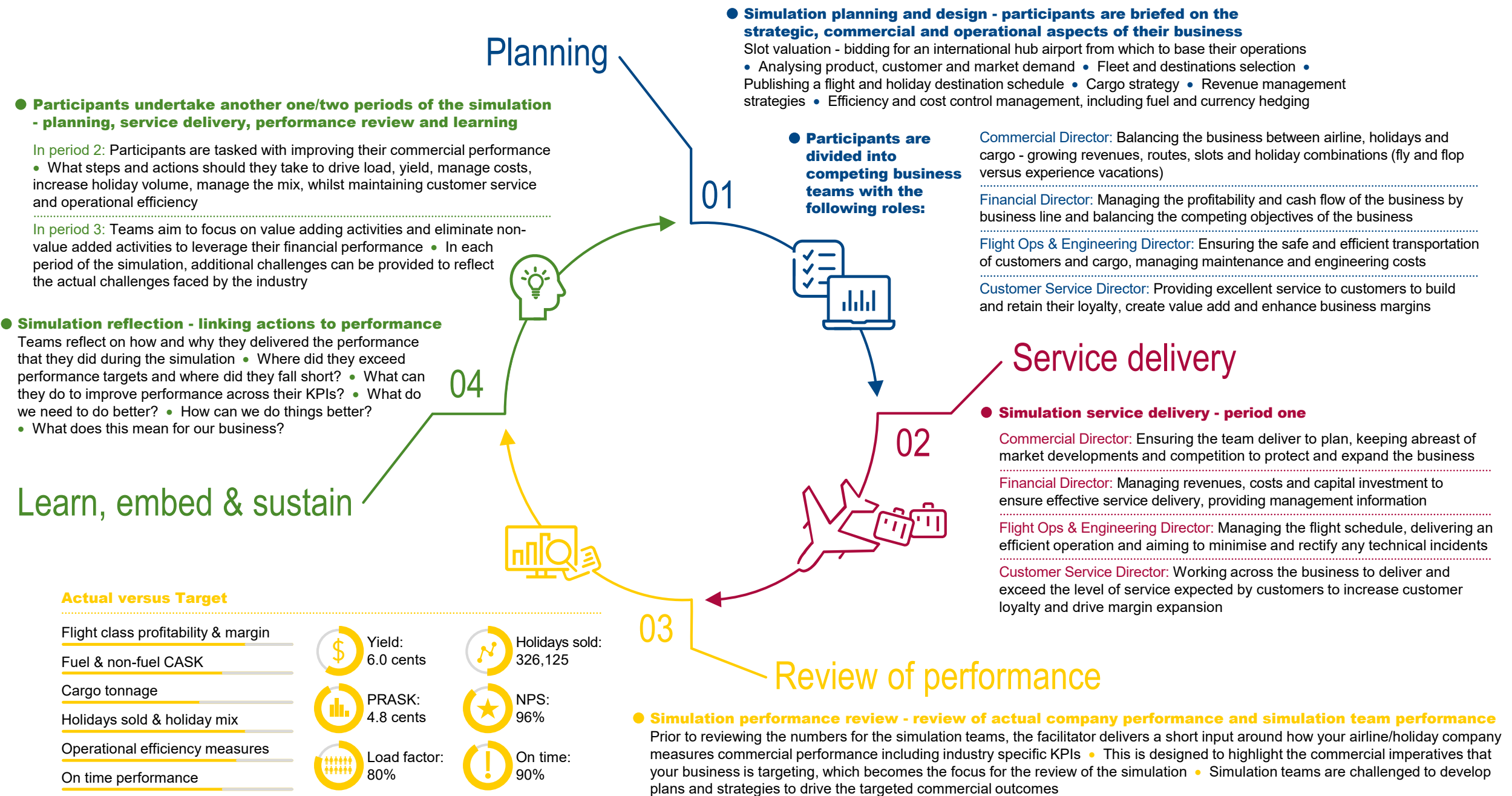


Commerciality Simulation - driving commercial success in the travel industry

Our **Commerciality Business Simulation** has been designed specifically for the travel industry. It will provide your participants with a 'real-time' opportunity to practice and embed key commercial skills and behaviours, and gain a deeper and broader perspective on the commercial drivers of your business. Centred around a unique business simulation, participants, in teams, are responsible for setting up, managing and growing an airline and holiday business. Each business has to drive finance, strategy, solution design & delivery and customer service in a dynamic and rapidly changing competitive environment to deliver success for their stakeholders. Business success is measured using airline and travel industry specific KPIs, such as PRASK, yield, load, CASK, cargo tonnage, number of holidays sold, margin generated per holiday, etc. Participants gain real insight into the drivers of these KPIs and personal insight into how their individual actions can contribute to improved performance in your business. The simulation is unique in that it combines real commercial leadership insight with a fun, engaging and memorable event.



Actual versus Target

Flight class profitability & margin	Yield: 6.0 cents	Holidays sold: 326,125
Fuel & non-fuel CASK	PRASK: 4.8 cents	NPS: 96%
Cargo tonnage	Load factor: 80%	On time: 90%
Holidays sold & holiday mix		
Operational efficiency measures		
On time performance		

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