



Airfare Savings Strategy

A Little Hobby of Mine

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Why Bother?

▼ More control over your schedule

- Rationale for deferring “hurry up and wait” trips
- Planned travel is less stressful

▼ Double your “face time” with clients

- Follow up
- Relationship building

▼ Conserve your travel budget

- Possible 50% airfare savings
- Compensate for other increases (*Example: San Jose hotels*)
- Leave room for trips you want to make



Airline Pricing Strategy

▼ Classic market segmentation

- Maximize base revenue from business travelers
- Fill remaining seats with leisure travelers

▼ Business travelers

- Last minute
- No restrictions
- Full coach fare (*Example: ORD SJC ORD \$1600*)

▼ Leisure travelers

- Advance purchase (1 21 days)
- Saturday night stay required
- Discount fare (*Example: ORD SJC ORD \$300 500*)

▼ Your challenge is to purchase like a leisure traveler !



Scenario: Sunnyvale Every Month

Mon	Tue	Wed	Thu	Fri	Sat	Sun
out				ret		
out				ret		
out				ret		
out				ret		

▼ Four expensive roundtrip business tickets

Strategy #1: Stay Over Saturday Night

Mon	Tue	Wed	Thu	Fri	Sat	Sun
out						ret
out						ret
out						ret
out						ret

- ▼ Four discount roundtrip leisure tickets
(added expenses and time away from home)

Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				3 out		
3 ret				4 out		
4 ret				...		

- ▼ First flight is expensive one way business ticket (or left over flight from previous trip)

Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				3 out		
3 ret				4 out		
4 ret				...		

▼ First flight is expensive one way business ticket (or left over flight from previous trip)

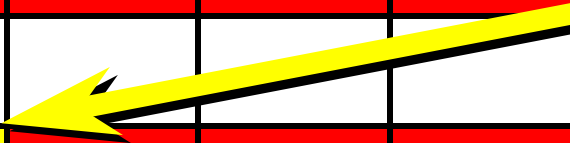
Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				3 out		
3 ret				4 out		
4 ret				...		

▼ Subsequent flights span a Saturday night

Strategy #2: Turn Trips Inside Out

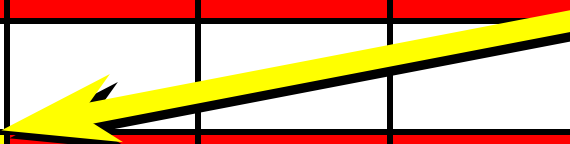
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Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
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Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				3 out		
3 ret				4 out		
4 ret				...		

- ▼ Keep going, as long as you return within 30 days (on most fares)



Strategy #2: Turn Trips Inside Out

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				3 out		
3 ret				4 out		
4 ret				...		

Strategy #3: Back to Back Ticketing

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				1 ret		
3 out				4 out		
4 ret				3 ret		

▼ Four discount roundtrip leisure tickets

Strategy #3: Back to Back Ticketing

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				1 ret		
3 out				4 out		
4 ret				3 ret		

▼ First trip spans a Saturday night

Strategy #3: Back to Back Ticketing

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				1 ret		
3 out				4 out		
4 ret				3 ret		

- ▼ Second trip starts from your destination and brings you home

Strategy #3: Back to Back Ticketing

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				1 ret		
3 out				4 out		
4 ret				3 ret		

▼ You buy tickets in pairs

Strategy #3: Back to Back Ticketing

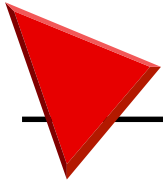
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 out				2 out		
2 ret				1 ret		
3 out				4 out		
4 ret				3 ret		

▼ Four discount roundtrip leisure tickets

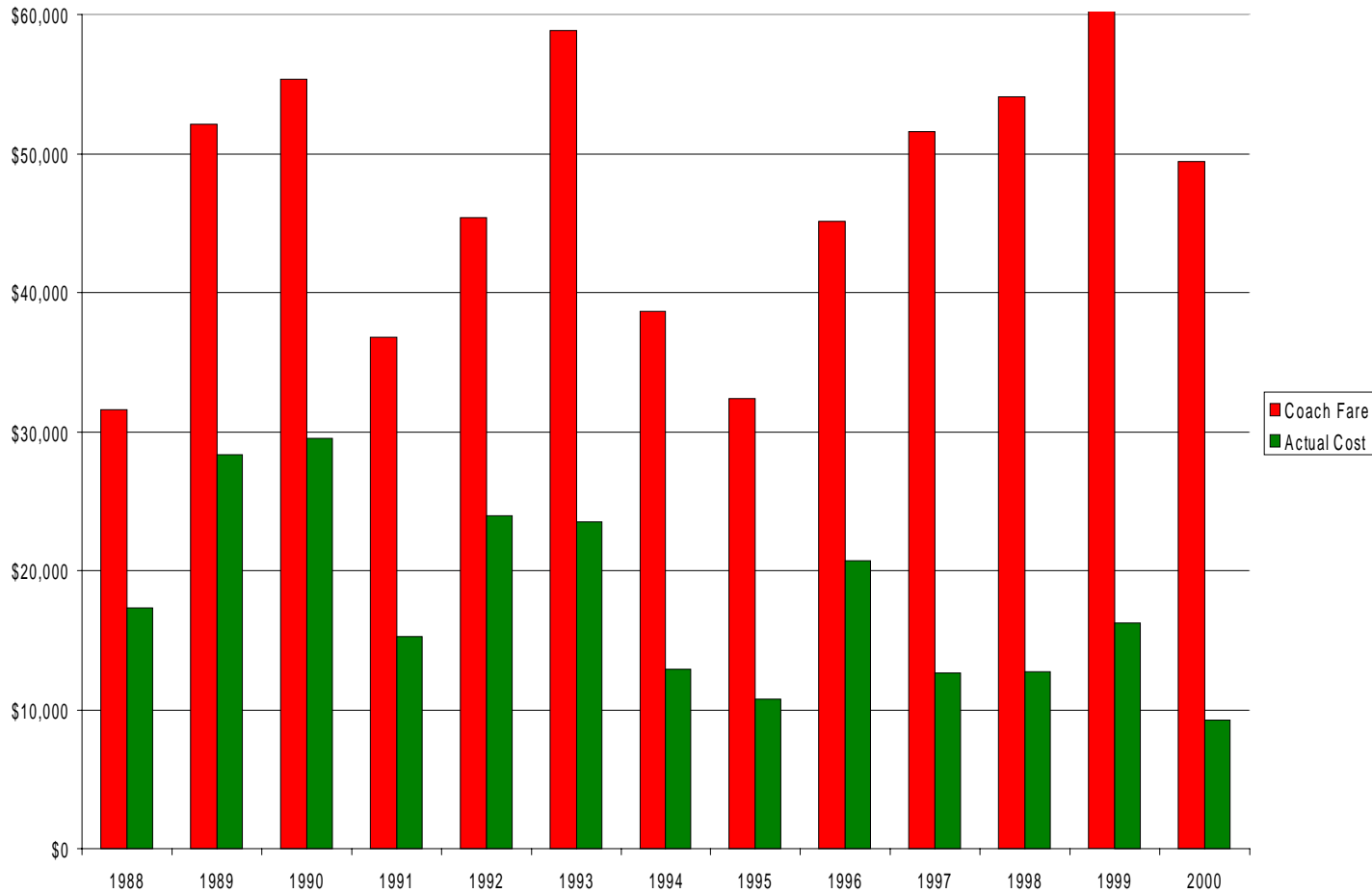


Variation: Co Terminals and “Open Jaws”

- ▼ **The second trip doesn't have to be exactly like the first**
- ▼ **Co terminals count as the same origin or destination**
 - **LGA, JFK, EWR**
 - **ORD, MDW**
 - **SFO, OAK, SJC**
 - **LAX, ONT, BUR, SNA**
- ▼ **“Open jaws”**
 - **Distance algorithm defines how far apart cities can be**
 - **From Chicago, one trip to SFO and one to LAX**
 - **From California, one trip to New York and one to Boston**
- ▼ **Think creatively about future trips !**



Personal Experience



Total savings = \$ 379,533



But Isn't That Illegal?

▼ NO, it's not !



Simple Questions

- ▼ **When is the class/meeting scheduled?**
- ▼ **Is the schedule firm?**
- ▼ **Can we firm up the schedule now?**
- ▼ **When is the follow up class/meeting?**
- ▼ **What other trips are coming up?**
- ▼ **Is there an airfare sale going on now?**
- ▼ **What are the specific rules and restrictions for this fare?**
- ▼ **How can this ticket be re used if I don't take the trip?**
- ▼ **What do I save even if I don't take the second trip?**