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Businesses continue to waste money – easyJet

Survey reveals benefits of low-cost travel...

easyJet has revealed the results of an independent survey that it believes demonstrates the savings offered by incorporating the low-cost carrier into business travel plans. The airline commissioned ITM Research to conduct an independent study using data from actual journeys made by real business travellers. The analysis involved companies across the UK, Germany and other European Markets. The study was conducted on a random sample of 561 itineraries over a 10-week period within the fourth quarter of 2009, and all travellers worked for global corporations in the financial, business services and consultancy sectors. The results showed that even allowing for point-of-sale booking fees and purchase of speedy boarding - in a high majority of instances, easyJet offered significant cost savings overall on each trip, and yet

none of the booked itineraries were made with the carrier. Paul Simmons, easyJet's UK General Manager, said; "Businesses are continuing to waste money with high-fare airlines, but this research shows that easyJet is the best value option. The airline has tailored its products and services for the business traveller, with frequent flights to major business airports. We encourage Travel



Procurement Managers to seriously challenge the way they go about lowering travel costs. In short haul air travel a straight business shift will save companies more money than a bloated, time consuming traditional continual tender process ever will - these numbers prove it." The research also showed that when it came to UK domestic travel, 43% of passengers could have saved over £100 even on a domestic trip. [Click here for full story](#)

Boeing reports Q4 revenue boost



The Boeing Company reported fourth-quarter net income of US\$1.3 billion, or US\$1.75 per share, as revenue rose 42% to US\$17.9 billion. The aircraft manufacturer said current period results reflected solid performance across core businesses and represented a "significant improvement" over the year-ago quarter, which was blighted by a labour strike and a charge on the 747 programme. However, earnings for the year declined to US\$1.84 per share due to a combined US\$3.58 per share impact from previously announced 787 and 747 events in commercial airplanes. [Click here for full story](#)

World Travel Awards launches new mobile service



World Travel Awards (WTA) has teamed up mobile web development company, World Mobi, to create a mobile site worldtravelawards.mobi. The site provides mobile users with everything they need to know about WTA - all live, using just their mobile handset. worldtravelawards.mobi includes two event pages, a winners' page, plus a news section with the latest press releases. There is also a link to WTA's Youtube channel where the users can watch all WTA videos on the mobile, and a link on each event page to a mobile map. [Click here for full story](#)

Madame Tussauds to open in Vienna

Merlin Entertainments has announced plans to open a Madame Tussauds waxwork museum in Vienna. The Austrian opening will mark the 11th Madame Tussauds worldwide and the fourth in Europe. It is scheduled to open early in Vienna's historic Prater public in 2011, following a £10m investment. [Click here for full story](#)



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