



CAPABILITY STATEMENT

# entertainment travel



# TRAVEL EXPERTS FOR THE ENTERTAINMENT AND CREATIVE INDUSTRIES

Show Group is a leading provider of travel management solutions to the entertainment and creative industries. Our dedicated local Account Management and Travel Consulting teams are equipped with a deep understanding of the unique challenges and opportunities that face the entertainment and creative industries. With our extensive expertise in entertainment travel, we are well-positioned to provide tailored solutions to meet your unique needs and leverage our cross-industry experience to provide insights and successful travel strategies that are efficient, safe, and simplified, ensuring a positive travel experience for your cast and crew.

We don't believe in a one-size fits all approach to entertainment travel management and we're here to meet and exceed your production's travel needs and expectations, whether you're in film, TV, music, theatre, or performing arts. We work with your team to design a tailored travel solution, utilising proven strategies and leveraging travel data, to deliver strategic outcomes which align with your unique objectives and priorities. We're all about ensuring the show runs like clockwork while keeping the cast, crew and equipment confidential. With our service combination of efficiency and privacy, we make sure everyone hits the ground running.

## Core Competencies

- **Entertainment industry travel expertise:** Servicing entertainment industry customers from North America, UK, and Asia-Pacific markets and managing complex travel needs.
- **Film and TV travel:** Partnering with the film & TV industry in Australia and overseas since the early '80s, Show Group supports this important sector with high-quality service, logistics management, and ensuring timelines are met and budgets are adhered to.
- **Entertainment and touring:** Providing specialist entertainment and touring services to ensure each aspect of your music festival, theatre, concert, fashion show, product launch, or stage production runs smoothly.
- **Proprietary in-house technology:** Powered by Corporate Travel Management's (CTM) technology, our technology offers unbeatable speed-to-market, agility, and customisation, founded on global technology architecture and developed regionally for regional needs and market nuances.
- **Local people and expertise, everywhere you go:** Show Group's Regional Leadership, Account Management, and Travel Consulting teams offer local market expertise and accountability for your travel program's performance. No outsourced servicing.
- **Global buying power:** Approximately AU\$12b TTV pro-forma FY19.

## Differentiators

- **Entertainment experience:** Show Group boasts over 40 years of industry expertise, complemented by a team who has had first-hand involvement in the entertainment field.
- **Proprietary technology:** Benefits of working with the CTM Group, they build their own technology and own the development roadmap, ensuring fast and responsive new technologies and third-party integration capabilities.
- **CTM Portal:** A centralised hub containing all your travel tools and travel documentation, enabling single sign-on for maximum security and user convenience, with configurable access settings that allow specific crew to utilise only the tools relevant to their role.
- **Lightning online booking tool:** An online booking tool replicating the consumer travel experience, driving greater efficiency, adoption and compliance.
- **Pre-trip approval:** Integrated, automated pre-trip approval tool with customisable workflows – no paper-based processes.
- **Risk management:** Global traveller tracking, risk identification and emergency communications.
- **Sustainable travel:** Access to the CTM Climate+ program which provides market-leading carbon reporting and carbon offset solutions, supported by sustainable features in the Lightning online booking tool to encourage more sustainable travel.
- **Reporting:** Powerful, aggregated travel program reporting across air, accommodation, and ground transport and dissectible by region, cost centre and traveller.
- **Travel forecasting:** Empower travel bookers to make more informed and efficient decisions about the most cost-effective time to travel.
- **Wellbeing insights:** Enabling you to identify behaviours and trends which could impact the performance of your cast or crew.
- **CTM Ride-share:** Notifies travelling colleagues of ride-sharing opportunities to reduce the cost of travel. A ground transportation solution for entertainment industry conferences and tradeshow where travellers are visiting the same location.
- **Entertainment travel tools:**
  - **Online booking tools**
    - › A consumer-grade booking experience for maximum adoption
    - › End-to-end, automated workforce mobilisation, and logistics management – no manual entry
    - › Fully configurable to policy and traveller requirements
    - › Delayed ticketing enables frequent booking changes before the ticket issue
    - › Reduce risk with increased compliance with HR and logistics policy
    - › Traveller profile management tools capture traveller information and sync with back-office tools.

## Proven Track Record

Show Group, a trusted partner for both films - Elvis and Thor, managed and delivered on their travel requirements to support the success of both productions.

### ELVIS



**21,038**

HOTEL ROOM NIGHTS



**859**

FLIGHTS



**632**

CARS

### THOR: LOVE AND THUNDER



**10,821**

HOTEL ROOM NIGHTS



**783**

FLIGHTS



**710**

CARS



# ABOUT SHOW GROUP

Show Group is the premier travel management specialist for the entertainment and creative industries. Our mission is simple: to provide you with a reliable partner who delivers professional travel solutions tailored to your budget, timeline and unique needs. At Show Group, we understand that every client is unique, taking the time to listen and create individually tailored solutions for each project. Whether you're a renowned filmmaker, a talented actor, or a creative professional, we perform under pressure while maintaining complete confidentiality.

With more than 40 years in entertainment travel, Show Group is proud to support the travel needs of a diverse customer portfolio spanning geographies and size. This breadth of travel management experience and expertise enables our customers access to extensive knowledge, insights, and tried and tested solutions from entertainment, stage, film and screen customers to maximise their travel optimisation strategies.

As part of the CTM Group, we offer exceptional service, customised solutions, intuitive technology, and global buying power with the resources to handle the specific demands of your production, no matter where it takes you.

## CTM Company Snapshot

- Founded in Australia in 1994. CTM has grown from a two-person start-up to a global leader in travel management. Estimated fourth largest travel management company (TMC) globally. <sup>[1]</sup>
- Publicly listed since 2010 (ASX: CTD). [Visit the CTM Investor Center here](#)
- Owned operations across four continents, with a global network spanning more than 130 countries.
- Commitment to sustainability and CSR. [Read the CTM Sustainability Report here](#)

- CTM Climate+ program. [Learn more](#)
- CTM sustainable booking solutions. [Learn more](#)
- CTM supports Delta Sustainable Aviation Fuel. [Learn more](#)
- Multi-award winning for service and technology innovation globally:
  - Australian Federation of Travel Agents (AFTA) Awards – Best National Travel Management Company awarded 14 times
  - Australian Financial Review - Most Innovative Companies List
  - World Travel Awards 2021 - Leading Travel Management Company 2021 (Australia and North America)
  - SmartBrief Awards 2021 - Innovation Award for Travel Management
  - World Travel Awards 2022 - United States Leading Travel Management Company
  - TTG Travel Awards 2022 – Best Corporate Travel Agency (Asia)
  - Business Travel Sustainability Awards Europe 2023 - Corporate Booking Platform (Lightning).

## Financial Performance

- Read the CTM Annual Financial Report [here](#).
- Strong financial liquidity. CTM did not need to raise capital during the COVID-19 pandemic. [Learn more](#)

<sup>[1]</sup> At August 18 2021, based on publicly available financial performance data.





# EXPERTS IN ENTERTAINMENT TRAVEL MANAGEMENT

Show Group has a proven track record in developing strategic travel programs. This experience, coupled with extensive travel expertise across our Account Management and Travel Consulting teams, ensures solutions that meet the specific needs and evolving opportunities of your industry. Your dedicated Show Group travel team keeps abreast of entertainment industry developments, new opportunities, and challenges, as well as advancements in technology

and supplier relationships to ensure ongoing value and optimisation across every aspect of your travel program.

Our travel experts work collaboratively and proactively with your travel team to identify ongoing program refinement strategies that could enhance benefits to your film and television production, touring, and travelling workforce through additional savings, improved efficiencies and safety.

## Key Travel Program Objectives

We see several common and recurring travel program objectives for businesses operating in the entertainment industry. These typically include:

- **Artist/cast travel** – servicing of complex, varied and evolving requests which may include working with alias names, last-minute changes to travel due to production schedule changes, transportation of equipment or costumes, special travel arrangements for family, niche accommodation amenities and service requests.
- **Entertainment rates** – the need for preferred rates including value adds such as room upgrades, laundry service, parking, complimentary internet, excess baggage discounts, ground transportation discounts and private suites and charter discounts.
- **Confidentiality** – ensuring high-profile individuals' whereabouts are kept confidential is essential to maintaining their trust and confidence in the production team. The confidentiality of information such as the location of a shoot and the production schedule is also of high importance for the safety and security of everyone involved in the production or tour.
- **Personalised VIP service** – high touch VIP service ensures the service provided is tailored to each individual's needs and designed to ensure maximum privacy and security with fast and efficient turnarounds for every single request.
- **Group travel** – efficiencies for group bookings, including air registration integration, air charters, group air contracts and management of accommodation blocks.
- **24/7 support** – the ability to service all their needs, no matter what time of day or location around the world.
- **Sustainability** – seek out environmentally responsible and socially conscious suppliers that align with their values and promote long-term benefits for the planet and the ability to report and measure their environmental impact.
- **Technology solutions** – intuitive future-focused technology that is user-friendly and visually appealing for a broad range of cast and crew.

Of course, all our entertainment customers bring unique objectives that they are striving to achieve and unique challenges, which may include:

- **Private transfers and jets** – the need for reliable, high-quality services, traveller safety and wellbeing.
- **Production schedules** – working on a tight schedule where air or ground transportation cancellation or delays can cause significant disruption.
- **Reporting and data** – accuracy of populated travel expense data and project cost numbers into custom fields for reconciliation, pre and post-trip data consolidation and carbon emission tracking.
- **Hotel and venue sourcing** – the ability to accommodate needs from city to regional and remote locations with creative solutions to ensure quality results for every stakeholder.
- **Service level agreement (SLA)** – meeting multiple SLAs; one for crew travel and an elevated SLA for cast.
- **Approval processes** – the need to manage complex tours or productions and the travel costs and policies need to be managed and approved which is often multi-layered.
- **Airport assistance** – dedicated land and air side meet and greet, always assuring security and discretion. Also, the need to assist the VIP's family travellers, unaccompanied minors, and solo flyers.

We take a highly consultative approach to understanding our customers' specific challenges and objectives, which enables us to design **bespoke travel solutions in a highly collaborative manner** – ensuring the right solution for each customer. Our dedicated Account Management and Travel Consulting team structure enables us to continually review and refine those strategies based on demonstrable results, industry benchmarking data, and new and emerging solutions to continuously optimise our customers' travel needs.

# BUSINESS CONTINUITY

Show Group is backed by the CTM Group which has the experience, proven track record, and leadership expertise to ensure our business can withstand significant disruption and support the business continuity needs of our customers. Examples of this include successfully navigating the impacts of SARS and Avian Flu outbreaks, the Global Financial Crisis, and the COVID-19 pandemic. The ability to support our customers to maintain their business continuity through periods of significant disruption, coupled with our ability to position our own business for recovery, hinges on a combination of CTM's strong financial foundations, a long-standing value proposition, and strategic decisions made throughout CTM's 28+ years in business.

Having been a significant travel provider in Asia during the Avian Flu, CTM knew that accelerating our response to the COVID-19 pandemic would enable us to mitigate risk for our customers. We adapted our operating framework early while ensuring we could continue to deliver on our customer value proposition of highly personalised service, intuitive proprietary technology, and proven return on investment – elements we knew would be critical to our

customers' needs throughout the pandemic and beyond. We maintained high customer service levels, continued to invest in developing new customer-facing technologies, and implemented new automation capabilities and partnerships to support the fast-changing needs of our customers, employees, and the evolving travel environment.

Navigating disruptive global events has provided CTM with invaluable experience and the opportunity to continually evolve our business to meet the needs of the future. Travel does not sit still, and nor does CTM. Now more than ever, businesses are looking for the peace of mind that comes with partnering with a future-proof TMC that is financially strong, future-focused, and with demonstrable leadership experience to navigate periods of disruption and uncertainty. Our customers are seeking a partnership capable of delivering the right blend of personalised service with intuitive technologies to drive efficiency, safety, value and more strategic policy development to reduce their risk exposure and support their business's recovery and growth plans.





# SPECIALISED SERVICES

At Show Group we understand the entertainment industry is one of the most dynamic and demanding fields of work, with unique travel requirements that differ from other sectors and industries. Actors, musicians and production teams often travel across the globe to film locations or performance venues, and their needs are very specific. This is where specialised travel services come in. These services cater to the unique needs of the entertainment industry by providing tailored travel solutions that go beyond the conventional. We understand the nature of the industry and can provide service solutions that meet the needs of each customer.

## Expert Travel Support

We recognise the complexities of the entertainment industry and the fluid nature of show business and that's why our experienced team is available 24/7 to offer customised travel services that cater to the unique needs of your production. We pride ourselves on understanding the specific objectives of your production and collaborating closely with your team to exceed your expectations. We make it our top priority to ensure that your travel needs are met seamlessly and efficiently.

- **Dedicated travel team:** From an industry that never stops, we understand the need for around-the-clock service with 24/7 access to travel support.
- **Service at speed:** Meeting SLA agreements with speed and accuracy in every aspect of your travel, accommodation and ground transportation needs.
- **A 'can do' attitude:** A proactive problem-solving mindset. Our team will ensure last-minute bookings and itinerary changes are managed with ease and efficiency.
- **Luggage tracking:** Tracking of lost, delayed, or damaged luggage.
- **Travel logistics:** Getting cast and crew to remote locations, solving complex accommodation needs in multiple locations, and shifting tonnes of equipment and props on tight deadlines.

## Personalised service

Show Group listens to and understands the very specific needs and preferences when it comes to entertainment travel and knows personalised service requests are necessary to ensure the success of a production. Our personalised service starts but doesn't stop here.

- **Supplier preparation:** Advance notification to suppliers of the traveller's VIP status.
- **Private jet charters:** Coordinating private jets for privacy and security reasons for cast and crew.
- **Customised itineraries:** Production schedules can be unpredictable, and customised itineraries can help ensure that travel plans are flexible and adaptable. This may include arranging for last-minute changes to flight plans, accommodation or transportation.
- **Security and VIP services:** Coordinating additional security and VIP services, such as private transportation, and exclusive access to lounges and amenities.
- **Special meal requests:** Ensuring specific dietary needs and customised meal requests are accommodated to ensure that cast and crew are well-fed and energised during their travels.
- **Equipment transportation:** Arranging for the transportation of specialised equipment to film or perform to ensure that they arrive safely and on time.





## Group Travel Management

When it comes to organising group travel for your tour, our number one focus is to provide an enjoyable and effortless experience for all of your travellers from the second they set off for the airport to the moment they arrive safely home. Our dedicated Travel Managers are highly experienced in arranging domestic and international travel. At every step of your journey, you can rely on our team to deliver a hassle-free experience.

- **Supplier negotiations:** Established relationships with travel suppliers worldwide with extensive global buying power for cost-effective travel.
- **Airport assistance:** Assist travellers to navigate through the busy travel process with meet-and-greet services.
- **Accommodation:** From independent boutique hotels to the most popular global hotel chains, from urban cities to rural and remote locations, our extensive global portfolio of properties ensures you enjoy the maximum choice.

## VIP Travel

With a diverse customer portfolio and extensive international experience, our team has an in-depth understanding of the unique and often complex needs of VIP travellers and approaches all requests with a 'can do' attitude. Our VIP travel solutions are tailored to the individual needs of your VIP travellers and are designed to ensure maximum privacy and security, and luxury experiences for your VIP travellers.

- **Tour riders and special requests:** Strong and long-lasting supplier relationships working together to deliver an enjoyable experience for cast on the go. From meet and greets to exclusive hotel floor allocations, and specialised requests such as favourite foods, we strive to meet every need.
- **Extra touches:** Hotel room upgrades, arrange pillow menus for comfort, dietary requirements for hotel stays, and arranging special touches including spa treatments and leisure activities.
- **VIP transfers:** Private charter flights, private jet services, limousine transfers and escorted airport transfers.
- **Airport assistance:** Dedicated land and air side meet and greet, assuring security and discretion at all times. We also assist the VIP's family travellers, unaccompanied minors and solo flyers.
- **Travel support:** Book travel online via our booking tools or via your dedicated Travel Consulting team, who will help ensure your VIP travellers' specific travel requirements and preferences are met every time. We offer expert support 24/7.
- **Travel bookings:** Flights, hotels, transfers, car hire, lounges, insurance and visas. Our VIP Travel team oversees all travel arrangements to ensure that your VIP travellers enjoy a hassle-free travel experience.

# SUSTAINABILITY

At Show Group we understand that sustainability has become a priority for the entertainment industry over the past decade, with many recognising the substantial impact film production has on the environment. Film production is a complex and multi-faceted process, with each aspect contributing to the final product we all know and love. But, behind the magic, film production leaves a carbon footprint. From lighting and set design to transportation and travel, some elements of film production can leave a lasting environmental impact.

By adopting sustainable travel practices, such as off-setting carbon emissions and choosing environmentally friendly accommodation options, the entertainment industry can minimise its environmental impact and demonstrate its commitment to social responsibility. Sustainable travel practices reach beyond carbon footprint and can enhance a production's reputation and build stronger relationships with stakeholders who value sustainability.

We understand and embrace our sustainability responsibilities and are committed to developing initiatives that provide practical benefits to you, the environment and local communities. As part of the CTM Group, Show Group is proud to play its part in supporting the long-term sustainability of our planet by reducing the impact of entertainment travel on the environment with sustainable travel initiatives.

## The Climate+ Ecosystem

The CTM Climate+ sustainable travel program includes an 'ecosystem' of services and technology solutions that help Show Group customers improve the sustainability of their travel program by:

- Making more informed travel decisions
- Understanding the impact of these travel decisions
- Making a difference to people, communities, and the environment.



## Lightning Online Booking Tool

Lightning puts the user front and centre of the travel booking process, empowering them to make more sustainable travel decisions with:

- Displayed carbon emissions for air, hotel and car (using industry-leading granular calculation methods)
- Ability to filter and preference car results for EV and Hybrid vehicles
- Sort flights, hotels and cars by the lowest emissions
- Enable carbon offsetting at the final step of booking or end of the month.

## CTM Data Hub

CTM's Data Hub reporting tool provides Show Group customers visibility of their travel carbon footprint. The at-a-glance summary snapshots can be dissected down to individual traveller, trip and supplier levels.

- Total CO<sup>2</sup> emissions by month
- Average CO<sup>2</sup> emissions per trip and per traveller
- CO<sup>2</sup> emissions by service type (air/hotel/ car/rail) and by the service provider
- CO<sup>2</sup> emissions by fare class.

[Learn more about Show Group's sustainability solutions](#)

# OPPORTUNITIES FOR TRAVEL OPTIMISATION

Show Group designs for the future travel environment, seeking new opportunities, efficiencies, and process improvements for our entertainment, screen, film, stage, and industry customers based on the latest market trends, technology advancements, and our customers' evolving goals and objectives.

Opportunities identified for the screen, entertainment, film and stage industry when reviewing travel programs include:

- **Approval process** – integrate an automated pre-trip approval (CTM approve) and move away from internal manual processes to keep travellers on the move.
- **Supplier sourcing** – updating preferred hotel suppliers in line with current production locations.
- **Automation** – driving the adoption of an online booking tool (OBT) for greater visibility of spend, traveller tracking, and safety and travel policy compliance.
- **Sustainability** – setting carbon budgets and the visibility of carbon emissions at the point of sale (POS) to help support goals to reduce their carbon footprint.

## Integrated, Automated Travel Technology

Delivering your crew with the most contemporary, seamlessly integrated travel management tools relevant to the unique needs of the entertainment and creative industries is a core opportunity to deliver improved efficiencies, savings and safety to your business. No matter your involvement in travel, you can rely on Show Group to deliver the most enjoyable, user-friendly, future-focused travel tools that make travel better; simpler, faster, safer, and more sustainable than ever before.

Paper-based or unintegrated travel processes are a thing of the past. Show Group's integrated **approval processes, booking, risk management and reporting tools** are designed to arm your crew with a frictionless travel management experience that supports a great user experience, higher technology adoption, and policy compliance, and reduces errors for your team while delivering enhanced cost savings and risk mitigation for your production.





## PRE-TRIP TOOLS



**CTM Portal** – access all your travel tools, all in one place.



**CTM Risk Hub** – centralised access to real-time global travel intelligence.



**CTM Approve** – a sophisticated, integrated, multi-level trip authorisation tool for ultimate budget and risk control.



**Lightning** – CTM's proprietary, award-winning online booking tool.

## IN-TRIP TOOLS



**CTM Mobile** – your intuitive travel companion, putting all your itinerary information and travel plans at your fingertips 24/7.



**CTM Traveller Tracker** – pinpoints your travellers on an interactive global map, by date range, country, or risk level.



**CTM Alerts** – automated real-time risk identification and communications.



**CTM Ride-share** – notifies travelling colleagues of ride-sharing opportunities to reduce the cost of travel.

## POST-TRIP TOOLS



**CTM Data Hub** – aggregated travel program data, reports, and actionable insights.



**CTM Climate+** – a suite of 'green travel' solutions to deliver on your business's sustainability objectives.



**CTM Wellbeing** – identify behaviours and trends which could impact the performance of your team.



[LEARN MORE ABOUT CTM'S SMART TECHNOLOGY SUITE >](#)

## Booking Behaviour Optimisation

Our travel experts keep on top of your entertainment industry news, market developments, risks and opportunities. Travel booking behaviour trends are actively monitored to identify changes or opportunities based on best practice insights, benchmarking data and travel industry forecasts.

Show Group's dedicated Account Management team provides detailed user training as part of the implementation process, and regular detailed travel performance reports, and can provide ongoing training to support your team's evolving needs and travel optimisation strategies.

Our approach is not just to identify trends, but to proactively steer your team to achieve strategic travel evolution and adoption goals throughout the lifetime of our partnership.

## User Engagement

We believe taking a holistic approach to travel is key to driving travel compliance and engagement. That means incorporating production-wide feedback into travel development and optimisation strategies. These collective approach solutions are designed to deliver value for every cast and crew, increase transparency, and open lines of communication to drive engagement, compliance, adoption, and complete alignment with your film and television production, touring and travelling workforce objectives.



"With over 40 years of experience in entertainment travel, Show Group is embarking on a fresh chapter with CTM as our newest owner. CTM brings global buying power, advanced travel technology, and enhanced traveller security, freeing Show Group to concentrate on delivering customised travel solutions for production, tour and entertainment's unique travel requirements. As General Manager, I am excited to lead our team in this transformative journey, dedicated to exceeding cast and crew expectations and setting new industry standards."

— Nick Smith, Show Group General Manager



# CONNECT WITH AN EXPERT IN ENTERTAINMENT TRAVEL

Find out how Show Group's expert  
entertainment travel solutions will take your  
travel to a new level of performance.

Contact our team to discuss your travel needs today.  
**[showgrouptourtravel.com](https://showgrouptourtravel.com)**

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