

Move your next commercial priority forward.

Senior commercial experience, working with your existing team.

Travel Spark helps travel leadership teams assess where improvement is achievable, agree the commercial strategy and put changes into practice across supply, pricing, product and distribution.

Improve product contribution

Assess the product, supplier and channel choices that shape commercial performance. Agree where to focus and how to put the improvement into practice.

Build the approach for growth

Develop the commercial and supply strategy for a new destination, customer segment or distribution channel, with a clear view of the economics and implementation.

Turn agreed strategy into action

Connect leadership priorities with team roles, information and practical ways of working. Support the people responsible through an agreed milestone.

Your team keeps ownership.

Supplier relationships and day-to-day decisions stay with your people. James contributes senior judgement, strategy development and agreed implementation support.

Experience behind the advice.

James Whiting previously led Infinity Holidays at Flight Centre Travel Group. Travel Spark brings that operating experience into focused client engagements.

01 Commercial strategy with an established DMC team

Context: an established product and procurement team across 15 countries.

Travel Spark developed product and procurement strategy with the existing team, connecting the contracting approach, team operating model and supplier information requirements.

Delivered: product and procurement strategy, contracting policies and playbooks, supplier-data requirements and the team operating model.

02 Commercial blueprint for a travel marketplace

Context: a developing proposition spanning travel and lifestyle categories.

Travel Spark connected the customer proposition with category economics, supplier access, product capabilities and delivery sequencing.

Delivered: category strategy, supplier and connectivity roadmap, commercial requirements and an operating blueprint for the proposed platform.

Selected engagements are anonymised. These examples describe delivered work. Financial uplift and implementation outcomes are not claimed.

Start with the improvement you want to achieve.

Discuss the priority, current approach and what is slowing progress. James recommends the engagement and agrees the outputs, timing, your team's involvement and fixed fee before work starts.

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