

# Feld Entertainment Saves 35% with Rocketrip



Feld Entertainment is the worldwide leader in producing live touring family entertainment. With extensive travel required for each production, as well as for employees based out of its Global Operations Headquarters in Palmetto, Florida, Feld Entertainment has millions of dollars in annual travel expenses overseen by its sourcing, procurement, and travel departments.

---

*“We joined Rocketrip with the goal of achieving savings on top of and in tandem with the cost control provided by our existing policy guidelines and procurement efforts.”*

— Christine Zajda, Director of Procurement, Sourcing and Travel

---

## GOAL

---

Before implementing Rocketrip, Feld Entertainment already had a highly-developed travel management program in place that utilized Omega World Travel, a travel management company, and Concur for trip booking and expense reporting. The procurement department negotiated significant discounted rates with preferred airlines, hotels, and other travel vendors. The nature of touring productions came with additional complexities, such as a high volume of weekend travel, extended trip durations, and special allowances for equipment transport. The company recognized the opportunity to substantially reduce costs at scale by promoting affordable, policy-compliant travel options.

## SOLUTION

---

### Custom Budgets

A Rocketrip Budget to Beat is a definitive spending benchmark based on available rates for flights, hotels, trains, and rental cars. Rocketrip budgets incorporate Feld Entertainment’s negotiated rates for a given itinerary, as well as spending allowances designated by the company travel policy to provide a precise estimate of how much a trip should cost.

### Saving Incentives

Rocketrip allows Feld Entertainment to amplify the cost control measures in its travel policy. The platform incentivizes employees to spend less on their trips by letting them keep a portion of the savings they generate when they beat their budgets. Employees receive real rewards for making policy-compliant travel decisions, such as booking in advance, using a low-cost carrier, or avoiding hotel costs by staying with friends or family.

### Comprehensive Reporting

The Rocketrip Insights analytics dashboard provides detailed breakdowns of every trip so Feld Entertainment’s travel and procurement executives can see the underlying sources of spending and target specific expense categories for additional savings. To improve policy compliance, travel spend data can be analyzed on a departmental or even individual level. Knowing who is overspending and who is saving allows Feld Entertainment to focus on the highest impact opportunities.






# Rocketrip Drives \$301 Savings per Trip

Feld Employees Reduce Flight, Hotel, and Rental Car Spending 35%

## TOP SAVING STRATEGIES

---

 <b>Staying with friends or family</b>	<b>\$191</b> Average savings per night	<b>15%</b> Reduction in hotel nights
 <b>Choosing a lower star class hotel</b>	<b>\$73</b> Average savings per night	<b>23%</b> Of hotel nights booked
 <b>Using a low cost carrier</b>	<b>\$171</b> Average savings per flight	<b>10%</b> Of flights booked
 <b>Using personal vehicle</b>	<b>\$50</b> Average savings per trip	<b>8%</b> Reduction in rental cars

---

## TAKEAWAY

---

Feld Entertainment achieved average savings of \$301 per trip by empowering employees to take advantage of low-cost options. The travel and procurement team prioritized new user training, instructing each traveling employee about savings best practices that would allow them to earn rewards on their trips.

With Rocketrip, Feld Entertainment's spending on airfare decreased 17% across comparable routes. The effect on hotel spending was even more dramatic: Rocketrip users spent 54% less than their historical averages. Employees embraced the chance to earn real rewards for their frugality. With customized platform implementation and active user engagement, Feld Entertainment unlocked enormous cost savings by incorporating Rocketrip into its travel management program.

*"I absolutely love Rocketrip. It's easy and user friendly, and the reward points system incentivizes the user to want to save. I look forward to using this platform in the future for all of my travel."*

— Nikki Loescher, Manager, Event Marketing and Sales

---