BTSA 2026 | NEW YORK

Thanks for stopping by.

Three places to go from here. Start with the examples below, then pick the next step that fits where we left off.

What we showed at the booth

The slides that follow are the examples we reviewed together at the booth, screen by screen.

Start on the next slide ↓

First look at Catalyst?

Let's set up a longer demo built around your program: your priorities, your channels, your travelers.

Pick a time for your Tripkicks Demo

Already seen Catalyst?

The next step is your business case, and it is easier than it sounds. Three steps, and the first one is a download.

Start your business case

tripkicks Catalyst

Questions? hello@tripkicks.com

tripkicks

Catalyst

AREAS OF IMPACT

- Traveler guidance
- Simply sustainable
- Program optimization
- Appropriate spend
- Wellness and safety
- Traveler experience

CORE PLATFORM COMPONENTS

- Smart Prioritization
- Behavioral Playbook
- Personalized Guidance
- Access Anywhere

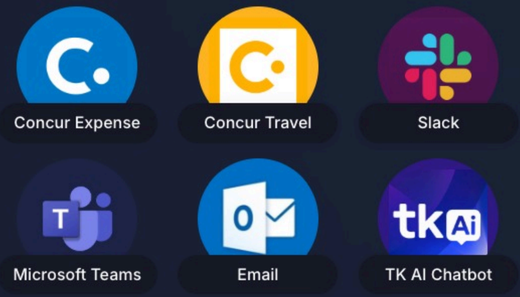
TRIPKICKS CONNECTIONS

- Airfare Intelligence
- Airport Rail
- Carbon Footprints
- CIBT Visa Intelligence
- Destination Guidance
- Dinova Dining Link
- Dynamic Rate Targets
- Events Intelligence
- Flight Supplier Attributes
- GATE4 Sustainability
- Health Safety Intelligence
- Identity Insights
- Office Insights
- Supplier Promos
- TMC Contact

MEASURABLE IMPACT & RESULTS



TRAVELER TOUCHPOINTS

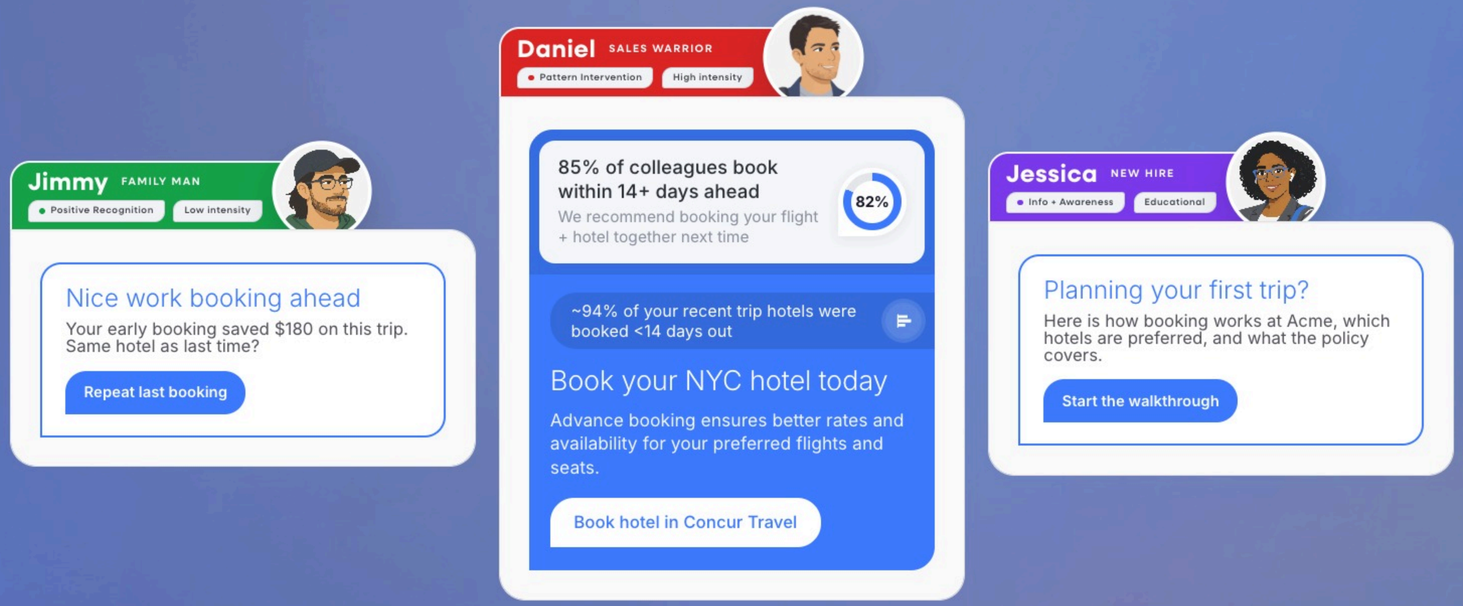


SEARCH | BOOKING | PRE-TRIP | ON-TRIP | POST-TRIP | EXPENSE | ANYTIME

CATALYST CORE COMPONENT

Personalized Guidance

Automatically adjusts messaging, timing, and intensity based on each traveler's specific behavior, company patterns, and program priorities.



Driven by traveler behavior, trip history, and policy compliance.

Same tactic but different delivery by traveler - one educational, one pattern intervention.

Hand-holding for beginners, intervention for offenders

Guide newbies throughout, steer repeat missteps back on track, and recognize good decisions.

Catalyst TAKEAWAY

Personalized Guidance delivers the right message to each traveler at the right moment across the entire trip, and adjusts based on how they respond. No segments to define, no copy to write.

Effortless personalization for all

No manual setup required. Catalyst analyzes traveler behavior, trip context, and company goals to provide specific directives.

CATALYST CORE COMPONENT

Behavioral Playbook

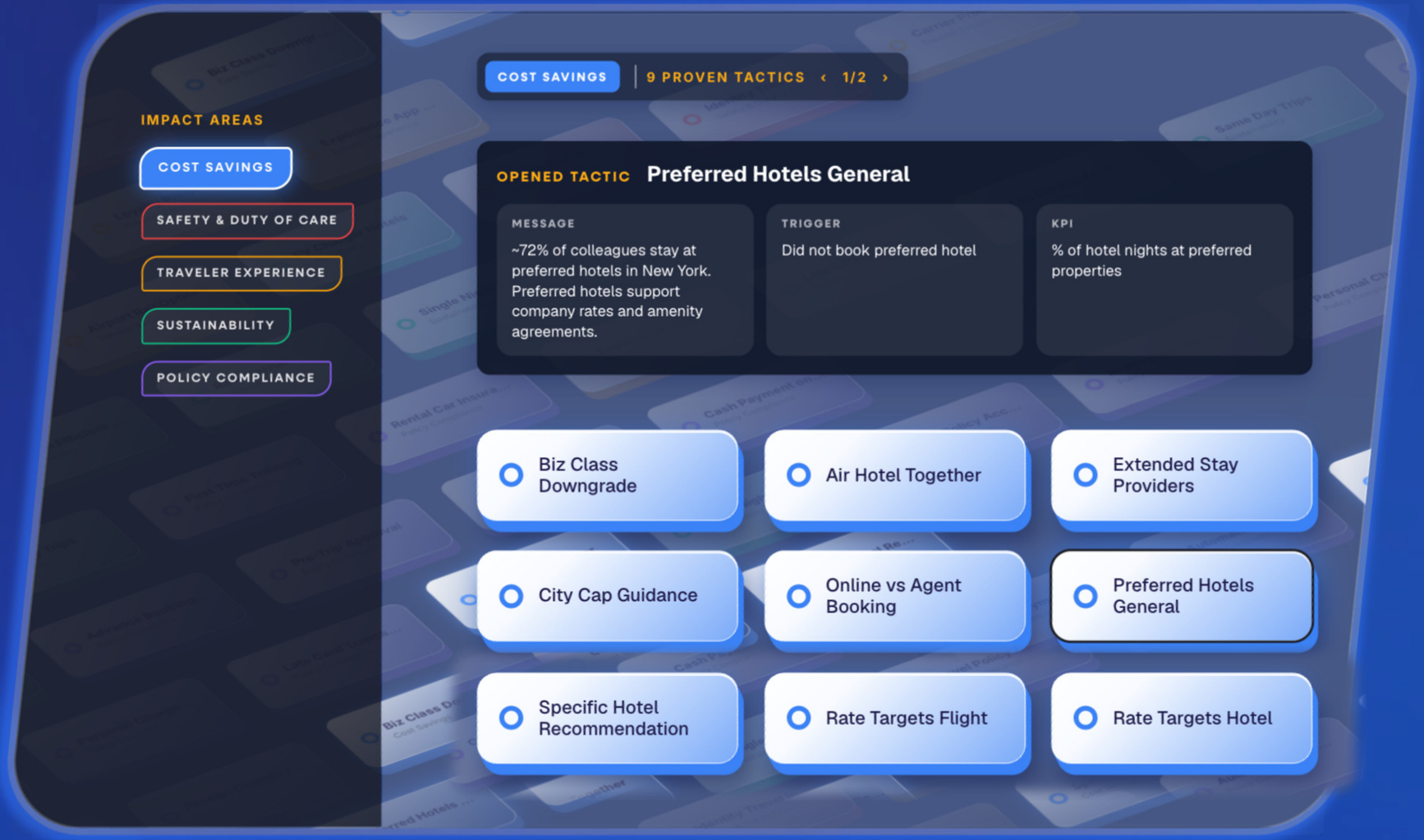
Our library of 40+ proven tactics for the outcomes travel managers care about, ready to switch on from day one. Using behvaioral and situational scores to select which tactic fires and to which traveler touchpoint.

Proven tactics

Each tactic comes with the message, the trigger, and the KPI that proves it worked.

Built from real programs

Tactics come from years of work with Fortune 500 travel programs.



Catalyst TAKEAWAY

The Behavioral Playbook turns your program priorities into traveler guidance. You choose the priorities. Catalyst already knows how to move them.

Pick your priorities. Measure the lift.

Turn on the impact areas that matter this quarter, then track results tactic by tactic.

CATALYST CORE COMPONENT

Smart Prioritization

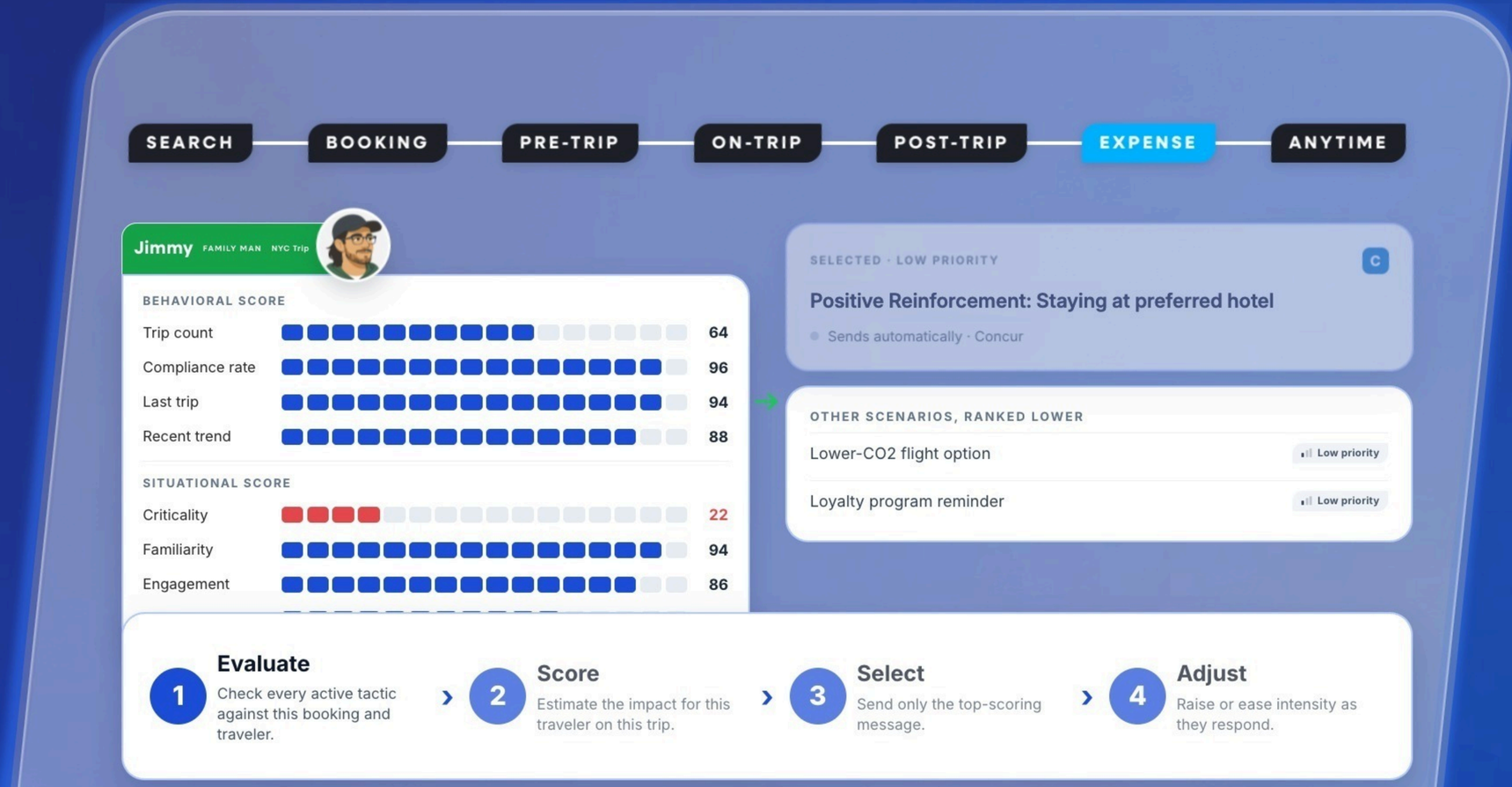
Scores every traveler individually on their behavioral history and the context of this specific trip.

Weighted to the priorities you set

Tell Catalyst what matters this quarter and the ranking follows, across every channel.

The right messages, on purpose

Travelers get the highest-value messages for their situation, not a stack of reminders.



Catalyst TAKEAWAY

Every traveler, every booking, scored individually. Catalyst spends each traveler's attention where it buys the most change.

Ranking you can inspect

Every decision shows which tactics were eligible, how each scored, and why the winner won.

CATALYST CORE COMPONENT

Access Anywhere

Catalyst threads through the booking tool across search, itinerary, lodging, flights, home, and expense. It lives in Slack and Teams, where travelers spend their day, in email as appropriate - and through AI chat for instant answers to travel questions.



Catalyst connected to travelers

Across all the parts of their trip, within Concur, Slack, Teams, email, chat and more; Catalyst connects with travelers throughout their journey.

One program, every channel, in sync

The same tactic library and prioritization drive every channel, so a traveler never gets one answer in Concur and a different one in Slack.

Catalyst TAKEAWAY

Access Anywhere puts Catalyst inside the tools travelers already use, so there is nothing new to learn, no way to miss it, and never out of sync.

Within reach and always on

Placed within the tools travelers know and love, Catalyst is always a tap away.

TRIPKICKS CATALYST - TALKING POINTS

Anytime · Concur home

The Concur home page, full screen. Connecting travelers with your program and the most popular and appropriate insights before they book. We enable you to customize the look and alignment to your company's brand.

CATALYST

Anytime Banner

Always-visible content surface on the Concur home page for non-booking guidance and program messaging.

TRAVELER EXPERIENCE

Travel App Downloads

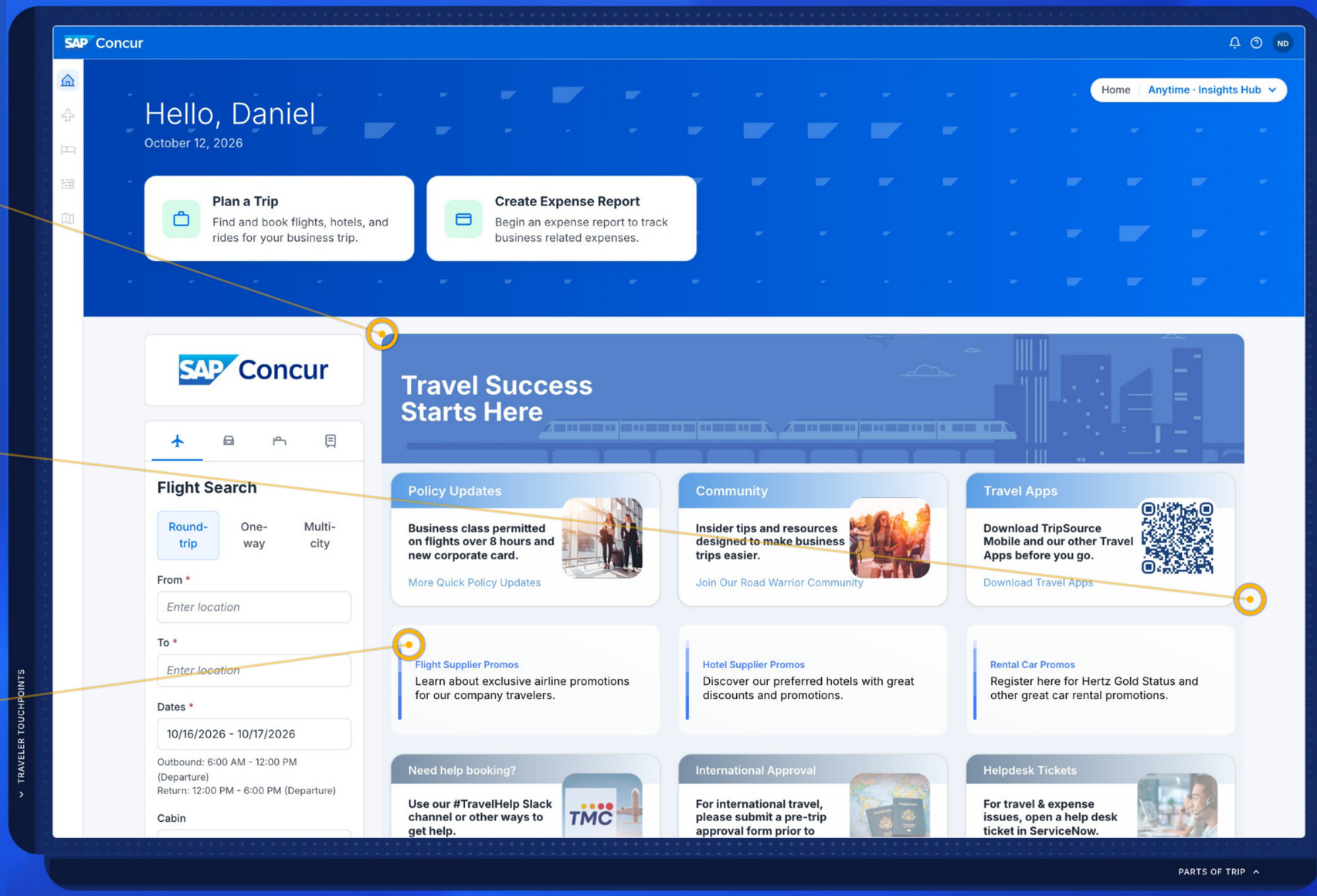
Download recommended travel apps. Manage bookings, trip details, and access support on the go.

TRIGGER	KPI
Traveler has not downloaded recommended apps	Engagement: communicated and clicks per trip

CATALYST

Supplier Promos

Surfaces time-sensitive supplier promotions and partner deals directly in the booking flow when relevant.



TRIPKICKS CATALYST - TALKING POINTS

Flight · New York > Denver

As travelers search flights in Concur Travel, Catalyst delivers personalized guidance for that specific search: book early, add the hotel, take the train. Your program's priorities reach them at the moment they choose.

POLICY COMPLIANCE

Advance Booking Compliance

85% of colleagues book 14+ days ahead. Book your NYC hotel today.

TRIGGER	KPI
Hotel still unbooked inside 14 days of departure	% of trips booked 14+ days ahead

COST SAVINGS

Air Hotel Together

Completing your hotel booking with your air ensures better rates and full itinerary visibility.

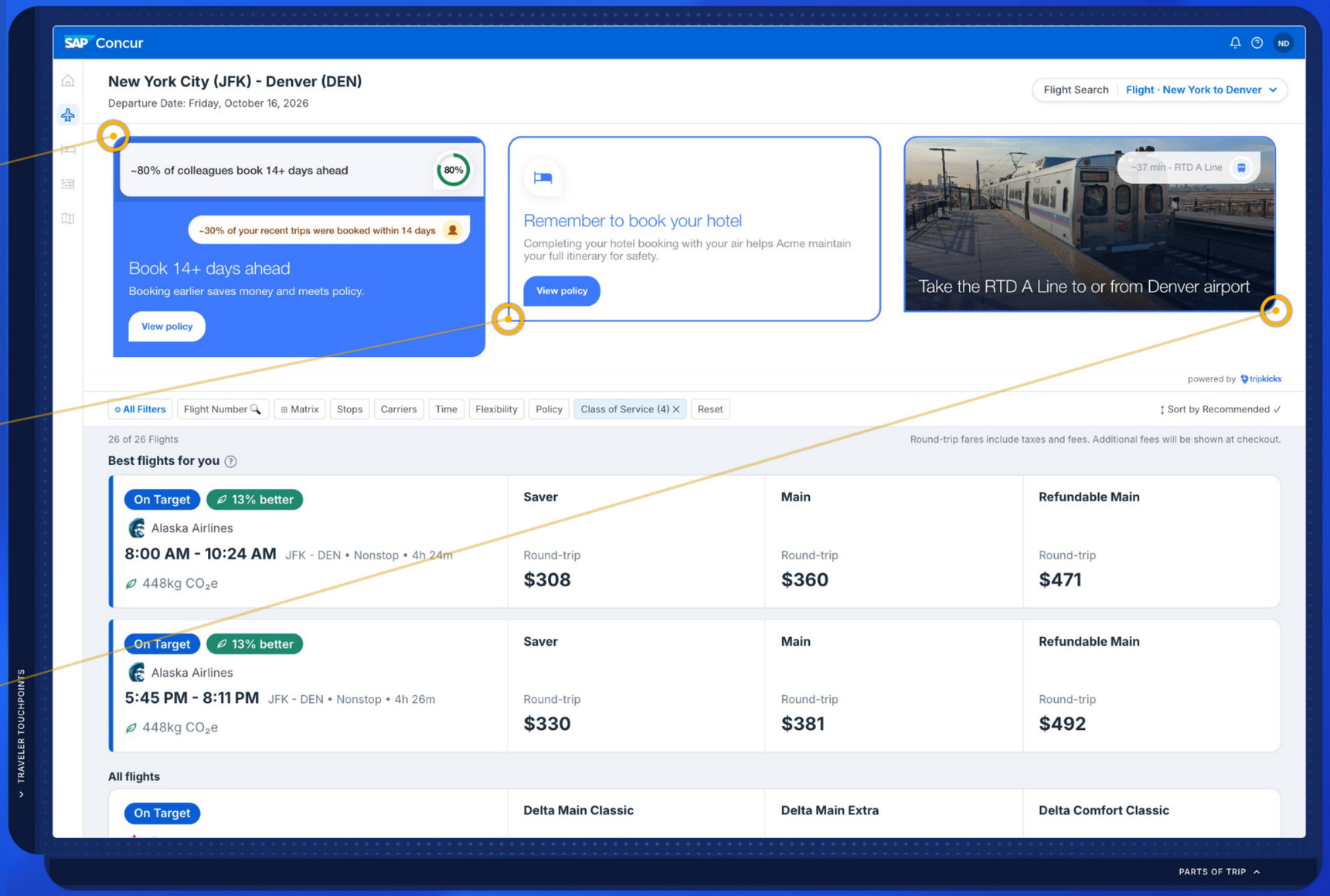
TRIGGER	KPI
Traveler booked a flight without a hotel	Combined air + hotel booking rate (% of air bookings that include hotel)

TRAVELER EXPERIENCE

Airport Rail Options

Take the airport train to or from the city. Service frequency, journey time and destination station are shown in the tile.

TRIGGER	KPI
Location-based	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Flight · NYC > Denver, rate target

The same flight search, with guidance tuned to the traveler: the rate target for the route and flexible dates that save money. Travel managers steer spend without adding another email or rule.

COST SAVINGS

Air Hotel Together

Completing your hotel booking with your air ensures better rates and full itinerary visibility.

TRIGGER	KPI
Traveler booked a flight without a hotel	Combined air + hotel booking rate (% of air bookings that include hotel)

CATALYST

Airfare Intelligence

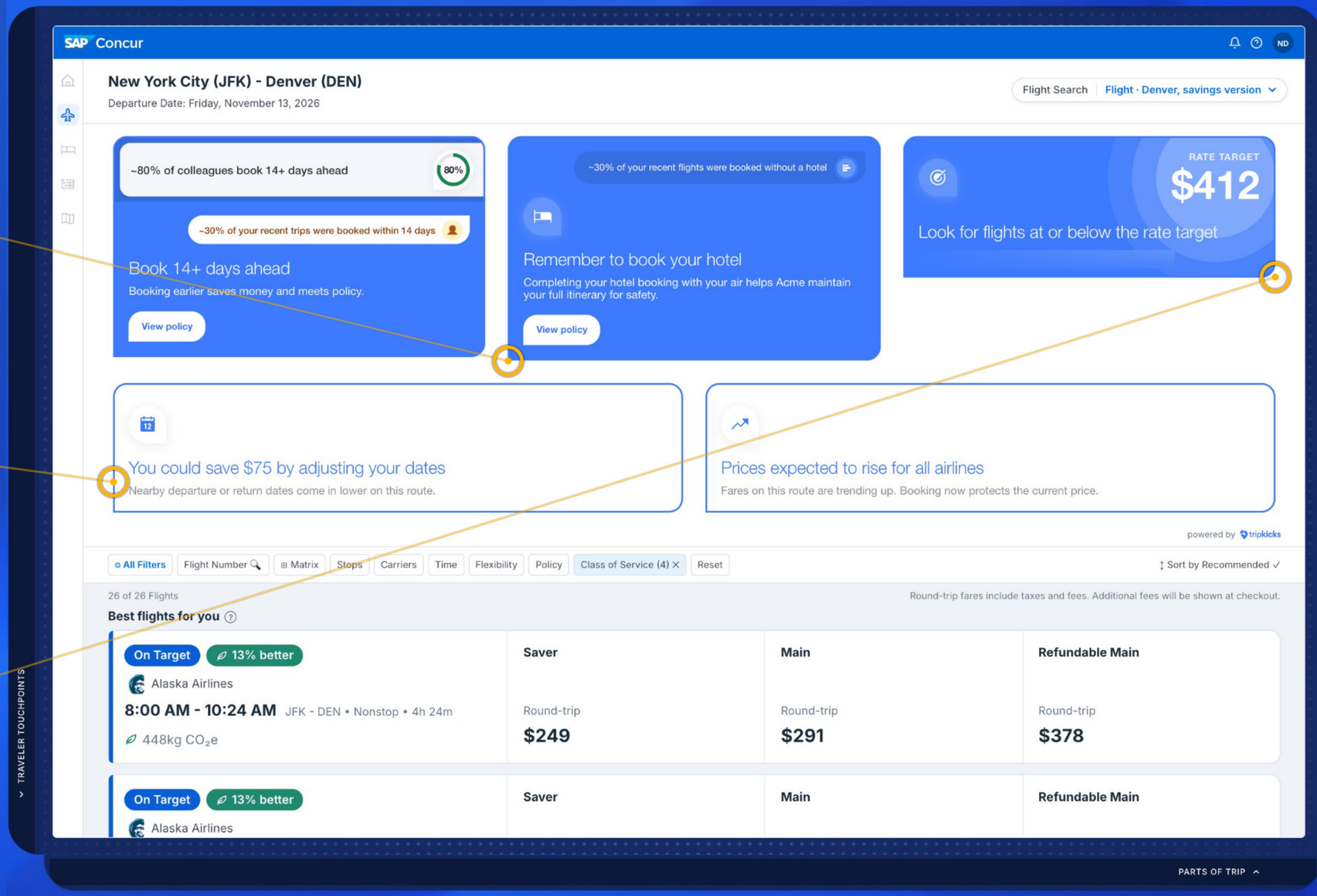
Real-time guidance on whether to book now or wait, with flexible date savings comparisons.

COST SAVINGS

Dynamic Rate Targets

Shows travelers real-time rate benchmarks for flights and hotels, making cost-conscious choices easy.

TRIGGER	KPI
Flight search with a rate target set	Fares booked at or under the rate target (% of bookings)



TRIPKICKS CATALYST - TALKING POINTS

Flight · London > Paris

On short-haul routes, travelers see rail and same-day alternatives right in the flight search. Fewer short flights for you to explain, and a lower-carbon choice made by the traveler.

SUSTAINABILITY

Rail Instead of Flight

Guide travelers to rail over short-haul flights when a train is a good option on their route.

TRIGGER	KPI
Short-haul route with rail available · location-based	Route-specific adoption rates (% of bookings)

SUSTAINABILITY

Same Day Trips

Virtual meetings or consolidating future visits may be more efficient. See the impact.

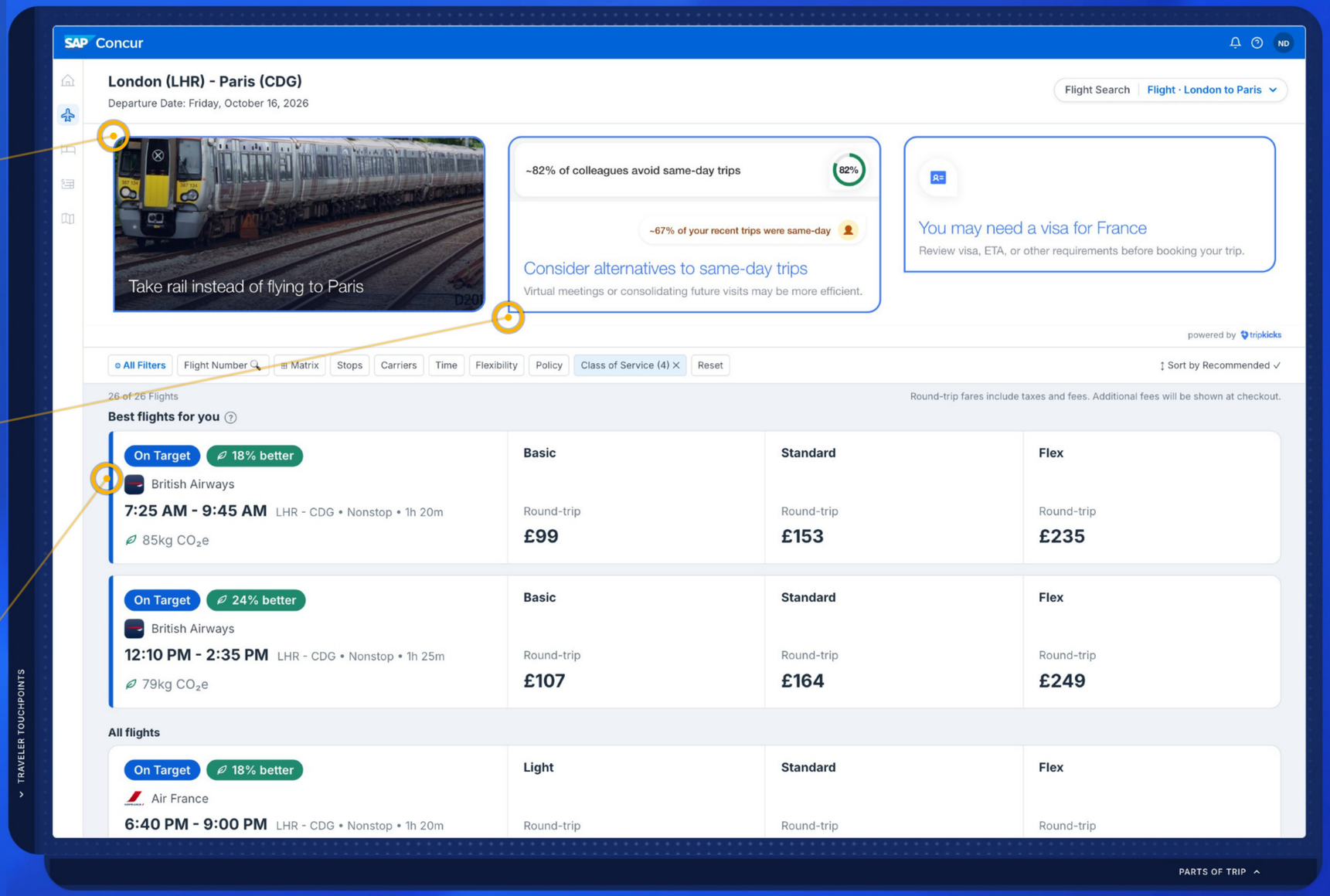
TRIGGER	KPI
Traveler booked same-day trip	Same-day trip rate (lower is better)

COST SAVINGS

Dynamic Rate Targets

Shows travelers real-time rate benchmarks for flights and hotels, making cost-conscious choices easy.

TRIGGER	KPI
Flight search with a rate target set	Fares booked at or under the rate target (% of bookings)



TRIPKICKS CATALYST - TALKING POINTS

Hotel · New York

As travelers search hotels, Catalyst calls out your preferred hotels and the nightly cap for the city right in the results. Your program's best options show first, so more nights stay in program.

COST SAVINGS

Specific Hotel Recommend

Guide travelers to the most preferred hotel based on their specific hotel search.

TRIGGER	KPI
Did not book a specific preferred hotel · location-based	Hotel share % at target location (per location)

COST SAVINGS

City Cap Guidance

Your selected hotel exceeds the nightly cap for the city. Look for preferred options under the cap.

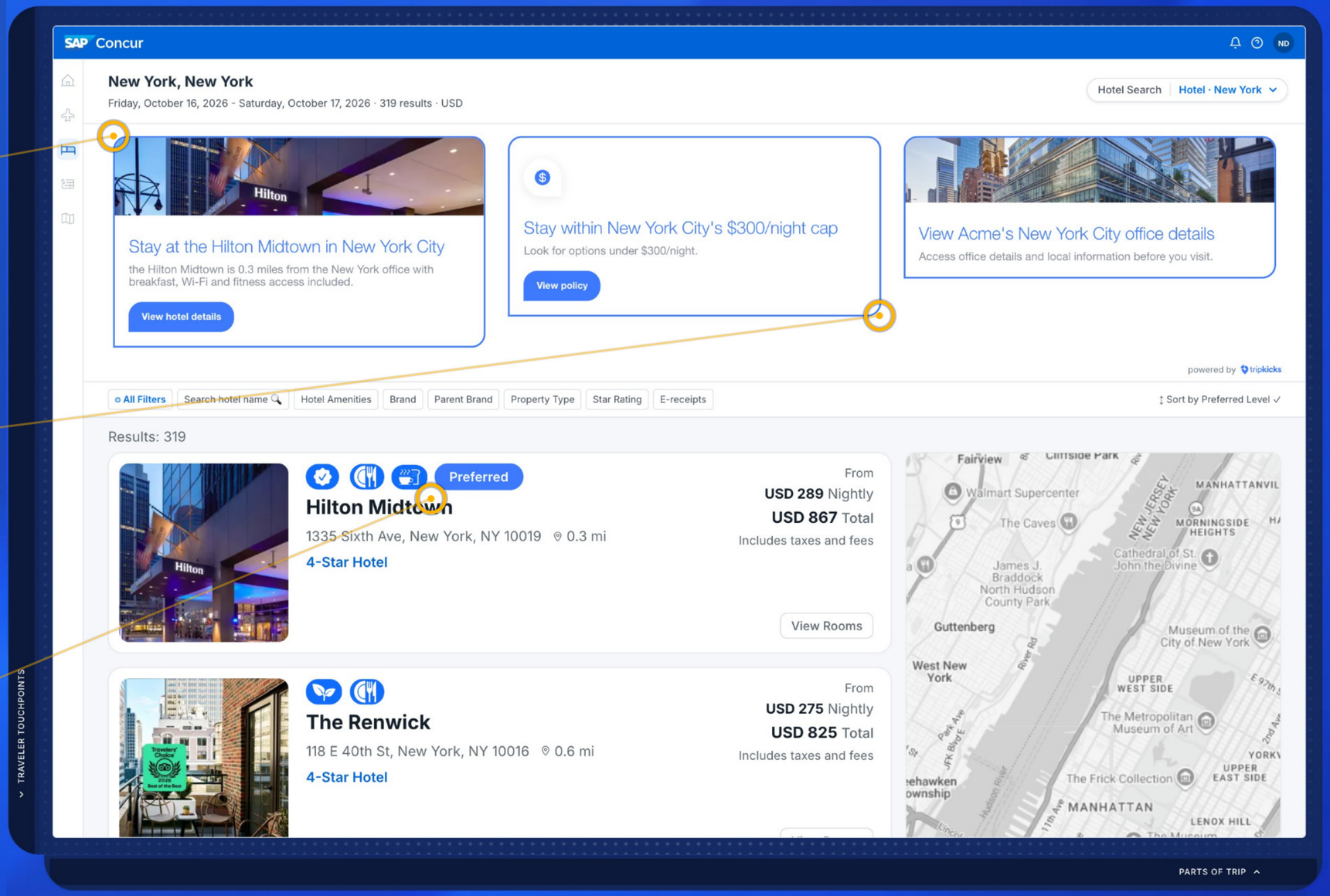
TRIGGER	KPI
Booked hotel over city cap	Engagement: communicated and clicks per trip

COST SAVINGS

Preferred Hotels General

Easily guide travelers to your most preferred hotels with simple callout text.

TRIGGER	KPI
Did not book preferred hotel	% of hotel nights at preferred properties



TRIPKICKS CATALYST - TALKING POINTS

Hotel · London long-stay

For a 20-night stay, Catalyst points travelers to extended stay options built for longer trips. Longer stays cost less when the right option appears at the moment of search.

COST SAVINGS

Extended Stay Providers

Corporate apartments often cost less with home-like amenities.

TRIGGER	KPI
Booked a regular hotel for an extended stay	% of extended stays in traditional hotels (lower = better)

COST SAVINGS

City Cap Guidance

Your selected hotel exceeds the nightly cap for the city. Look for preferred options under the cap.

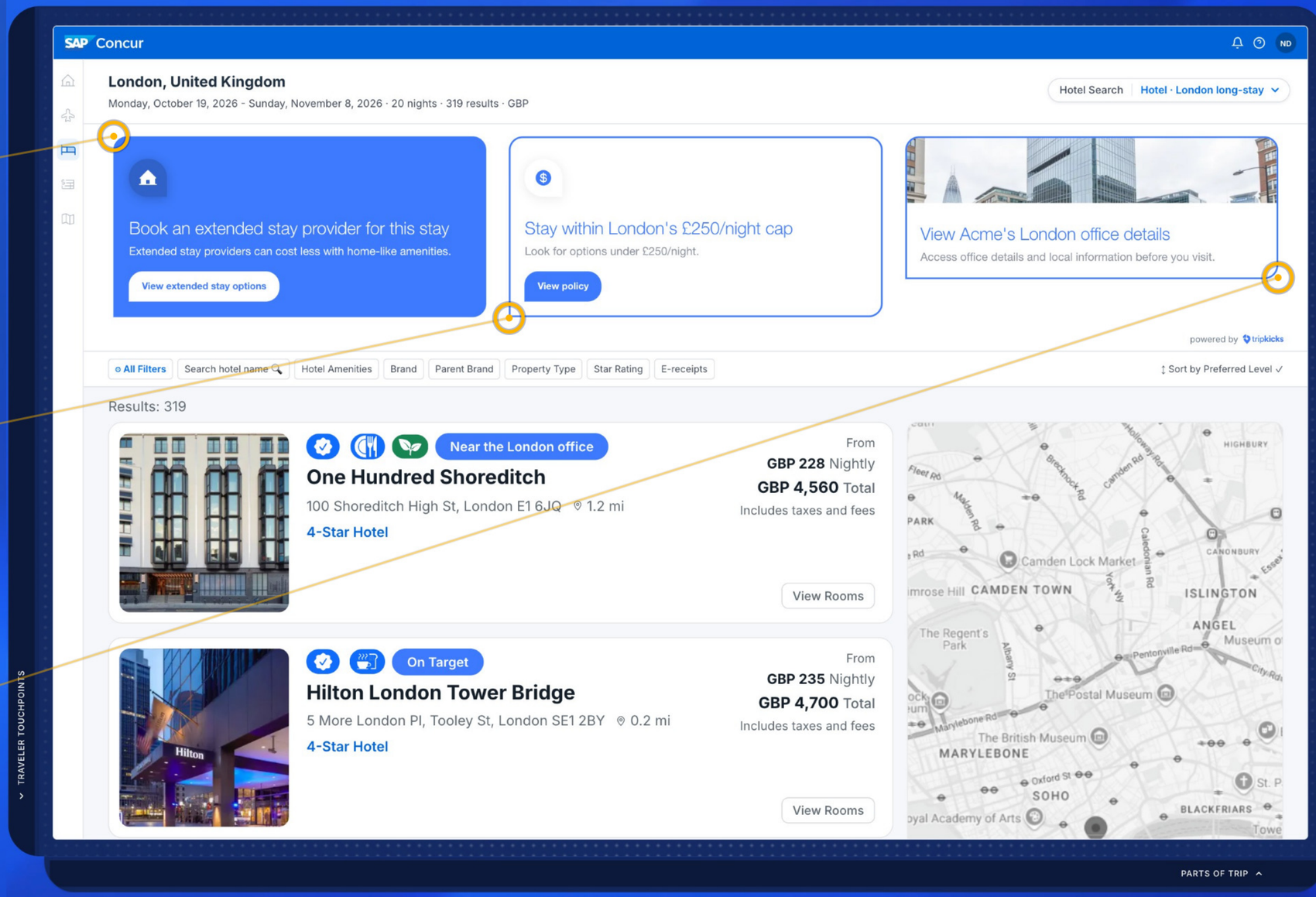
TRIGGER	KPI
Booked hotel over city cap	Engagement: communicated and clicks per trip

TRAVELER EXPERIENCE

Office Insights

Access office details and local information before you visit.

TRIGGER	KPI
Location-based	Click-through rate (% of users who click tile)



TRIPKICKS CATALYST - TALKING POINTS

Concur Itinerary

Mexico City

In the itinerary, Catalyst reminds travelers of what is missing, like a hotel, and what is required, like the safety app. Fewer loose ends for you to chase before the trip.

COST SAVINGS

Air Hotel Together

Completing your hotel booking with your air ensures better rates and full itinerary visibility.

TRIGGER	KPI
Traveler booked a flight without a hotel	Combined air + hotel booking rate (% of air bookings that include hotel)

SAFETY & DUTY OF CARE

Ground Transportation

Required for ground transport. Learn more about ground transportation options for your trip.

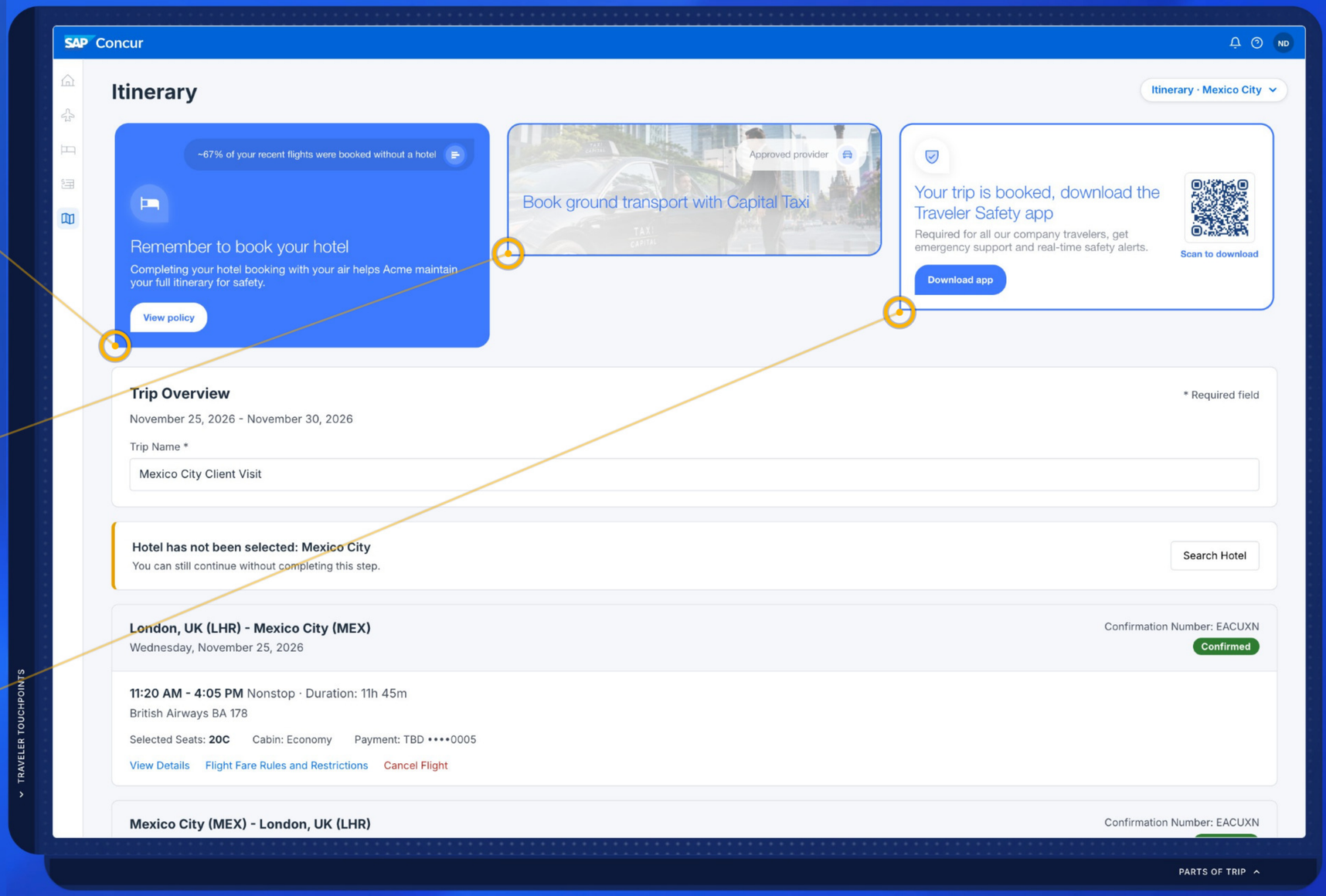
TRIGGER	KPI
Location-based	Engagement: communicated and clicks per trip

SAFETY & DUTY OF CARE

Duty of Care App

Required for all travelers: get emergency support and real-time safety alerts. Download the app before your trip.

TRIGGER	KPI
Trip coming up · safety app not installed	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Concur Itinerary

Upcoming trip insights

Once a trip is booked, travelers open the Itinerary to review it. Catalyst puts guidance for that specific trip beside it, so reminders and trip tips reach them at the right moment without another email from you.

CATALYST

Concur Itinerary

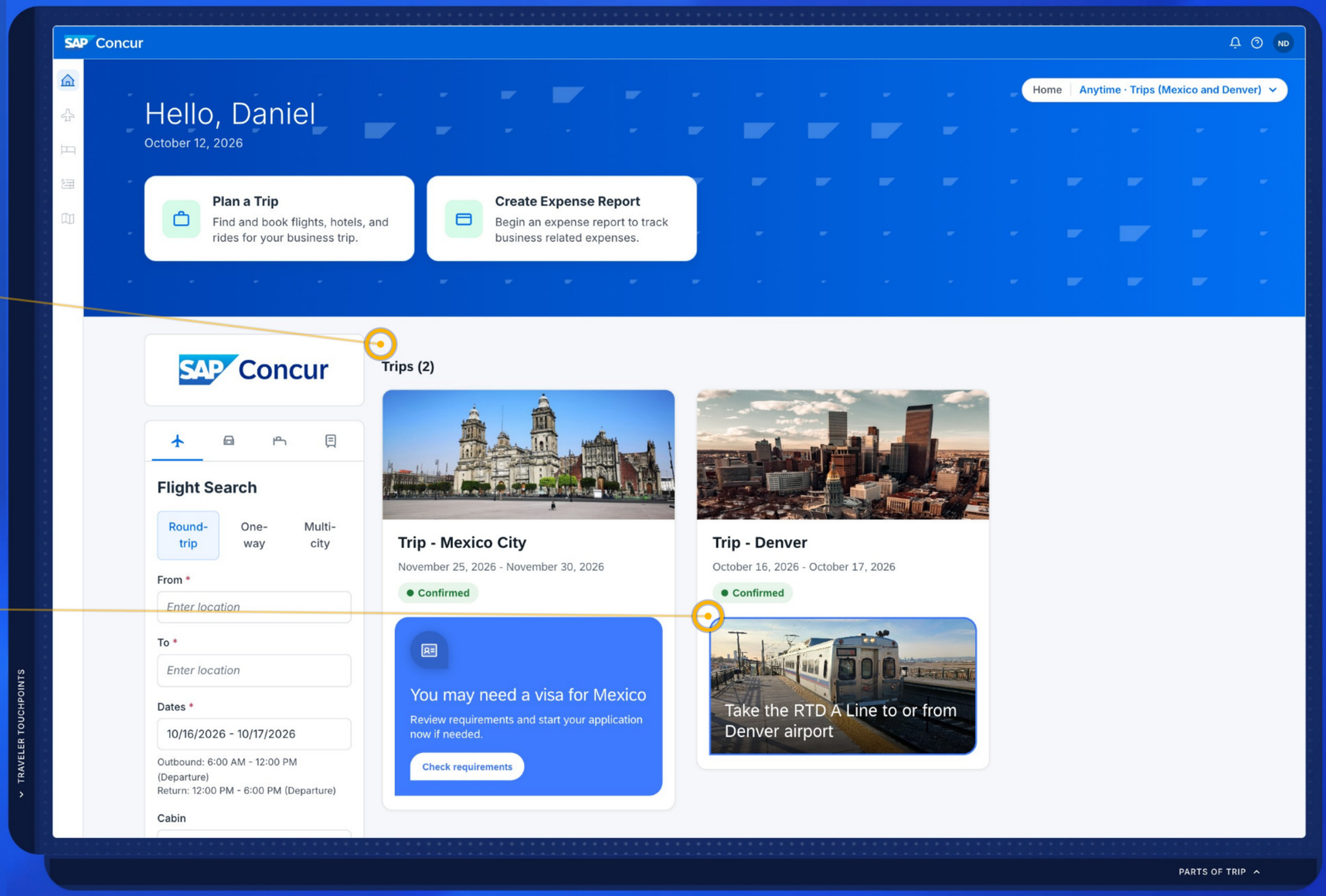
Guidance on each upcoming trip, placed beside the trip in the Itinerary.

TRAVELER EXPERIENCE

Airport Rail Options

Take the airport train to or from the city. Service frequency, journey time and destination station are shown in the tile.

TRIGGER	KPI
Location-based	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Concur Expense

Expense home

Guide travelers with personalized tips as they submit expenses, from card deadlines to receipts. Reports arrive cleaner, and your team spends less time chasing corrections.

POLICY COMPLIANCE

Late Card Transactions

If you don't submit by the deadline, you risk having your card suspended.

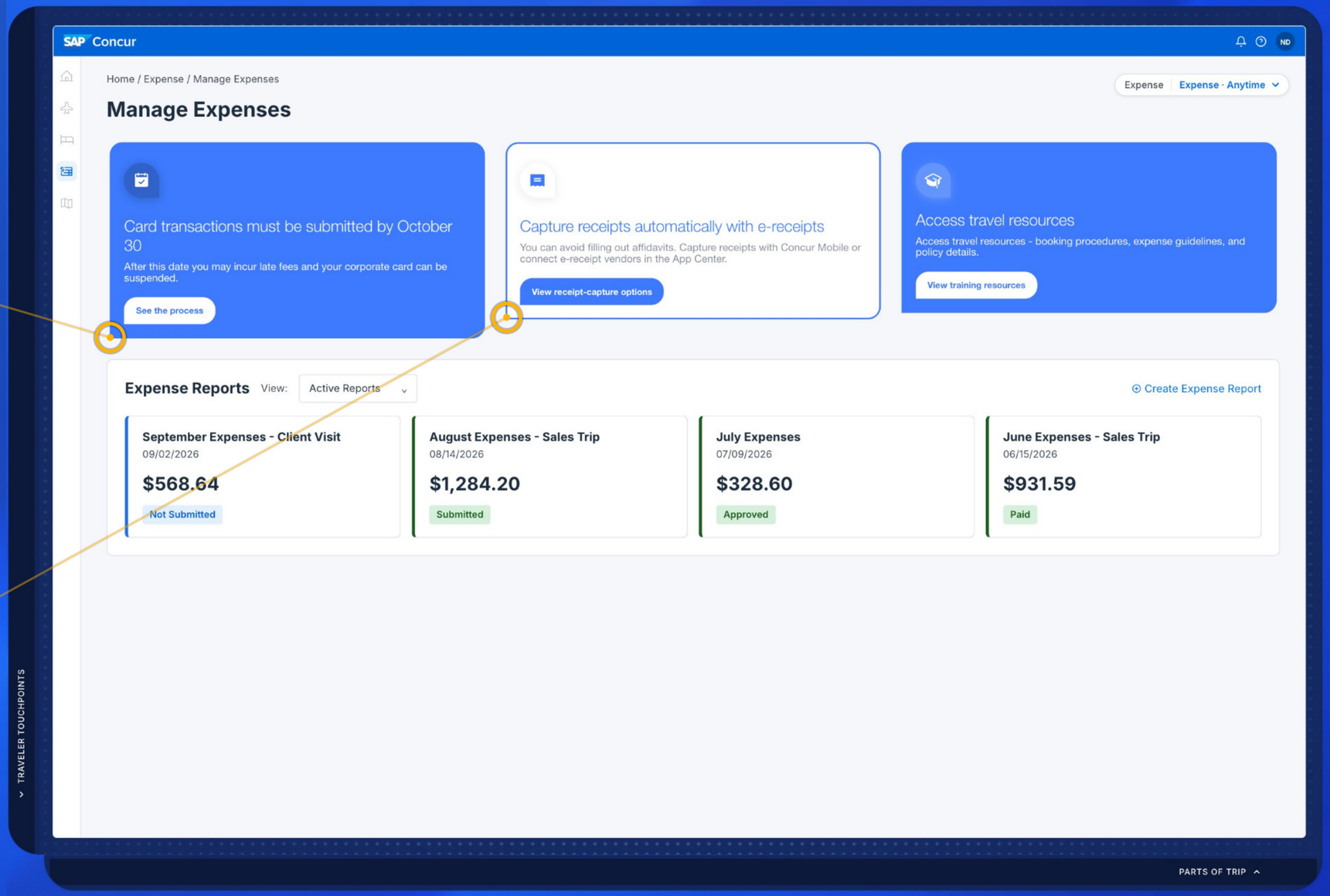
TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip

POLICY COMPLIANCE

Use E-Receipts

Encourage automatic capturing of receipts by leveraging e-receipts in Concur Mobile.

TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Concur Expense

Report detail

Expense detail view: guidance on the individual report, right where travelers review and submit it. Corrections happen before submission, not after.

POLICY COMPLIANCE

Corporate Card Usage

Your corporate card ensures faster reimbursement and better expense tracking.

TRIGGER	KPI
Behavioral score (no trip context)	Engagement: communicated and clicks per trip

POLICY COMPLIANCE

In-Program Hotel Booking

Paying out of pocket usually means booking outside the program, which is against policy. You lose negotiated rates and drop off the company's travel safety record.

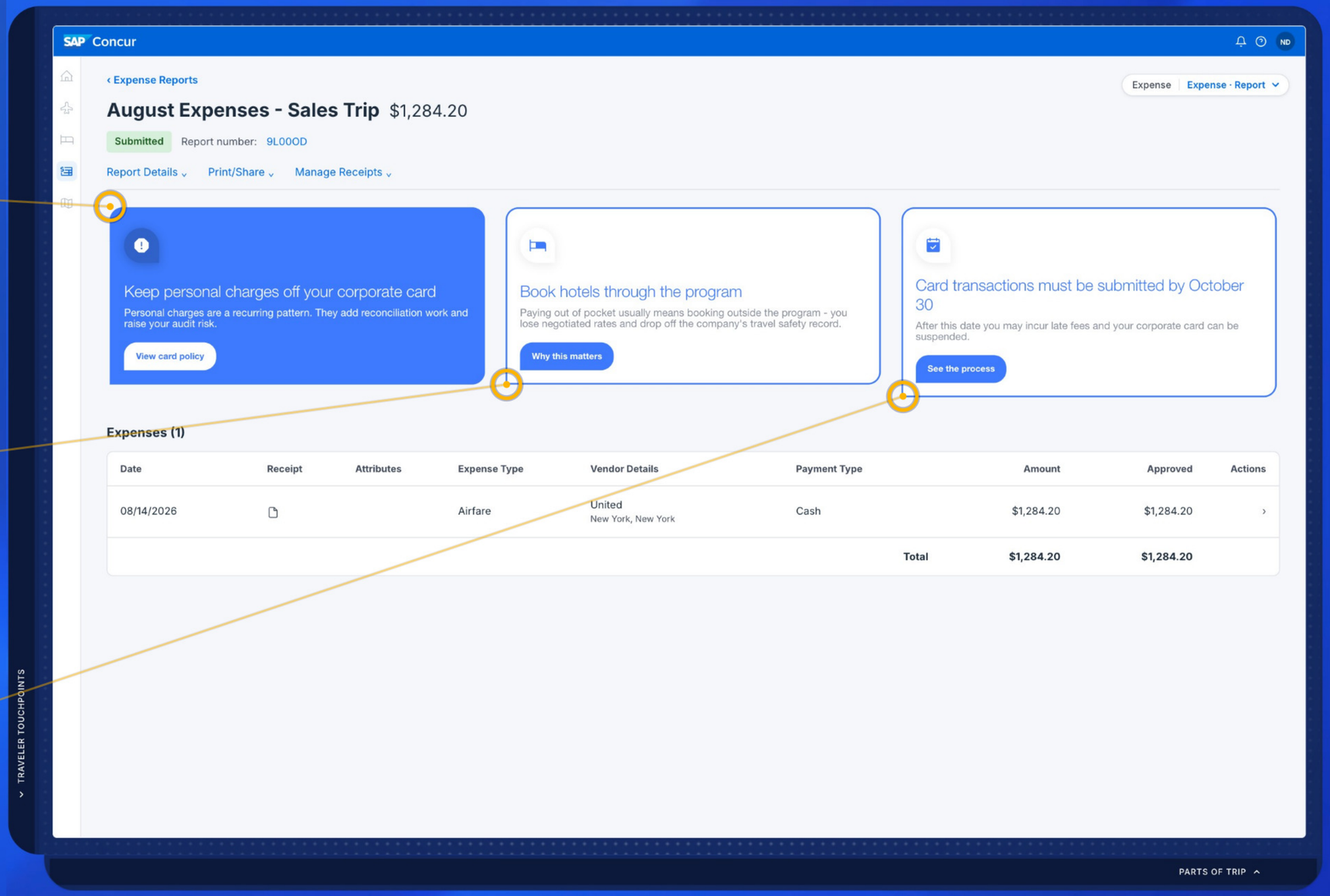
TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip

POLICY COMPLIANCE

Late Card Transactions

If you don't submit by the deadline, you risk having your card suspended.

TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Slack · Push notification

Catalyst guidance delivered inside Slack or Teams, whichever your company uses, on desktop and mobile. Travelers get the right reminder at the right time, with the next step one tap away.

CATALYST

Slack (mobile and desktop)

Extends Catalyst guidance and AI policy assistance directly into Slack, where travelers already work.

COST SAVINGS

Air Hotel Together

Completing your hotel booking with your air ensures better rates and full itinerary visibility.

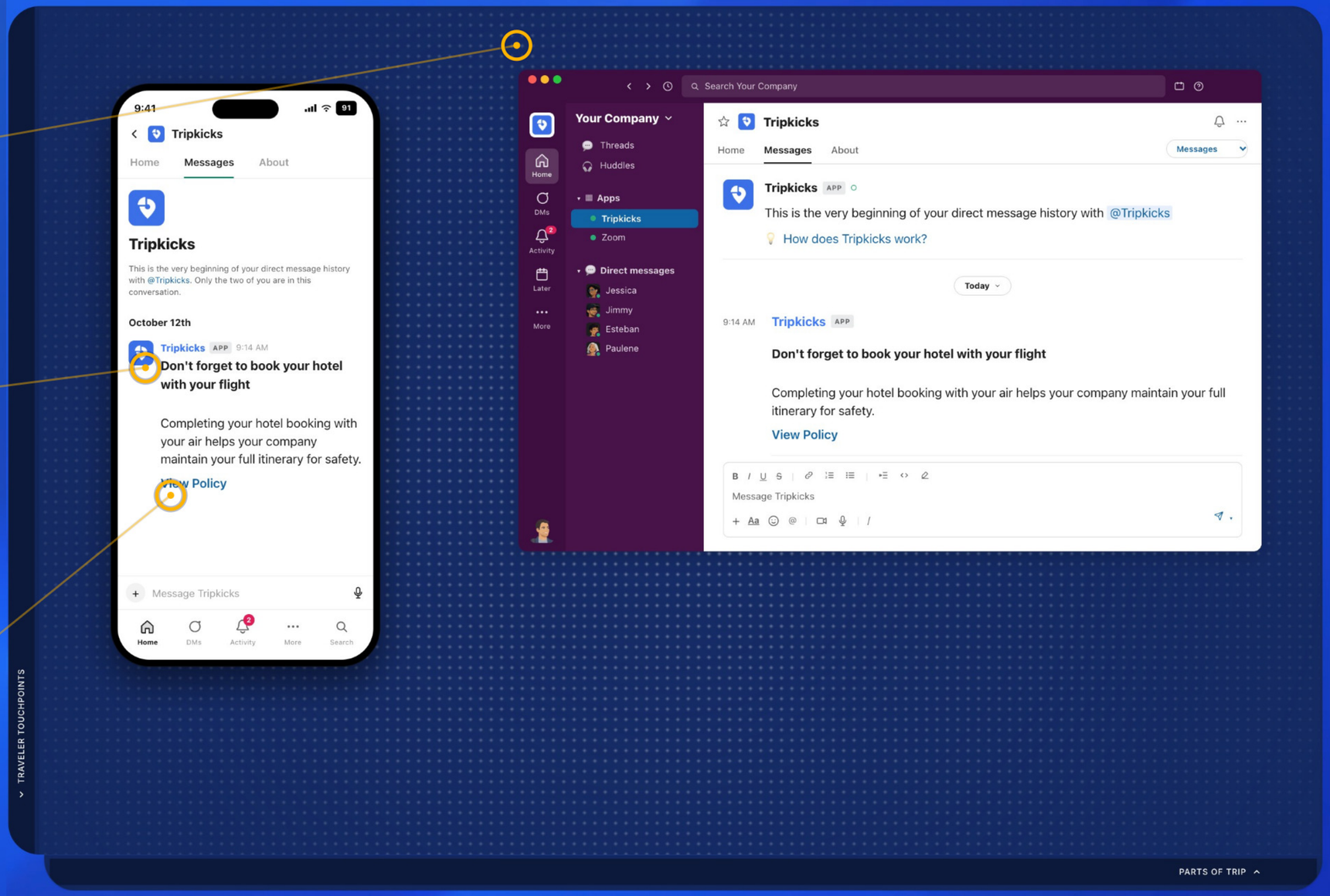
TRIGGER	KPI
Traveler booked a flight without a hotel	Combined air + hotel booking rate (% of air bookings that include hotel)

POLICY COMPLIANCE

Travel Policy Access

Review current guidelines, requirements, and policy details, in context, whenever travelers need them.

TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip



TRIPKICKS CATALYST - TALKING POINTS

Slack · Ask Tripkicks AI

Travelers ask Tripkicks, with answers pulled from your policy and any relevant program documents. One less email you respond to, and of course simply guidance on how to contact you directly when appropriate.

CATALYST

Tripkicks AI

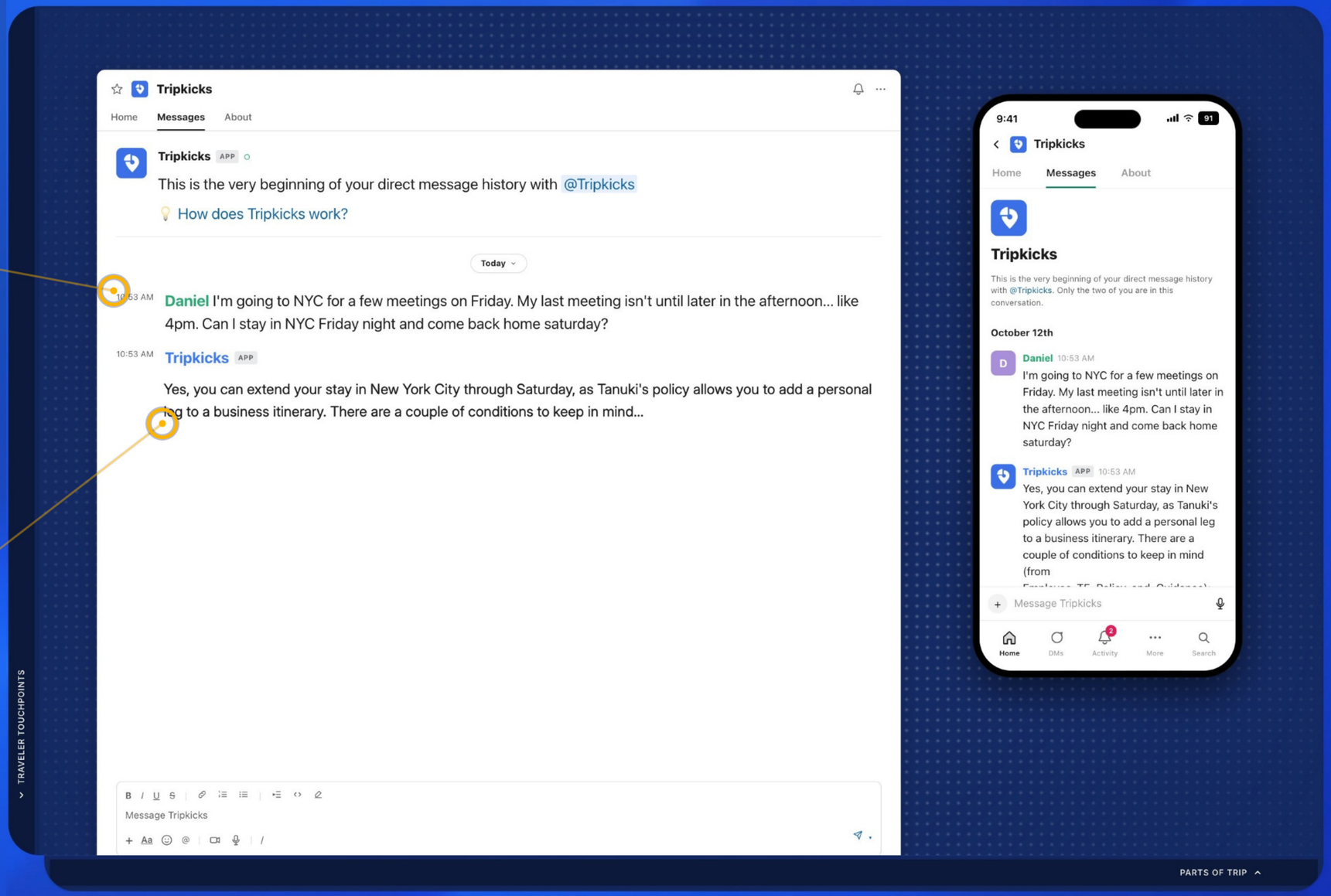
Tripkicks AI is a GenAI policy chatbot that instantly answers traveler questions using your company's own documentation.

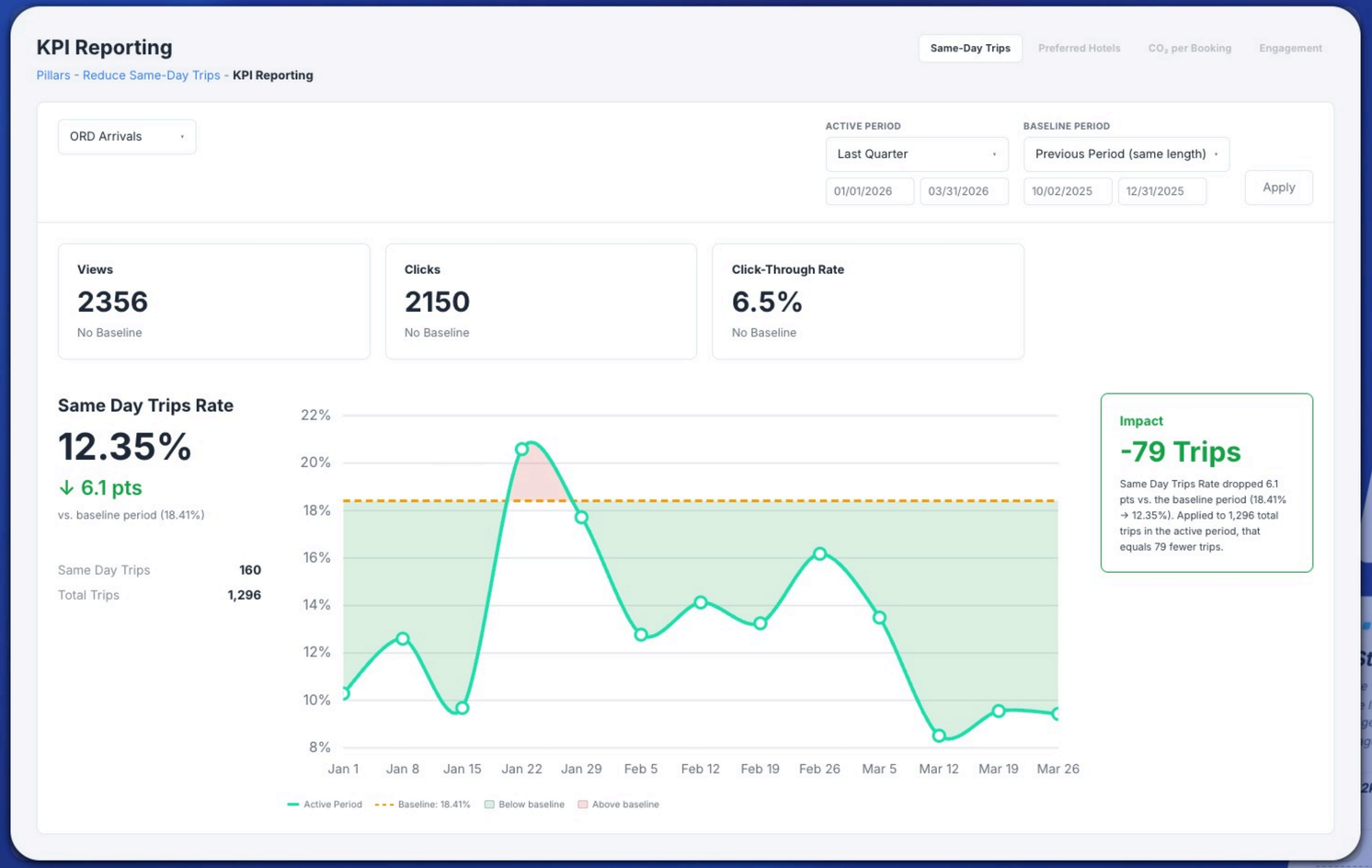
POLICY COMPLIANCE

Travel Policy Access

Review current guidelines, requirements, and policy details, in context, whenever travelers need them.

TRIGGER	KPI
Applies to any traveler	Engagement: communicated and clicks per trip





REPORTING FRAMEWORK
Every report follows one shape.
A measurement period vs a baseline period, sliced by a group, plotted on a trend. Once you read one report, you can read all of them.
PERIOD Q1 2026 · BASELINE Q4 2025 · GROUP All employees · PLOT Trend →

DRILL-DOWN PATTERN
Aggregate, then by slice
Same three-panel layout zoomed into a single route, group, or supplier. The chart shape stays consistent so Q&A doesn't break the flow.
ALL ROUTES 0.84 t Aggregate avg → SFO → JFK 0.92 t Drill-down

DRILL-DOWN PATTE
Aggregate, the
Same three-panel layout z single route, group, or sup shape stays consistent so break the flow.
ALL ROUTES 0.84 t Aggregate avg → SFO 0.9

REPORT TYPE 1
Compliance rate + trend
One rate metric (e.g. eco-cert booking rate), compared to a baseline period and plotted over time. Cleanest read on whether the program is shifting behavior.
RATE 42% ▲ +6 pts

REPORT TYPE 3
Continuous average + CO_2 / cost
For metrics with a continuous value (avg CO_2 per booking, avg lead time). Trend descends as the program improves. Lowe is better.
AVG 0.84 t ▼ −0.07 t
Annual CO_2 avoided 312 t

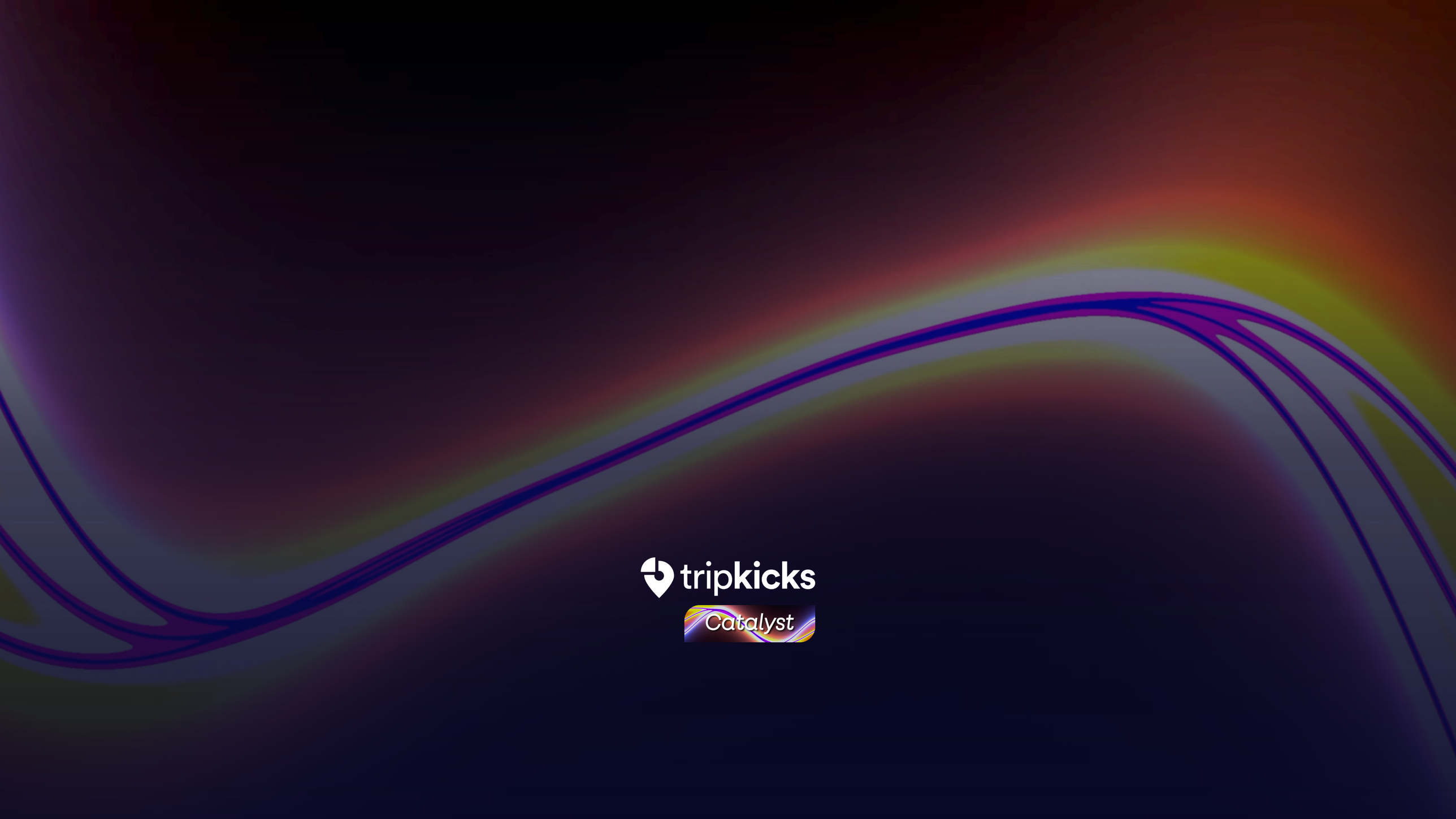
REPORT TYPE 4
Standard engagement
e views, tile clicks, unique travelers, CTR. e leading indicator that proves the ges land. Used across every gement-only tactic.
2k · 3,857 Clicks · 2,241 Unique · 8.0% CTR

REPORT TYPE 2
Compliance rate + cost savings
Same as Type 1 plus a savings panel - translating each percentage point of compliance into dollars defended. The story Finance signs off on.
RATE 68%

MEASURABLE IMPACT

Defensible numbers, not anecdotes.

Catalyst measures whether the program actually improved. Every objective tied to specific KPIs. Behavior change isolated. CFO-ready by design.


tripkicks
Catalyst