



2025/26 Vision

“ Our mission is to build enduring partnerships with agencies, corporate travel departments, independent travel consultants, and suppliers, to achieve real results. We are committed to helping travel suppliers reach their business goals through strategic collaboration and technological innovation within the entire IntelTravel ecosystem. ”

Chris Dane
President, Hickory Global Partners



Hickory Global Partners is a travel consortia owned by IntelTravel, one of the worlds most established travel organizations.

Hickory is a membership based organization leading the travel industry to greater profitability and measurable results via strong partnerships, value added marketing, business intelligence, thoughtful innovation, and access to emerging travel technologies.

Hickory Global Partners delivers the ability for members to drive additional revenue to corporate travel agencies & departments worldwide. We negotiate with leading hotels, airlines, ground transportation companies, and ancillary partners, to provide our members with the best rates, incentives, and opportunities.



Global Stays

The Accommodation Network

1,900 locations across 158 countries,
total accommodation spend \$2.9B



Hickory Solutions365

Hickory Solutions 365 is a 24/7/365 Travel fulfillment service for businesses seeking to extend their customer service capabilities into after-hours or enhance their capabilities.



Air Program

100% "up front" commissions earned via
20 preferred Airlines. Access to 6
continents and 1,500 destinations.



Hickory Marketplace

The goal of the Hickory Marketplace is to introduce members to goods and services that are high value and deliver unique travel business benefits.



Car Program

Provides over 8,000 locations in more
than 150 countries with discounted
rental agreements with special rates
that can be below OTA rates.

2026 And Beyond



IntelTravel

34

Years in Business

**TRAVEL
WEEKLY**

22
Travel Weekly
Power List



\$1.2B
REVENUE (25')



120+
AGENTS

Family of Brands



Acquired in Jan. 24' McVeigh Global Meetings and Events, (MGME) is an award winning, worldwide provider of meeting management & production. They are in 25 countries and have cared for over 1 million guests at over 30,000 events.



Acquired in Apr. 23' Hickory is a consortium for business travel based in the U.S. with over 1,500 members in 71 countries. In May 24' entered a joint venture with Advantage Travel Partnership in the U.K.



Acquired in May 24' Major is an established UK-based Global Tour Operator specializing in bespoke long haul itineraries and service excellence.



Acquired in Mar. of 25' Tickitto, is a white label ticketing solution that provides access to live events and experiences globally, sports like the NFL, headliner concerts, Formula 1, FIFA and more. Tickitto offers a solution to travel, finance, telecommunications companies and other seeking to enhance value propositions by offering access to events and experiences.



Relaunched in Jan. 25', BusinessTravel.com is owned by IntelTravel. Future development focused on adding value to our supplier partners and resources to consumers, TMCs, CTD's and MICE organizations.

50

Years in Business.



500+
MEETINGS
PER YEAR



32k
ROOMS BOOKED
IN 2023



100+
EMPLOYEES



10

47

Years in Business.



\$2.9B
COMBINED
ACCOMMODATION
SPEND



1,900+
AGENTS



152
COUNTRIES

30

Years in Business.



20,000+
AGENTS



2,000
Agencies

2025/26 Initiatives:

IntelTravel

- ✓ Hickory & MGME cross over opportunities
- ✓ Hickory Rate Code Access
- ✓ Utilization Hickory Solutions365
- ✓ Tickitto and BusinessTravel.com integrations

Hickory

- ✓ Hickory & Advantage Joint Venture
- ✓ Evolve Group Sales and corporate travel in IntelTravel
- ✓ MGME MICE Referral Network
- ✓ Tickitto and BusinessTravel.com integrations
- ✓ Hickory Marketplace

MGME

- ✓ Referral Program with Hickory & IntelTravel
- ✓ Utilization Hickory Solutions365
- ✓ Implementing Amgine an AI tool for booking group Travel
- ✓ Secured several high-profile accounts

BusinessTravel.com

- ✓ Online booking Services
- ✓ Directory and Marketing Services

Major Travel

- ✓ Online booking Service

Tickitto

- ✓ Value add white label ticketing solution for all brands
- ✓ Several new high profile credit card accounts

Hickory Supplier Marketing

Hickory has focused on making improvements in digital marketing. The efforts have focused on enhancing the quality and meaningful conversations with members. By using data to drive decisions, and improvements in the quality of our communications, we have made strides in deepening the relationships with the members we serve. The results have been evident with increased open rate, clicks rates, and social media engagement rates that have increased the marketing value for our partners.

Our marketing product mix is carefully crafted to communicate and reach our supplier partners objectives. Hickory's supplier hotels have the option to include marketing at the time of participation in our programs. And with the expanded reach from our alliance with Advantage Global Partnership will only enhance engagements in 2026.

2025/26 Supplier Initiatives:

Hotel Suppliers

- ✓ IOL, Tickitto, IntelTravel, MGME & Major Travel integrations.
- ✓ BusinessTravel.com

Air Suppliers

- ✓ BusinessTravel.com

Car Suppliers

- ✓ BusinessTravel.com

All Channels

- ✓ BusinessTravel.com
- ✓ Cross-over opportunities with sister companies
- ✓ Technology stack Improvements company wide
- ✓ Efficiency of scale continuation

Marketing Results

- ✓ **Email Campaigns** - Through message refinement we continue to be above average

	Open Rates	Click Rates	
12 month	37% (+9% pts)	8% (-1% pts)	
Q1 & Q2 25'	33%(+5% pts)	5% (-2% pts)	

- ✓ **Social Media Campaigns** - Though Paid/Organic tactics we have expanded our audiences online

Linkedin	Followers	Impressions	Engagement
Hickory	1,634 (+24.24%)	419,504 (+84%)	365
Chris Dane	4,005 (+5.22%)	37,105 (+9.16%)	1,608 (+14.28%)
Facebook	1,600		
Instagram	198		
YouTube Views	507 (-39.45%)		
Website Vistors	11,000 (+10%)		
Organic Searches	3,740 (+8.75%)		

