

## Schizo Industry: Identity Splits 50/50

• Almost half of operator business is derived from corporate and business travel, solidifying the fact that the industry now is just as much “chauffeured transportation” as it is “limousine.”

**AS LIMOUSINE COMPANIES** grow, they tend to drift toward corporate work, says Bob Mackasek, CEO of Valera Global, based on Long Island, N.Y. “The retail aspect is not 24 hours a day, the corporate market can be 24 hours per day. Your usage factor is much higher with the corporate than retail end of the business.” Mackasek has noticed that affiliates in smaller markets are increasingly concentrating and becoming more dependent on networks feeding them corporate work. “In smaller markets, it starts out with receiving work from affiliates, they see more use of vehicles and how it’s achieved, and then try to find sales in their own market areas,” Mackasek says.

