Deem Travel Booking Tool
User Guide

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Table of Contents

1. Overview 3

2. University Travel Procedures 3

3. Accessing Deem 3

4. User Profile 4

5. Additional Profile Set-up & Delegates 7

6. Booking Employee Travel 9

7. Booking for a Companion, Guest, or Student 16

8. Trip Review and Cancelations 18

9. Billing & Fees 19

10. Customer Service 20

11. Additional Resources 20

Deem Travel Booking Tool User Guide

This document provides practical information to assist Virginia Tech employees efficiently book and manage travel reservations through the Deem Travel Booking Tool.

1. Overview

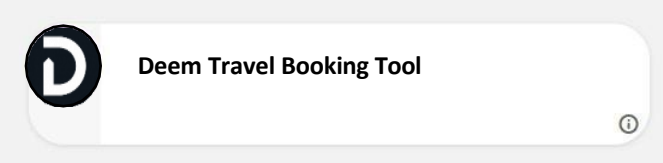
The university worked with AAA Corporate Travel to implement the Deem Travel Booking Tool in spring 2025. Deem is a mobile, cloud-based travel solution that allows employees to quickly shop for, book, and manage their travel. Deem offers an efficient booking process and reduced transaction fees compared to booking with a travel agent. All reservations made through Deem are charged to a credit card managed by the university Controller's Office, so there is no out-of-pocket expense to the traveler. At this time, Deem may only be used for the booking of airfare. While the Deem booking process is very simple, the university Controller's Office recommends working directly with a travel agent for the booking of group travel and complex international itineraries.

2. University Travel Procedures

Virginia Tech's travel procedures are managed by the university Controller's Office. The procedures are accessible through the Controller's Office Travel website. All travel expenses charged to operating funds are subject to public scrutiny and must be reasonable and necessary.

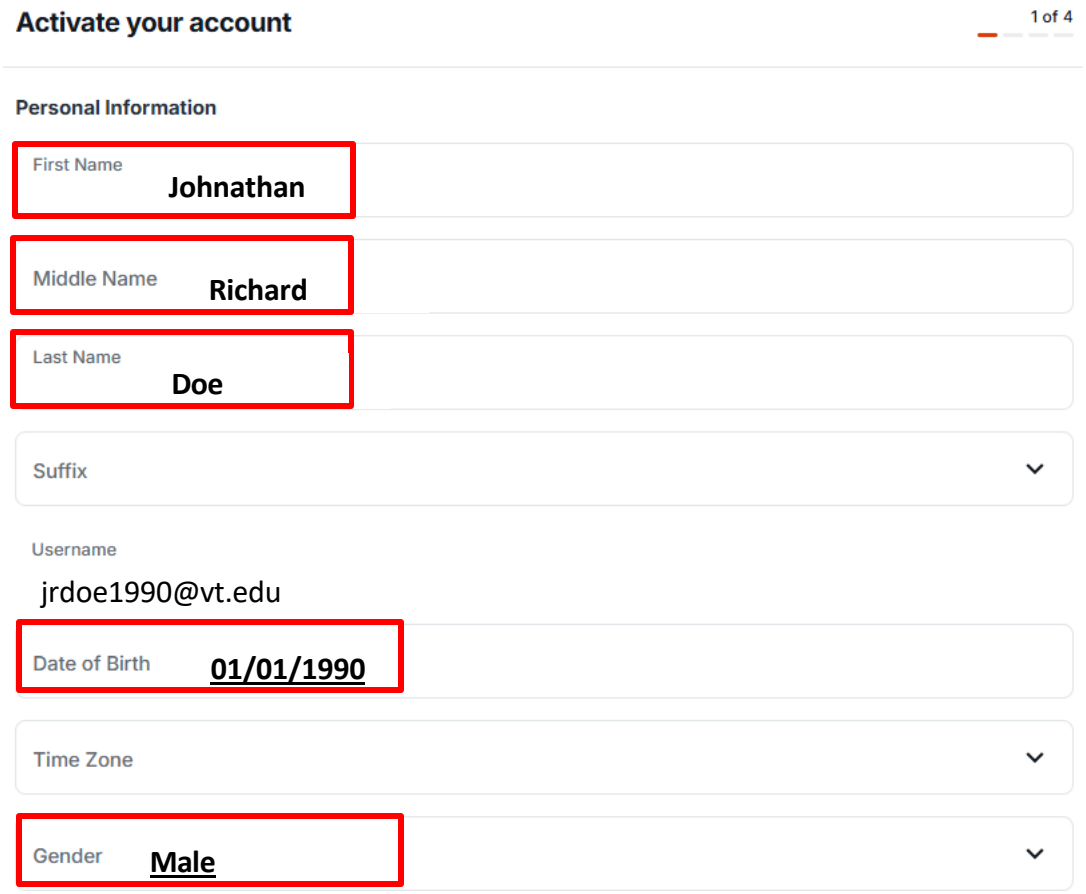
3. Accessing Deem

Deem is accessed from OneCampus utilizing single sign-on. All individuals with a Banner employee profile have the ability to log into Deem and create a user profile. Students and guests do not have access to Deem.

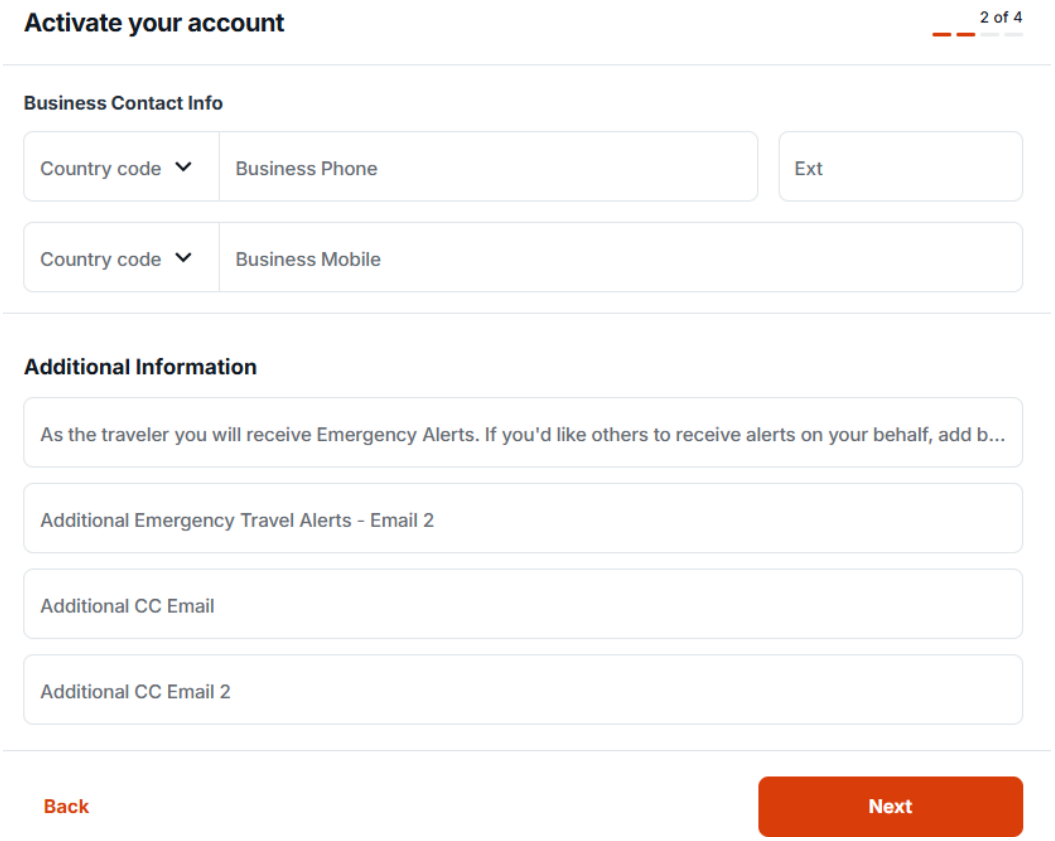


4. User Profile

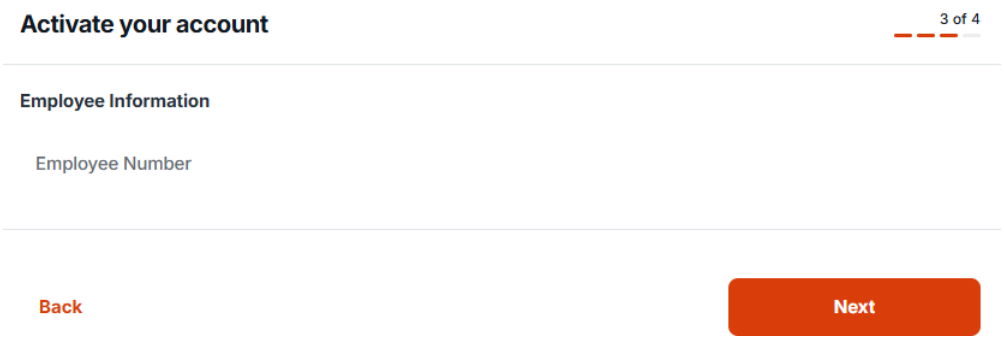
The traveler must log into Deem using a desktop/laptop computer to complete their initial profile set-up. The traveler's profile must be completed before any travel reservations are made. The traveler's first name, last name, and username (VT email) will auto-populate. The first and last name fields may be edited, if necessary. The traveler will also need to add their middle name, date of birth, gender, and time zone to their profile. **It is imperative that the traveler's full name, date of birth, and gender match their government-issued ID.**



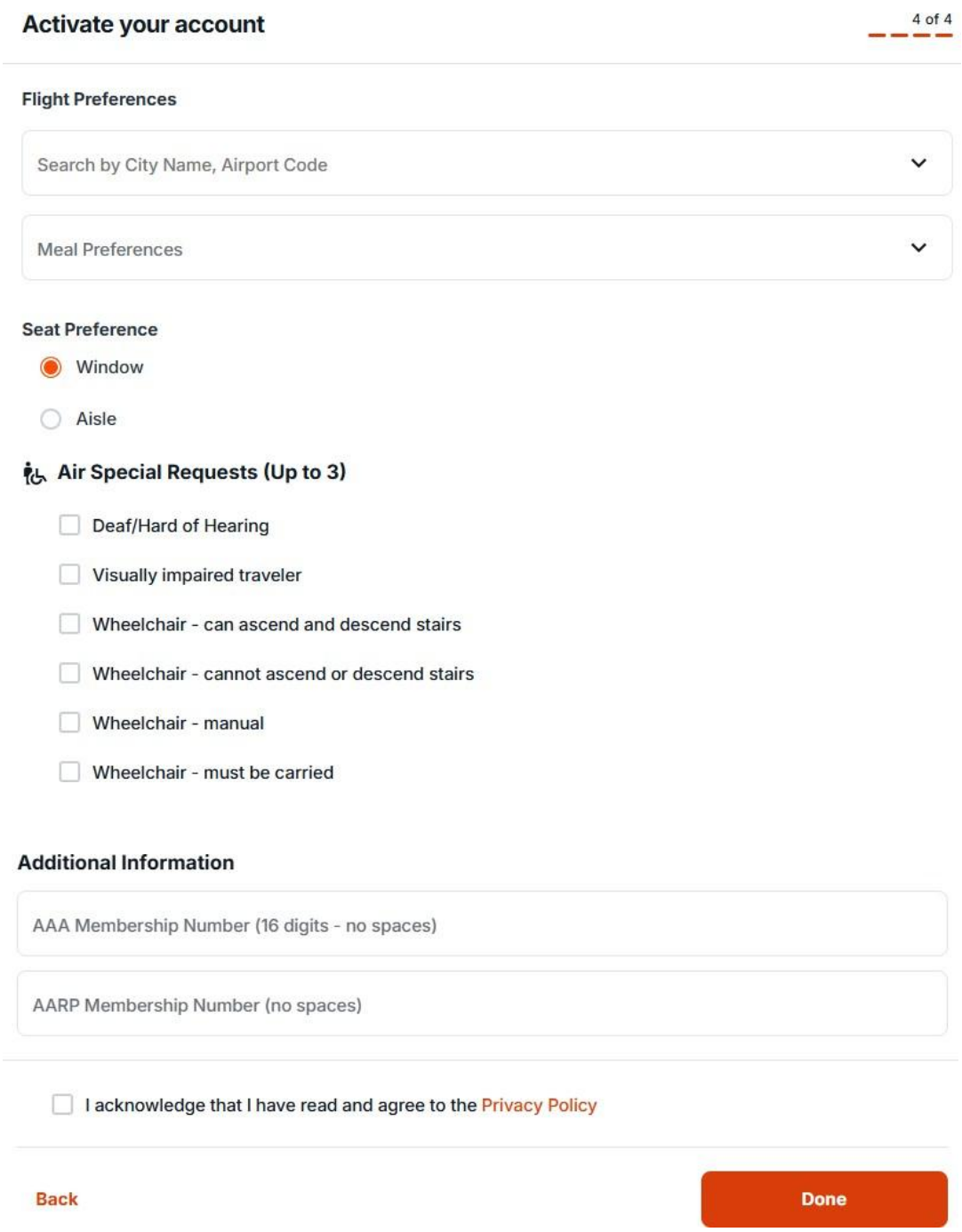
The traveler will next be asked to add their business phone number and any additional email addresses they would like to link to their profile. Upon booking, the traveler's itinerary will be sent to all email addresses on file.



It is not necessary for the traveler to add their employee number in the following step. The traveler should simply select 'Next' to proceed with their profile set-up.

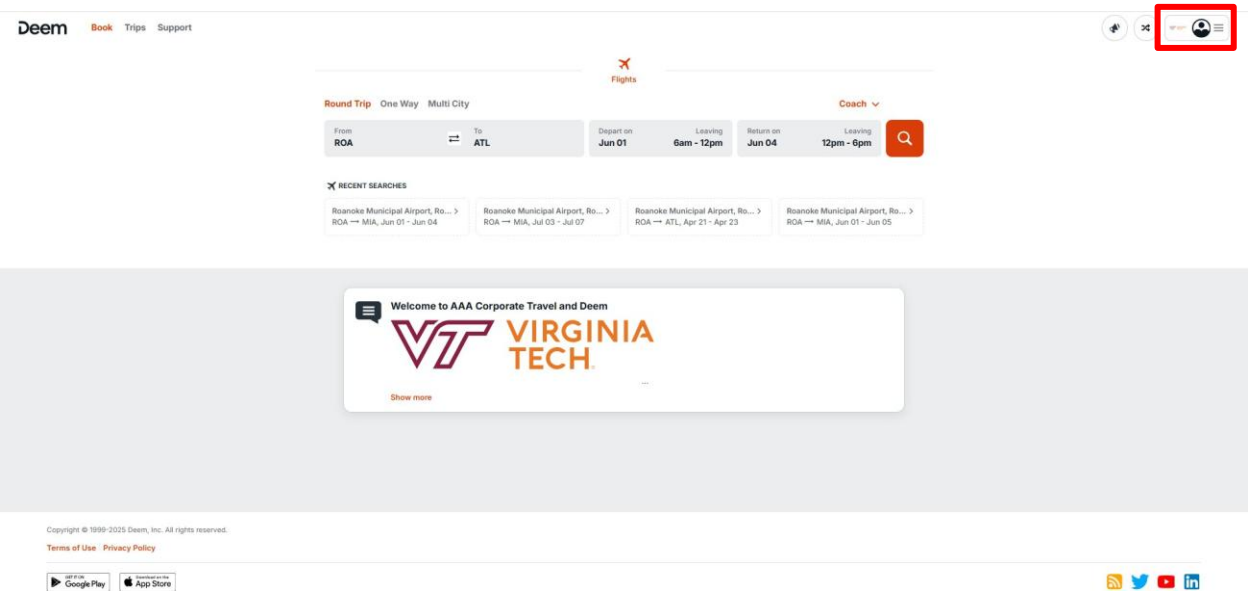


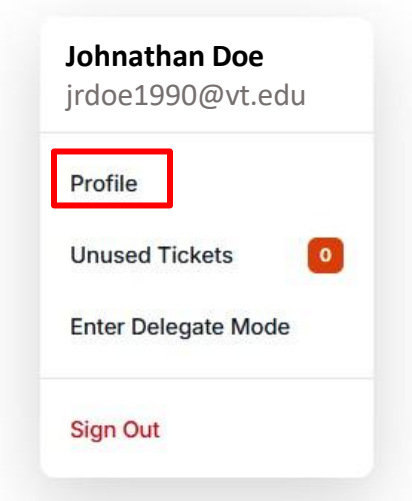
The final step of the profile set-up allows the traveler to select their flight, hotel, and rental car preferences (it is not necessary to complete hotel and rental car preferences since these bookings are not currently available through Deem). Travelers may also select to add their AAA or AARP Membership # to their profile. Please note additional airline loyalty program information may be added in the following step.



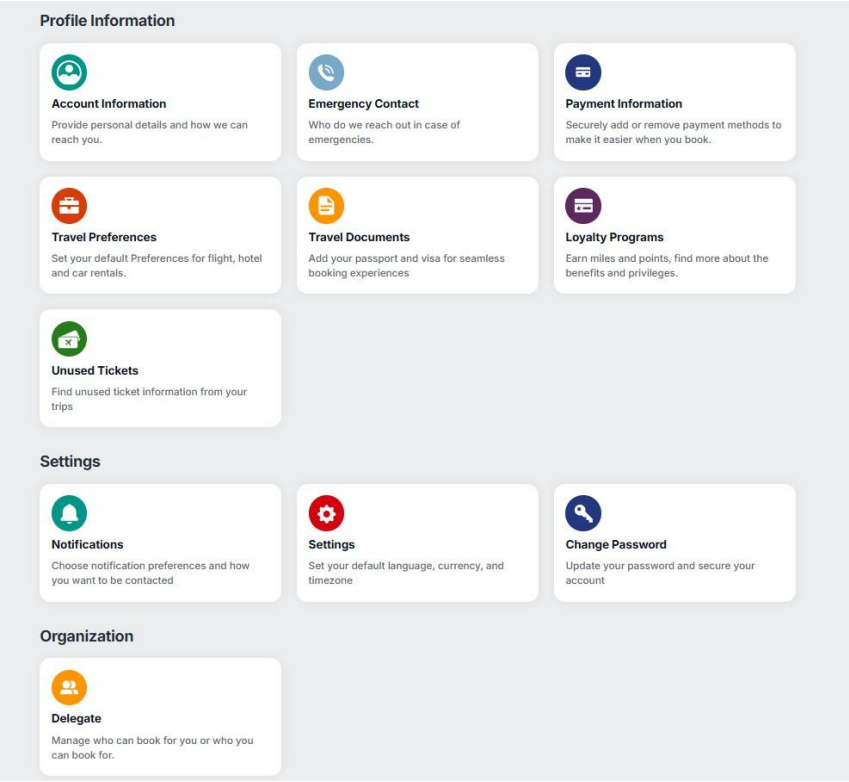
5. Additional Profile Set-up & Delegates

After their initial profile creation, the traveler will be routed to the Deem home screen. The traveler may then access their full profile by selecting on the menu in the top, right corner and selecting ‘Profile’.



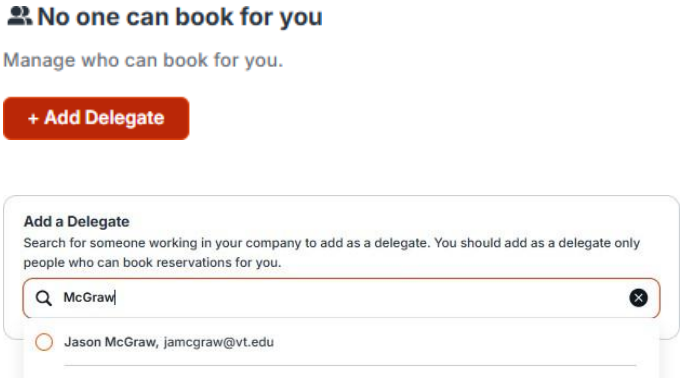


At this stage, the traveler has the option to add a variety of information to their profile. This includes but is not limited to: emergency contacts, travel documents (passport and visa information), airline loyalty program information, payment information (personal credit card for companion booking), and delegates.

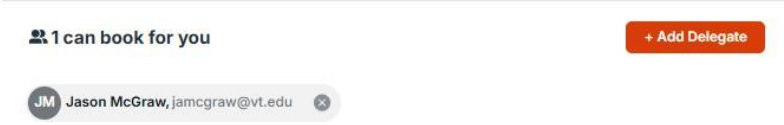


Delegates have the ability to book and cancel reservations for the traveler.

To add a delegate, simply select the '+ Add Delegate' button and look-up the individual in the search box. **Please note the delegate will need to log into Deem and create their profile before the system can identify them.**

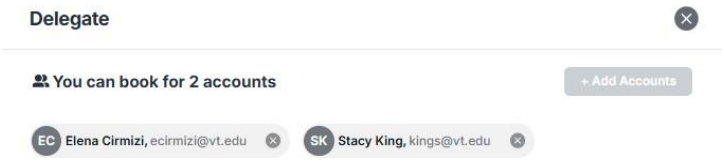


To remove a delegate, simply select the ‘X’ next to their name.



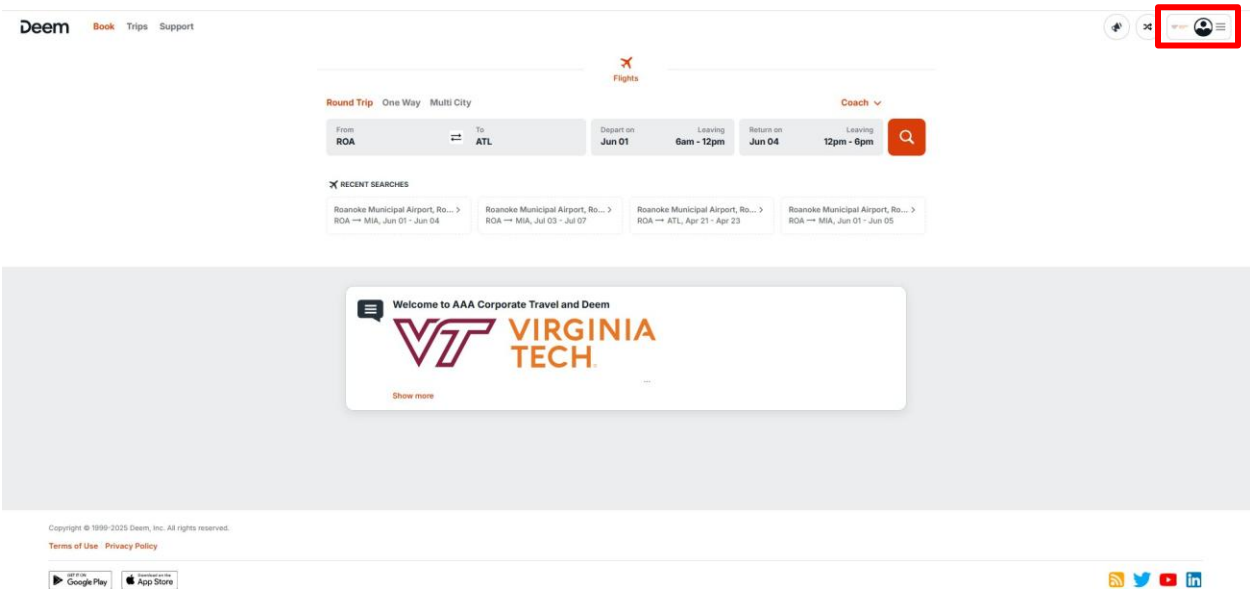
Both the traveler and the delegate will receive an email when the delegate is added/removed from a profile.

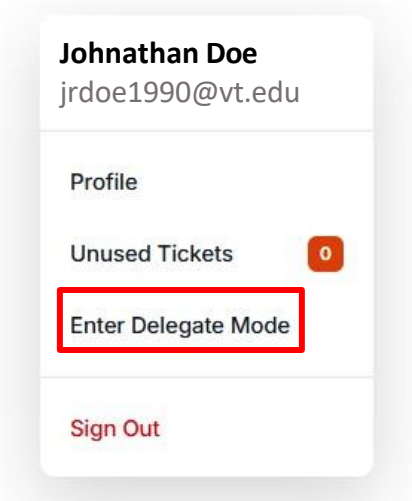
As a delegate, you can also see the profiles that you have access to.



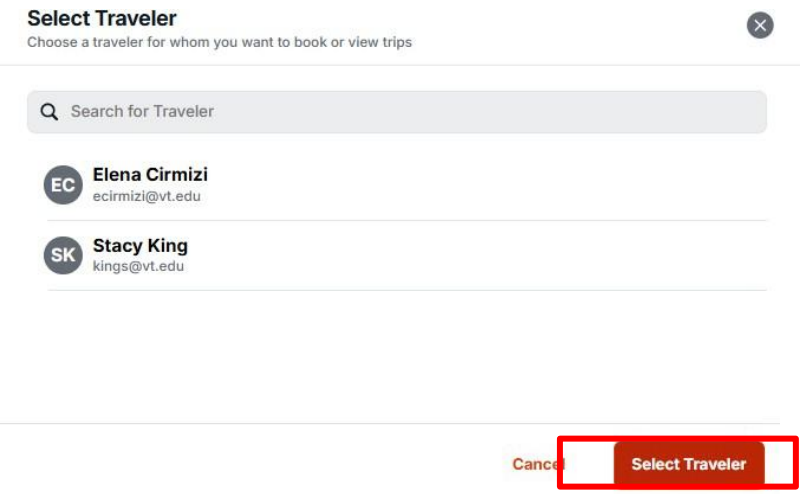
6. Booking Employee Travel

To book travel on behalf of someone else, you will first want to ‘Enter Delegate Mode’ via the menu in the top, right corner.

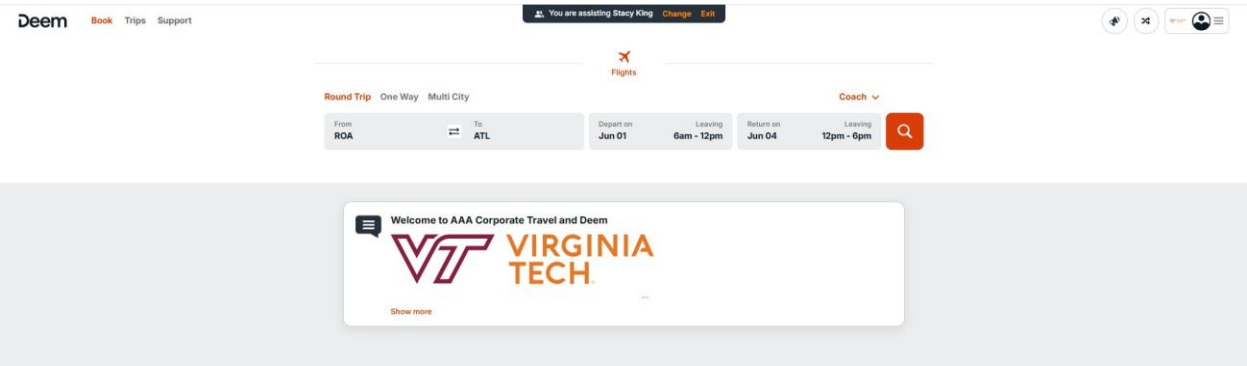




You may then select the traveler you're booking for.

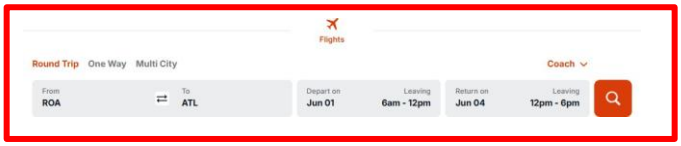


After the traveler is selected, the system will route you back to the home screen. At the top of the screen, you will now see a banner identifying the traveler that you are assigning. To exit delegate mode, simply select 'Exit' within the banner.

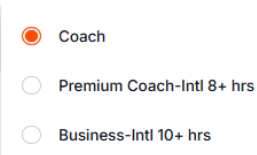


To begin booking, use the search fields on the homepage to find all suitable flight options. Search fields include 'From' (city or airport), 'To' (city or airport), departure date and time, and return date and time.

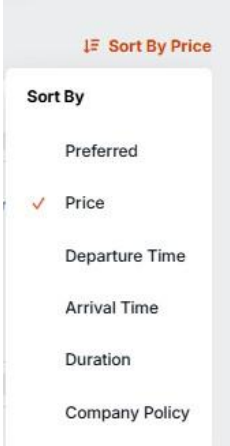
In the example below, we are searching for flights from Roanoke-Blacksburg Regional airport to Hartsfield-Jackson Atlanta International Airport on June 1 between 6am-12pm with a return flight on June 4 between 12pm-6pm. Note times may be adjusted before the search to reflect a range or a specific time.



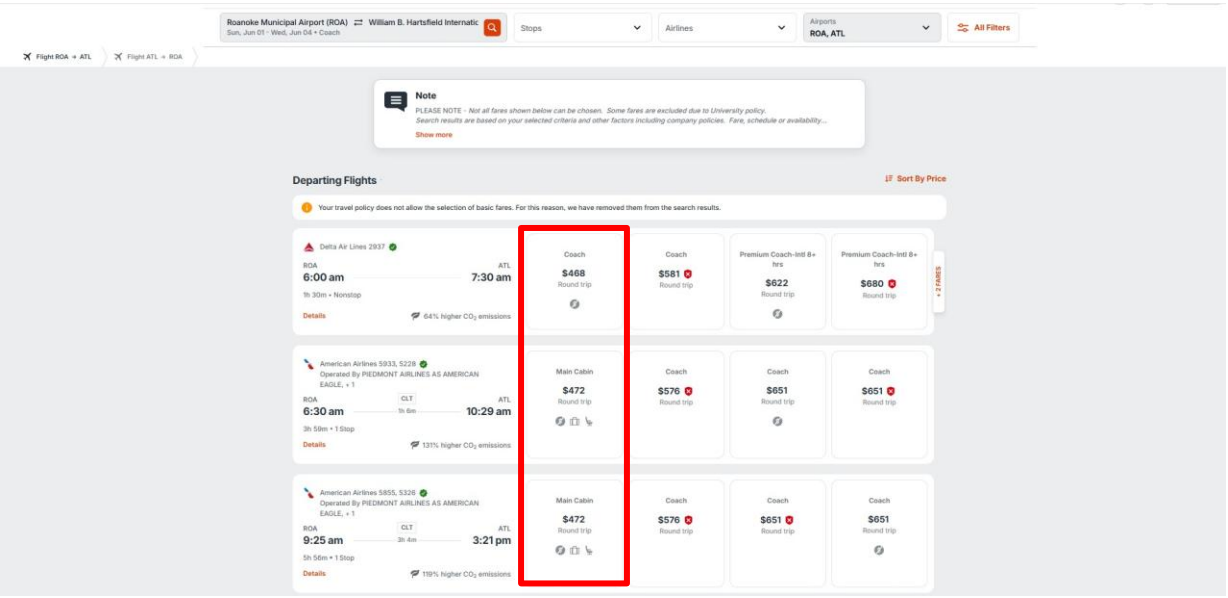
The default airfare class (orange font above search fields) is 'Coach'. **In accordance with university procedure, premium coach and business-class fares may only be booked on international itineraries that meet specific criteria.** Please review Virginia Tech Travel Procedure 20335e: Air Transportation for additional information.



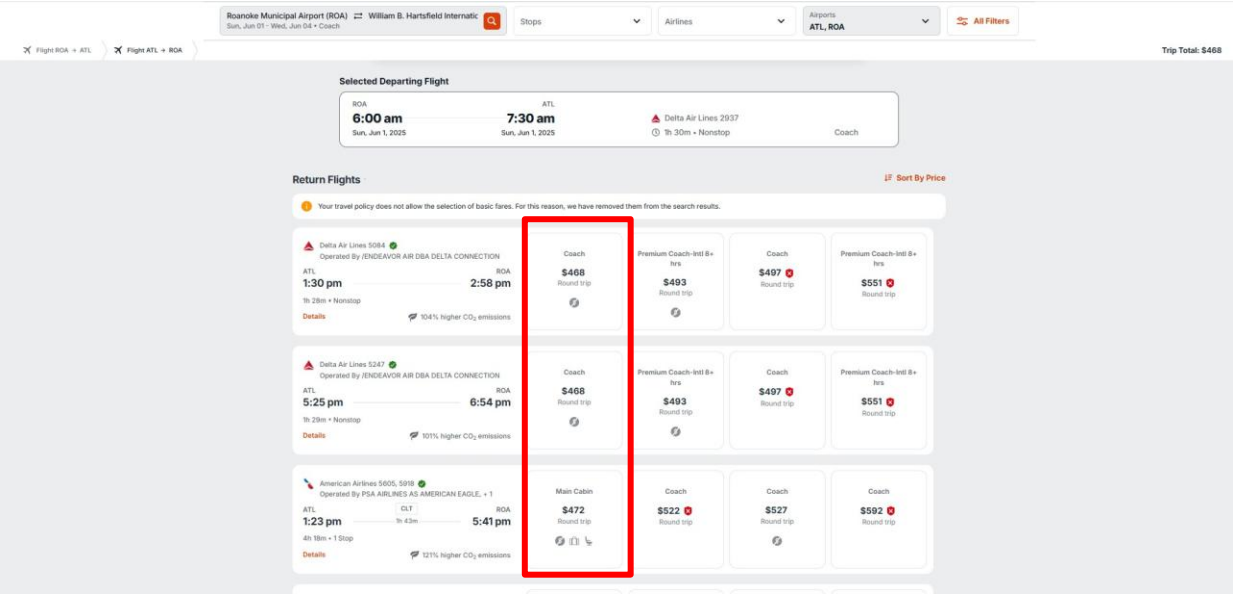
The search will return all flights meeting the criteria selected. The results will be sorted by price; however, travelers may change this to sort based on departure time, arrival time, duration, etc



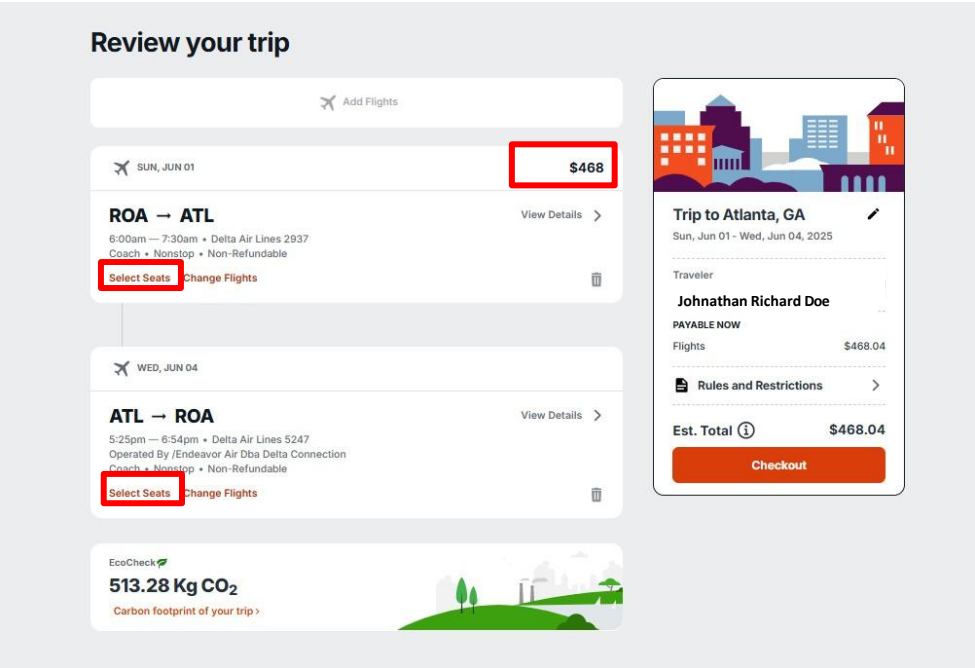
Please note basic-economy fares are not displayed. These are the airline's most restrictive fares and change/cancelation options after limited. Other tickets are marked with a red 'X', indicating they do not comply with university policy. **As a general rule, travelers or their delegates should select from the main cabin ticket options in the far, left column.**



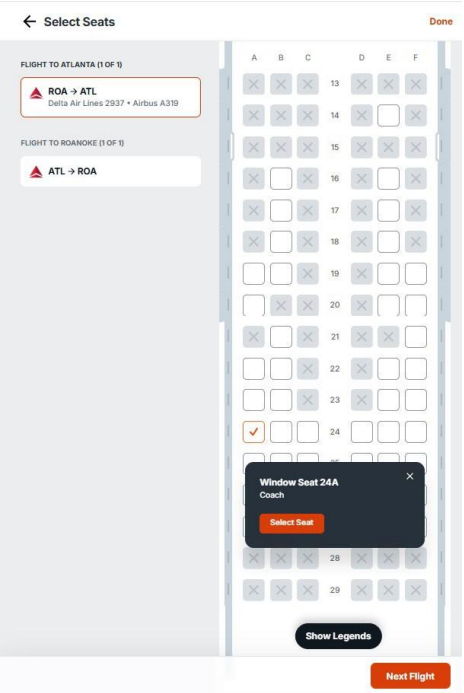
After a departing flight has been selected, the traveler or their delegate will need to select a returning flight.



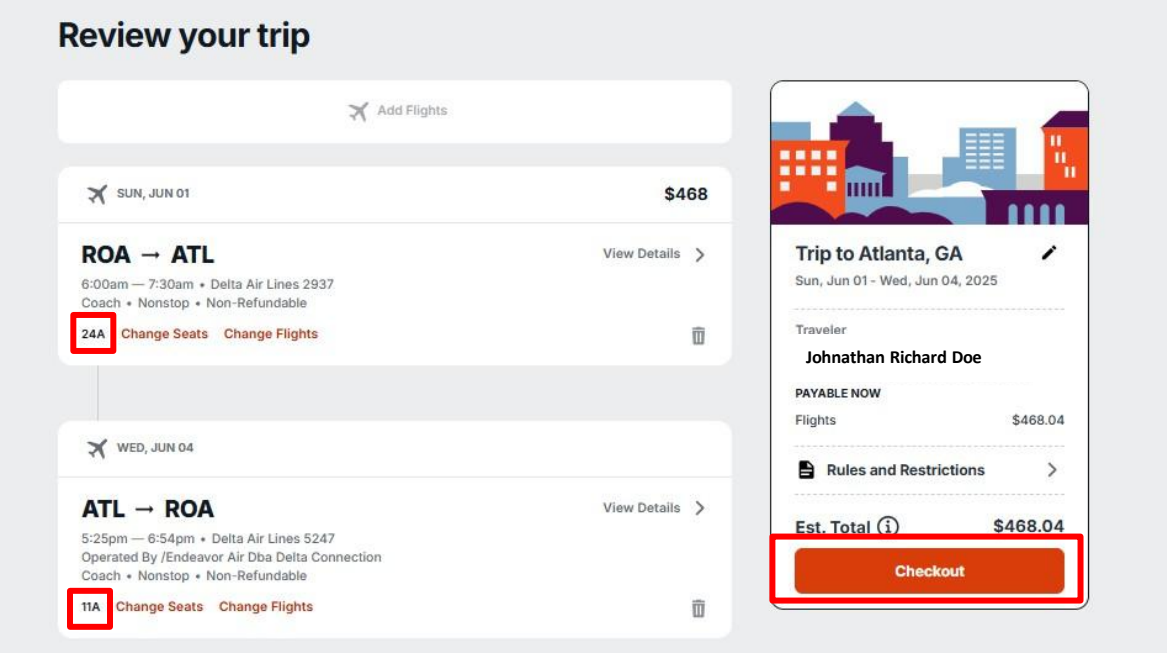
After the flights have been selected, the traveler or their delegate will be asked to review the trip information. Additional flight details, such as layover time and airline baggage fees, can be found by selecting ‘View Details’. You may also select your seats at this stage of the booking process by selecting ‘Select Seats’.



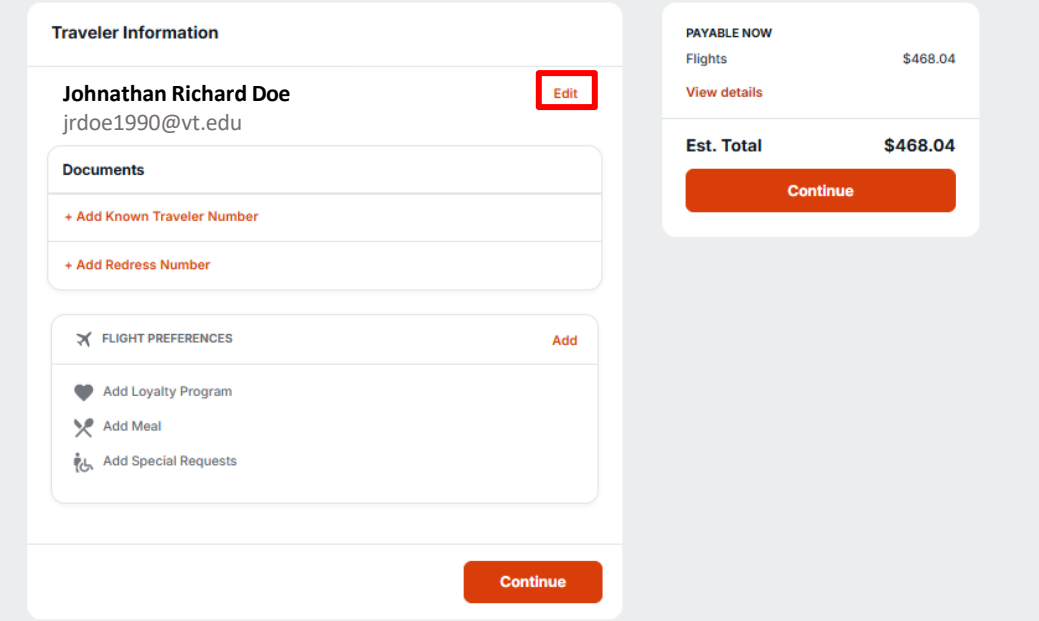
To select a seat, simply select on the available seat and proceed to the next flight on the itinerary. Please note certain selections, such as seats in exit rows or seats with additional leg room, do not comply with university policy and may not be booked.



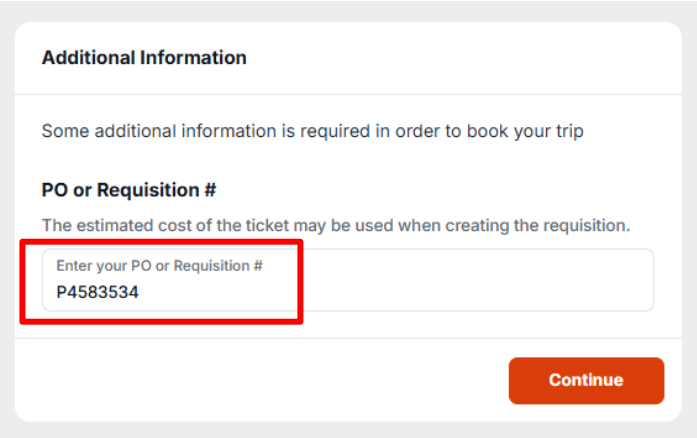
The trip information will now reflect the selected seats. Select ‘Checkout’ to continue with the booking process.



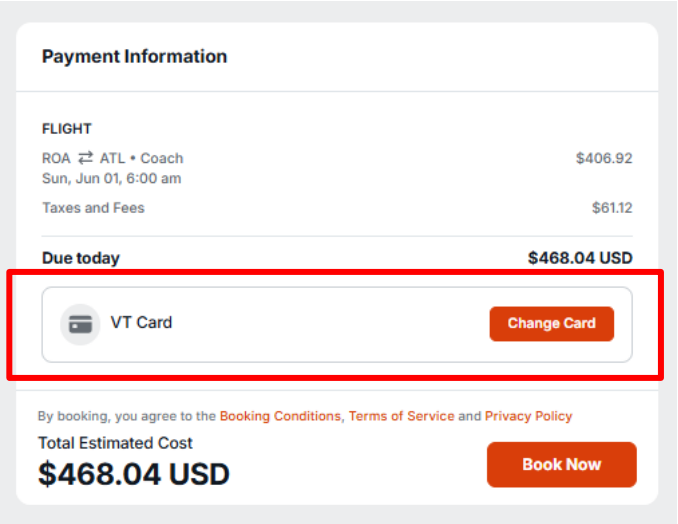
At this stage, the traveler or their delegate should review the 'Traveler Information'. Select 'Edit' to view additional information such as date of birth, gender, and email.



Under 'Additional information', add the HokieMart PO or requisition # associated with the ticket. **This information, which is required to complete booking, is generated from a HokieMart Travel Agency Authorization issued to AAA Corporate Travel.** The estimated cost of the ticket may be used when creating the requisition. It is not necessary for the amount entered on the requisition to be an exact match of the final ticket cost. The university Controller's Office recommends using Deem to obtain an estimate of the ticket cost to facilitate creation of the requisition.



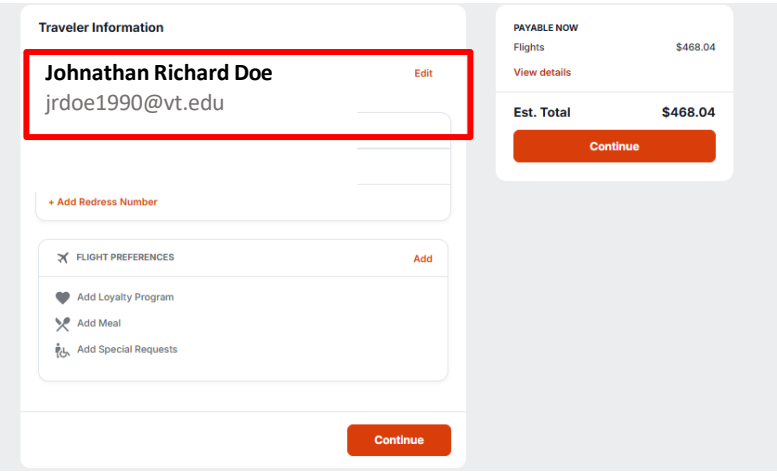
The traveler or their delegate should then proceed to verify the 'Payment Information'. All airfare for employees traveling to conduct university business should be charged to the university's credit card. This card is automatically loaded to every Deem profile.



After the payment information has been verified, select 'Book Now' to complete the booking process. The ticket will be issued at this point. The booking confirmation will be emailed to the traveler and all other email addresses linked to the profile.

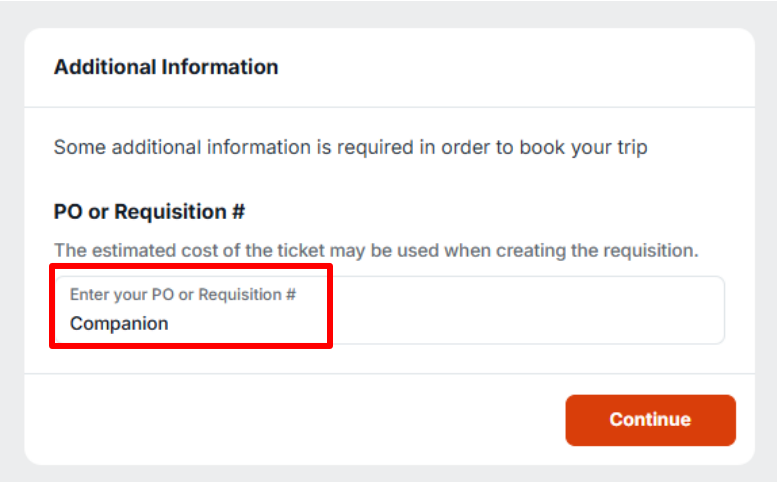
7. Booking for a Companion, Guest, or Student

To book travel for an individual who doesn't have a Deem profile (companion, student, or guest), follow the steps outlined in Section 6 – Booking Travel. After the flight is selected, the traveler information may be edited after selecting 'Checkout'

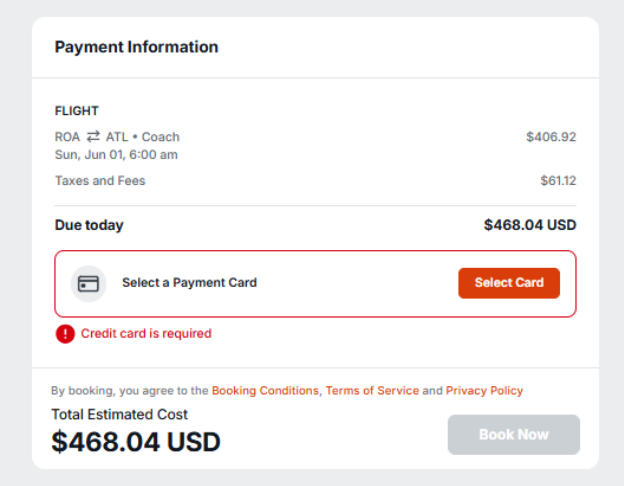


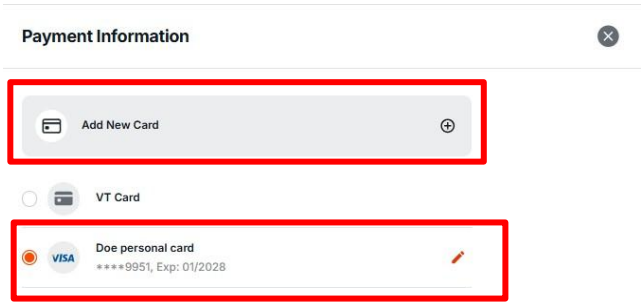
When entering the traveler's information, please remember that their name, date of birth, and gender must match their government-issued ID.

Under 'Additional Information', add the HokieMart PO or requisition # for any student or staff traveling to conduct university business. If booking for a companion who is NOT traveling to conduct university business, type "Companion" in the 'PO or Requisition #' field. **Companion airfare may not be charged to the university's credit card.**



To finalize booking a companion Ticket, the 'Payment Information' must be changed to a personal credit card. A personal credit card may be added at this stage or it may be loaded to the traveler's profile as outlined in Section 5 – Additional Profile Set-up & Delegates.

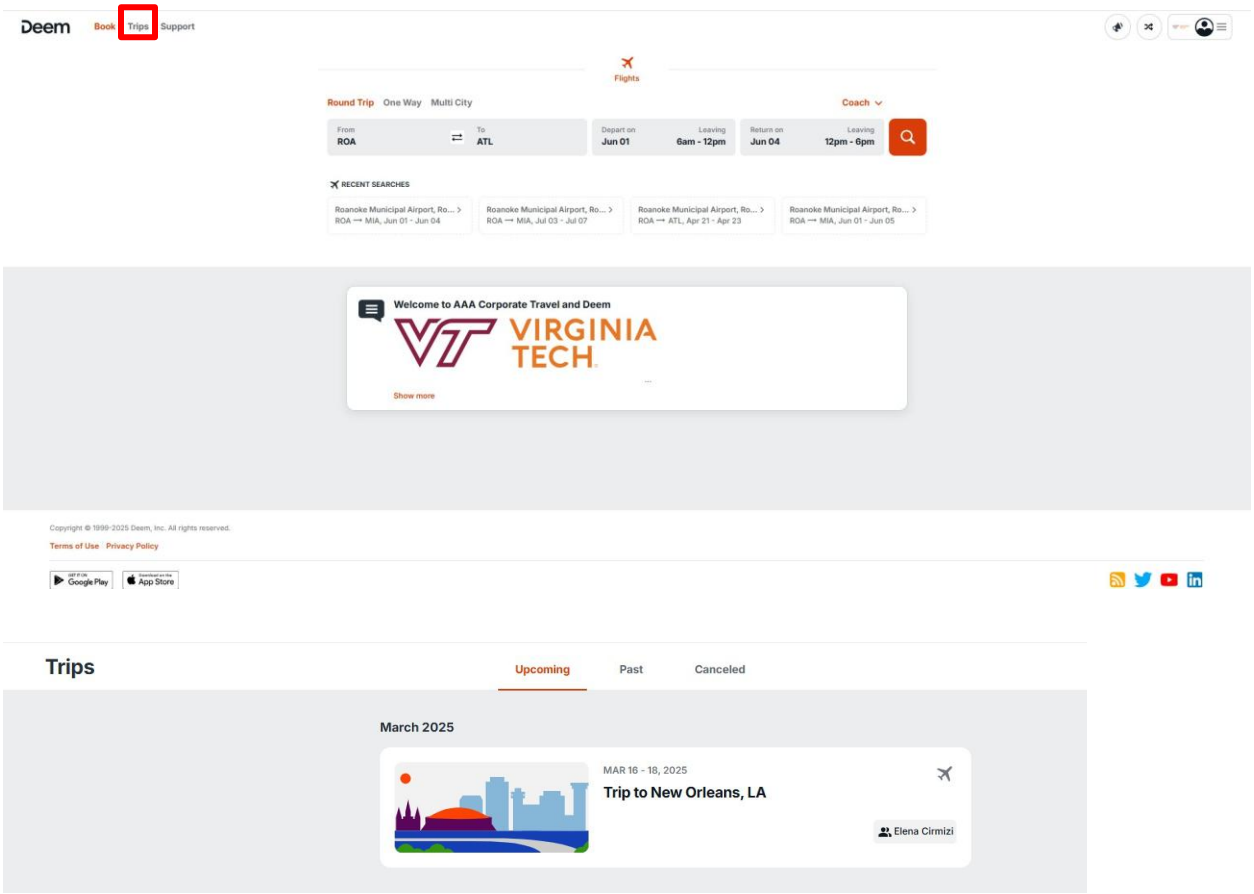




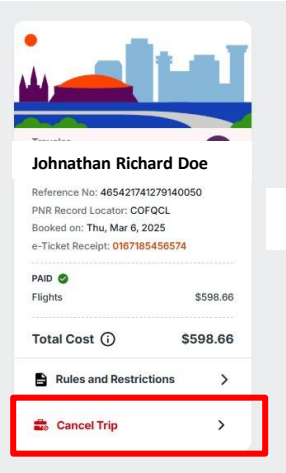
After the payment information has been updated, select ‘Book Now’ to complete the booking process. The ticket will be issued at this point.

8. Trip Review and Cancelations

Select the ‘Trips’ button in the top, left corner of the home screen to review Upcoming, Past, and Canceled trips.



To cancel a trip, simply select an upcoming trip to display the flight information and then select the button (red font) to 'Cancel Trip'. **Please note each airline has its own cancelation policy. These policies are not dictated by Deem or AAA Corporate Travel.**



9. Billing & Fees

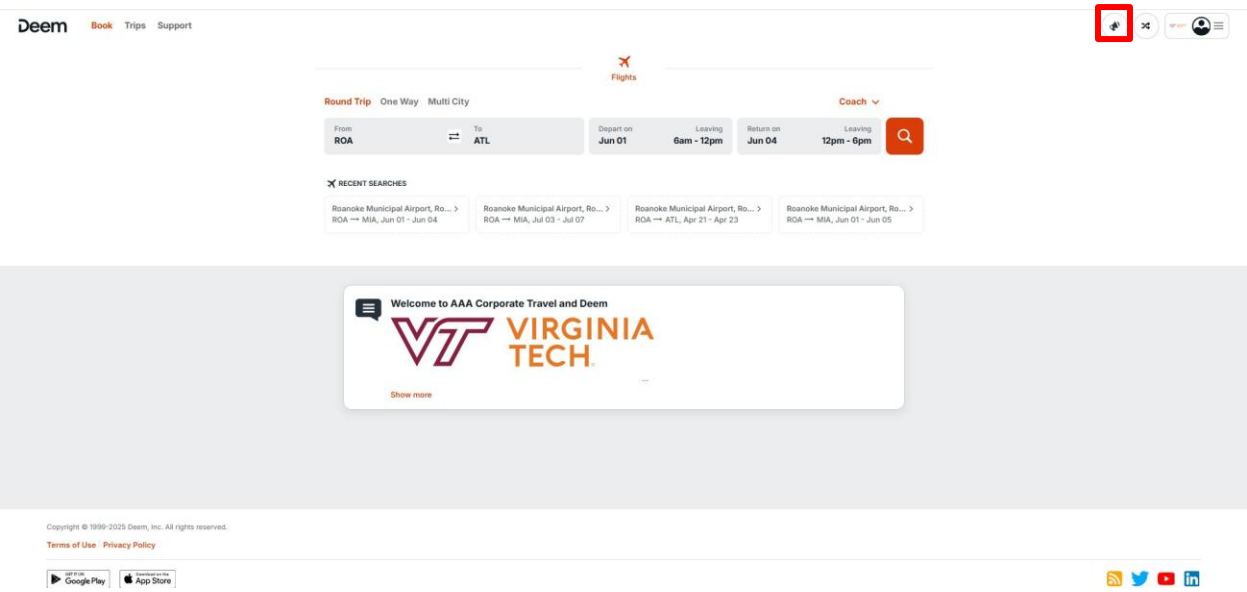
As stated in Section 6 – Booking Travel, a HokieMart PO or requisition # is required to complete a booking. The expense is charged to a credit card managed by the university Controller's Office at the time of booking. **Departments should not utilize university PCards within Deem.** The Controller's Office receives a credit card statement on a monthly basis. A reconciliation is then completed to allocate each expense to the appropriate fund based on the PO/requisition #. The fee for booking a reservation through Deem is significantly less than the fee for booking directly with a travel agent. As stated in Section 1 – Overview, the university Controller's Office recommends utilizing an agent for the booking of group travel and complex international itineraries.

Fee Breakdown

Fee Description	***Cost***
Deem Fee	**$7.00**
Agent Fee – Domestic	**$26.00**
Agent Fee – International	**$32.00**

10. Customer Service

AAA Corporate Travel customer service information can be found by selecting the 'Megaphone' icon in the top, right corner of the home screen.



AAA Technical Support (Monday-Friday, 9am-6pm ET)

1-877-463-0543

corporatetravel4@aca.aaa.com (include **ONLINE SUPPORT** in the subject line)

AAA Reservations Assistance (24/7)

Domestic – 513-762-3200 / 1-800-354-4514

International – 1-888-214-4340

Virginia Tech Travel Assistance (Monday-Friday, 8am-5pm ET)

travel@vt.edu

540-231-0944

11. Additional Resources

Deem Introductory Video

Virginia Tech Travel Procedure 20335e: Air Transportation AAA

Corporate Travel website