

# Business travel ground transportation report for Q1 2017

Uber taps the brakes but still dominates share of rides

Competition is heating up in the race for business travel ground transportation dollars. Second-place ride-hailing provider Lyft is quickly gaining ground, while Uber's growth in the quarter has all but ground to a stop. Time will tell if recent company controversies and negative media coverage coverage have a lasting effect on business traveler perceptions and utilization of Uber.

## FIRST QUARTER CATEGORY TRENDS

Uber grew just 1% from the previous quarter, while Lyft continues to pick up share of business traveler receipts and expenses (2%). Despite its slower growth rate in the quarter, Uber is the most expensed ride-hailing provider among business travelers in the U.S.

	Q4 2016	Q1 2017
Uber	52%	53%
Car Rental	33%	31%
Taxi	11%	10%
Lyft	4%	6%

## YEAR OVER YEAR TRENDS

Looking at the broader ground transportation category, Car Rental dropped 9% for the biggest decliner since Q1 2016, with Taxi losing an additional 4% during the same period. Uber was the big winner with an impressive 10% gain. Lyft grew 4% on the year with its fastest growth coming over Q1 2017.

	Q1 2016	Q1 2017	
Uber	43%	53%	(+10%)
Car Rental	40%	31%	(-9%)
Taxi	14%	10%	(-4%)
Lyft	2%	6%	(+4%)

## STILL IN THE DRIVER'S SEAT

Despite losing momentum in the first quarter, Uber still leads in overall count for total quarterly expenses and receipts. Considering second-place vendor Starbucks at 4% of the Q1 total, the scale and frequency in which business travelers use Uber is significant.

## MOST EXPENSED BRANDS FOR Q1 2017

Uber	7%
Starbucks	4%
Delta	4%
American	3%
Amazon	3%

## RIDE-HAILING V. TAXI

With car rental removed, Uber gained just below two-tenths of a percent since the last quarter. Although a distant second, Lyft experienced its fastest growth of the past two years during the first quarter of 2017.

	Q4 2016	Q1 2017
Lyft	6.42%	8.38%
Uber	77.14%	77.33%
Taxi	16.44%	14.29%

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## AVERAGE COST PER RIDE

Cost of the average Taxi transaction has steadily declined over the past year, while expenses for Uber and Lyft have remained relatively flat over the same period. Cost of ride-hailing transactions include all levels of service (i.e. “basic” to “luxury”) and all levels of pricing (surge times, etc.).

	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017
Lyft	\$23.53	\$20.78	\$21.80	\$24.99	\$24.36
Uber	\$26.41	\$25.48	\$22.91	\$24.75	\$27.62
Taxi	\$39.68	\$39.80	\$35.91	\$34.62	\$33.90

“Service is absolutely fine and convenient. But Uber has terrible business practices.”

Uber user review ★★★★★

## AVERAGE USER RATING FOR Q1 2017

Lyft	4.78
Uber	4.40
Taxi	3.85

“I like using Lyft because they treat their drivers better than Uber.”

★★★★★ Lyft user review

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## UBER V. LYFT V. TAXI: MAJOR METROS

New York and Chicago remain strong markets for Taxi, while Uber and Lyft battle for share in cities across the U.S. Uber saw its greatest gains in Miami, increasing 22% with a direct correlating decline in Taxi transactions over the same period. Lyft stayed flat in Miami but enjoyed modest single-digit gains elsewhere.

## RIDE-HAILING GROWTH Q1 2016 V. Q1 2017

	Taxi	Uber	Lyft
New York	48% / 35%	51% / 59%	1% / 6%
Los Angeles	34% / 17%	58% / 69%	8% / 14%
Chicago	52% / 35%	44% / 56%	4% / 9%
Miami	40% / 18%	53% / 75%	7% / 7%
Atlanta	36% / 15%	62% / 78%	2% / 7%
San Francisco	7% / 4%	88% / 88%	5% / 8%
Dallas	31% / 14%	66% / 79%	3% / 7%
Boston	25% / 19%	72% / 73%	3% / 8%

### ABOUT THE DATA

Certify compiled its comprehensive Q1 2017 SpendSmart™ Report analyzing user expense transaction data collected from its cloud-based system for January – March 2017. This report offers an analysis of emerging spending trends in the sharing economy among business travelers in North America. All analysis was conducted by Certify, Inc. For media inquiries please contact Kevin Wolf of TGPR, kevin@tgprllc.com or (650) 327-1641.

### ABOUT CERTIFY

Certify is the leading online travel and expense management solution for companies of all sizes. Organizations worldwide book travel and complete expense reports quickly, easily and cost effectively using Certify cloud and mobile applications. For more information about Certify please call 207.773.6100 or visit [www.certify.com](http://www.certify.com).