



How Technology Impacts Traveller Behaviour & Safety

IN PARTNERSHIP WITH

SAP Concur



GLOBAL BUSINESS TRAVEL ASSOCIATION

Traveller Booking Methods



47%

say they plan to use their online booking tool more often in the next year

How Have Travellers Booked Business Travel in the Past Year?

Air Hotel

Company's Online Booking Tool

83%

80%

Company's Travel Agency or Travel Depot

74%

72%

Direct

68%

70%

Online Travel Agency

67%

72%

% of those who had access to Online Booking Tool

Why Do Travellers Continue to Book With Online Travel Agencies and Direct?

OTA

Direct

52%

44%

Better Prices

49%

41%

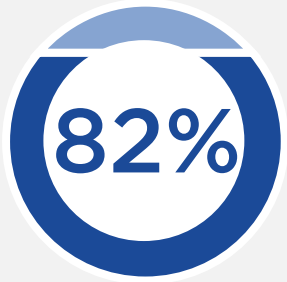
More Selection

49%

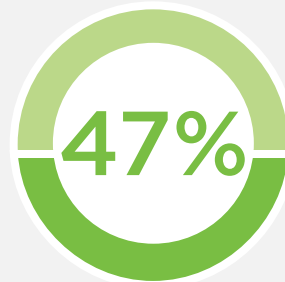
44%

More Convenience

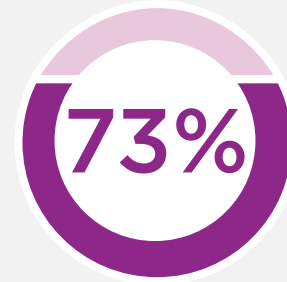
Traveller Safety



82% of business travellers think it is important for their organisation to know about their plans ahead of time

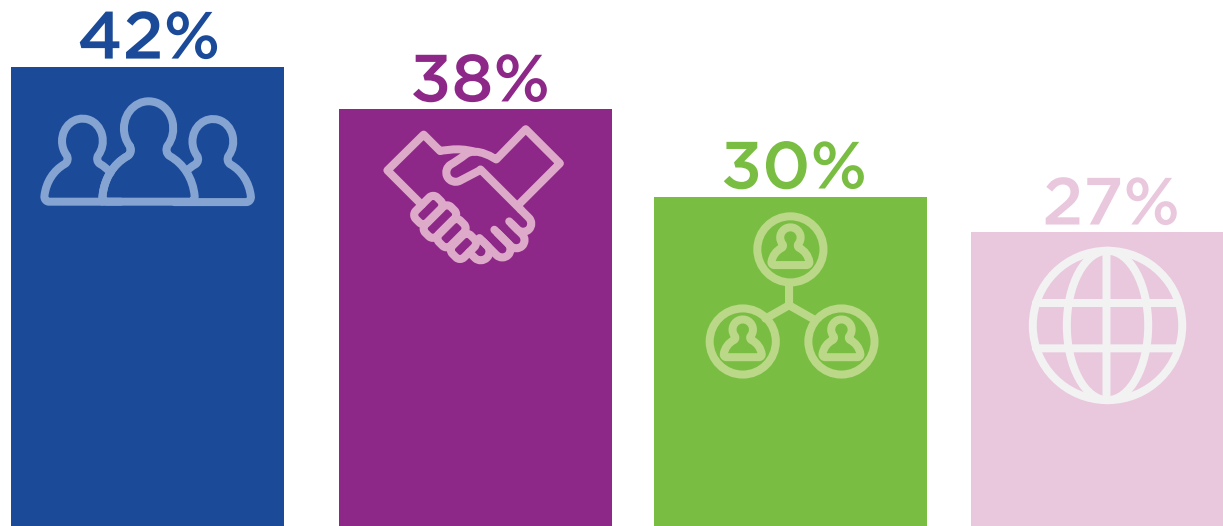


But only 47% of travellers say their organisation has a system in place to capture their travel plans if they book outside of corporate channels



73% of business travellers expect their company to proactively contact them within 2 hours of an emergency event

Who Would Travellers Call if They Were in Need of Assistance on a Business Trip?



- family, friends, or colleagues
- my supervisor
- human resources
- my organisation's travel manager

Bleisure



56% of business travellers extended their business trips into personal or leisure time in the past year



40% of bleisure travellers reported that they encountered issues during these added leisure days and that their company helped resolve the problems



31% of business travellers expect their organisation to be responsible for traveller safety on added leisure days

Technology's Role

Top 5 Important Features of a Company App:



1 in 3
BUSINESS
TRAVELLERS
say
“efficiency”
is the
#1 priority
in using a
company app

Technology's Role II

62% of business travellers believe that their organisation is "somewhat" or "very" advanced in the technology they offer



45% of business travellers say they are willing for booking tools to collect and use data if it is clear how information is being used



What Technology Interests Travellers?

- **43%** personalised booking
- **42%** pre-trip approvals and travel personalisation
- **38%** intelligent expense reports

- **47%** travel preferences (room type, air class, etc.)
- **38%** date of birth
- **27%** biometric data

Methodology

- Online survey of 1,152 European business travellers
- Survey fielded between September 21, 2018 and October 10, 2018
- An e-mail invitation was sent to 1,719 GBTA buyers in the U.S.
- Respondents qualified if they:
 - Were employed full-time or part-time
 - Travelled for business more than once in the past year
- Quotas were set for age and gender to reflect business traveller population
- Data has been weighed to approximate desired distribution



GLOBAL BUSINESS TRAVEL ASSOCIATION

About GBTA

The Global Business Travel Association (GBTA) is the world's largest professional association representing the \$1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.

SAP Concur



About CONCUR

SAP® Concur® solutions simplify expense, travel, and invoice management for greater visibility and control. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering time-saving tools, connected spending data, and a dynamic ecosystem of diverse partners and apps. User-friendly and business-ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly, so they can manage it proactively.

Country Data: UK

- **73%** of those with access to an online booking tool booked through an online travel agency, **78%** booked direct
 - **52%** booked direct because it was more convenient
- **88%** believe it is “*very*” or “*somewhat*” important for their organisation to know about their travel plans ahead of time
- **75%** expect their company to proactively contact them within 2 hours of a security or emergency event



Country Data: Germany

- **66%** of those with access to an online booking tool booked through an online travel agency, **58%** booked direct
 - **50%** booked direct because it offered better descriptions of hotel rooms, flights, etc
- **83%** believe it is “*very*” or “*somewhat*” important for their organisation to know about their travel plans ahead of time
- **73%** expect their company to proactively contact them within 2 hours of a security or emergency event



Country Data: France

- **65%** of those with access to an online booking tool booked through an online travel agency, **70%** booked direct
 - **52%** booked direct because it was more convenient
- **75%** believe it is “*very*” or “*somewhat*” important for their organisation to know about their travel plans ahead of time
- **79%** believe it’s “*somewhat*” or “*very*” important to have destination-specific safety alerts in a company-provided app



Country Data: Nordics

- **68%** of those with access to an online booking tool booked through an online travel agency, **64%** booked direct
 - **40%** booked direct because it offered better pricing and offers
- **79%** believe it is “very” or “somewhat” important for their organisation to know about their travel plans ahead of time
- **66%** believe it’s “*somewhat*” or “*very*” important to have traveller alerts in a company-provided app



Country Data: BE/NE

- **78%** of those with access to an online booking tool booked through an online travel agency, **80%** booked direct
 - **58%** booked direct because it offered better pricing and offers
- **83%** believe it is “*very*” or “*somewhat*” important for their organisation to know about their travel plans ahead of time
- **81%** believe it’s “*somewhat*” or “*very*” important to have destination-specific safety alerts in a company-provided app

