

GBTA Business Traveler Sentiment Index™ – At a Glance May 2015

In partnership with American Express



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Key Research Highlights:

- Business travelers are most satisfied with hotel stays and making their own arrangements, but are frustrated with aspects related to flying, including airport security, flight delays and airline fees.
- When asked, U.S. business travelers expected to have spent more time on the road over the next three months.
- Not surprisingly, younger travelers (ages 18 to 34) are most interested in next-generation travel services, such as mobile wallets and apps for ride-sharing services and reserving rooms in private residences.



The GBTA Business Traveler Sentiment Index™, in partnership with American Express, aims to understand how business travelers feel about their travel experience and how those feelings affect their actual behaviors related to travel. The current research provides a baseline from which to measure travelers' reported experience and sentiment over the last three months, as well as their anticipated plans over the next three to 12 months.

When U.S. employees travel for business they're all business. They value convenience, cost savings and expediency over perks, and are frustrated by flying, including airport security, flight delays, and other obstacles that get in the way of doing their job.

This insight and other findings come from the inaugural GBTA Business Traveler Sentiment Index™, produced through a partnership between the GBTA Foundation and American Express. The index measures U.S. travelers' attitudes toward traveling for work and provides business travel forecasts.

The GBTA Business Traveler Sentiment Index™, in partnership with American Express, is a proprietary, data-based barometer of business travelers' attitudes, and defines business travel as a trip with a business purpose that includes

a minimum overnight stay or journey of 50 miles or more from the employee's primary residence. Results are based

Business travelers are most satisfied with hotel stays and making their own arrangements, but are frustrated with aspects related to flying.

on an online survey that GBTA conducted in partnership with American Express from December 4-19, 2014, of 826 U.S. part- or full-time employees who traveled for business four or more times in the previous 12 months.

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Key components of the Index include:

- **Overall Trip Experience and Travel Friction** - Business travelers' attitudes toward air travel, hotel stays and ground transportation.
- **Travel Management Policy Friction** - Attitudes toward company travel policy management, flexibility and comprehension.
- **Expense Tracking and Management** - Satisfaction with business travel expense management and tracking, and using credit or charge cards for business travel.
- **Business Travel Safety** - Satisfaction with employers' efforts to keep travelers safe while they're on the road.
- **Social Media Experience** - Attitudes toward using social media while traveling for work, including finding or posting reviews of travel suppliers.



Because this is the first period analyzed for the Index, initial results will serve as a benchmark against which future research will be measured. As a result, the current Index values are set at 100.

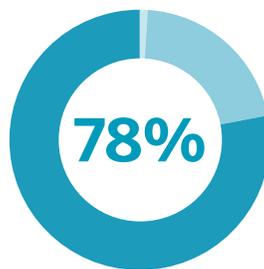
Key findings include:

Travelers are generally satisfied with business travel.

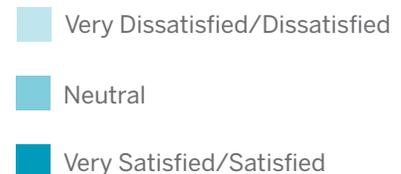
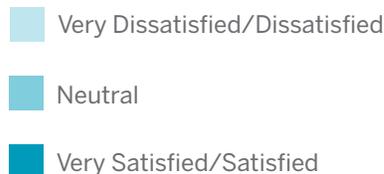
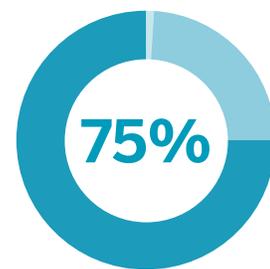
Overall satisfaction with business travel is most strongly linked to travelers' satisfaction with hotel stays and making their own travel arrangements. In fact, three-quarters or more of survey respondents are "satisfied" or "very satisfied" with hotel stays for work (78%) and making their own arrange-

Overall Trip Experience and Travel Friction Satisfaction for Prior Three Months

Staying at Hotels

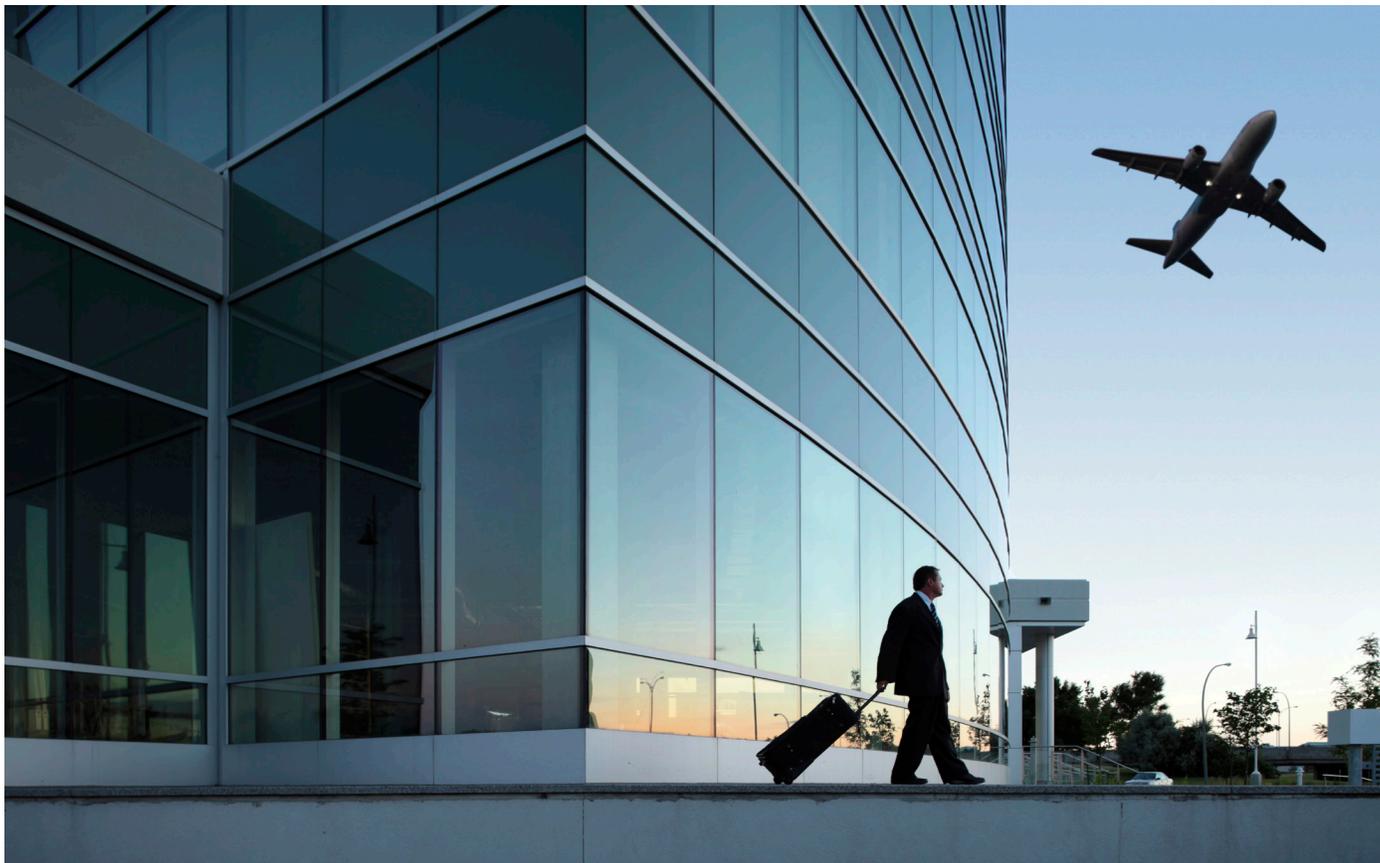


Making Your Travel Arrangements



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ments (75%), within their company policy. As a result, when asked, U.S. business travelers expected to have spent more time on the road over the next three months. They also expected to have spent more time than they currently do staying in hotels, according to the results.

Business travelers are more disillusioned with airports and flights. Only slightly more than half of the business travelers surveyed are “satisfied” or “very satisfied” by airplane travel (57%) and getting through airport security (55%). In the survey, travelers mentioned airplane delays (45%), airport security (33%) and airline fees

(29%) as three reasons why business travel is more difficult today than three years ago. Despite programs such as TSA Pre[®] and federal regulations that prevent planes from sitting on airport tarmacs for too long, business travelers remain frustrated by inconveniences that infringe on their time and business trip objectives.

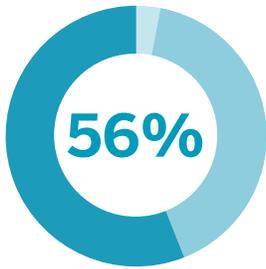
Travelers are slowly warming up to next-generation travel services. Millennials are leading the way in using newer travel services. Close to four in 10 (37%) business travelers ages 18 to 34 say they will “definitely” or “probably” use a mobile, cashless wallet in 2015, compared with 20% of all business travelers. These

younger business travelers are more interested than business travelers of other ages in ride-share services such as Uber or Lyft (46%) and room-finding services such as airbnb (35%).

Most business travelers are comfortable with their companies’ travel policies. More than six out of 10 (62%) business travelers surveyed are “satisfied” or “very satisfied” with their company’s travel policies and flexibility in planning a trip (67%). In general, travelers at companies with travel policy guidelines are more satisfied than travelers at companies with travel mandates. If travelers have a frustration, it’s about changing itineraries; 59% said

Business Travel Safety Agreement

I Always Feel Safe When Traveling



- Strongly Disagree/Disagree
- Neutral
- Strongly Agree/Agree

they are “satisfied” or “very satisfied” with the ease of changing an itinerary, while 35% are neutral, and 6% are “dissatisfied” or “very dissatisfied.”

Travelers who took a dozen or more trips for work in 2014 were generally less satisfied with their ability to track receipts than travelers who traveled for work less often.

Most travelers are generally satisfied with their companies’ safety efforts around their travels, but there’s room for improvement. Seventy-one percent of travelers “agree” or “strongly agree” that

their employers care about their well-being and safety when they travel for work. Slightly more than half (56%) agree that they “always feel safe” while traveling, and 55% said their desire to feel safe affects their travel choices.

Frequent business travelers find tracking and managing expenses challenging. On average, travelers who took a dozen or more trips for work in 2014 were generally less satisfied with their ability to track receipts than travelers who traveled for work less often (on a seven-point scale, 5.6 vs. 5.8 of those who traveled four to 11 times in 2014). In general, nearly two-thirds of all business travelers are highly satisfied with processes they use to track expense receipts (65%) and complete expense reports (63%). Overall, three-quarters of business travelers (75%) are

highly satisfied with using a corporate card to pay for trip-related expenses, a number that bumps up to 82% for business travelers at companies with 5,000 or more employees. The vast majority of business travelers also feel it’s “important” or “very important” to be reimbursed for travel expenses in a timely manner (82%) and to be able to earn and use travel rewards and perks as they choose (77%).

Business travelers value convenience over cost. When booking flights, more business

Expense Tracking Satisfaction for Prior Three Months

Being Able to Keep Track of Your Receipts



- Very Dissatisfied/Dissatisfied
- Neutral
- Very Satisfied/Satisfied

travelers say they consider convenient flight schedules (36%) over ticket price (24%), ability to earn miles (20%) and other airline perks. When presented with a list of choices, travelers believe airlines should offer conveniences such as free Wi-Fi (26%).

Hotel or airline amenities are nice, but not completely necessary. Relative to productivity tools such as Wi-Fi, business travelers say business centers, pools, fitness centers and other hotel amenities are nice but not as necessary. Similarly, fewer travelers are interested in airport extras such as food and drinks, and in-flight entertainment (about 10% or less of travelers). Even fewer take airline offers or seat options into consideration when making booking decisions (4% each).

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Business travel-related social media use is catching on, slowly.

As people get comfortable using social media and crowdsourced sites to research destinations or connect with acquaintances when they travel for pleasure, more are adopting the same practices for business travel. Travelers ages 18 to 34 are the most enthusiastic users of social media for business travel, with approximately half of those surveyed saying they use it to review travel related suppliers (50%) and meet up with colleagues (47%) and friends (53%).



RECOMMENDATIONS

The GBTA Business Traveler Sentiment Index™ is intended to serve three purposes: provide the business travel industry with a pulse on current traveler satisfaction and experiences, provide a benchmark the industry can use to make improvements, and forecast future changes in traveler behavior. Additionally, findings offer insights into ways companies could help increase business traveler satisfaction and productivity while on the road. Some of those include:

- In vendor selections and negotiations, take into account the availability of amenities such as free Wi-Fi that helps business travelers be productive and make business trips more convenient.
- Invest in programs such as TSA Pre® to help improve productivity and relieve stress for travelers whose trips include air travel.
- Maintain business travel policies customized to your company's particular needs that are flexible without being too complex or restrictive so as not to lead to travelers to completely opt out.
- To alleviate concerns travelers might have about feeling safe on the road, create a comprehensive travel risk management program that provides them with training and resources in advance of a trip.
- Put resources into instituting mobile apps and expense management solutions that help business travelers manage expenses and expense reporting as a way to help them save time and be more productive.

Methodology

The GBTA Business Traveler Sentiment Index™, in partnership with American Express, was fielded December 4-19, 2014, to business travelers within the U.S. through an online research panel. Overall, 826 respondents qualified for the study (their primary residence is located in the United States, they are employed part- or full-time, and they have taken four or more business trips in the prior 12 months). The margin

of error is +/- 3.4% at the 95% level of confidence.

A business trip is defined as “travel for a business purpose that includes an overnight stay OR where you traveled 50 miles or more, one-way, from your primary residence. This does NOT include commuting to/from your office. In addition, one ‘trip’ is defined as the time you left your home location to the time you returned to your home location, regardless of how many places you visited during your time away from home.”

Respondent quotas were set by gender and age to ensure proper demographic, geographical and industry representation. In addition, several demographics and firmographics were included in the questionnaire to understand the characteristics of the population and break down the data into meaningful comparison groups.

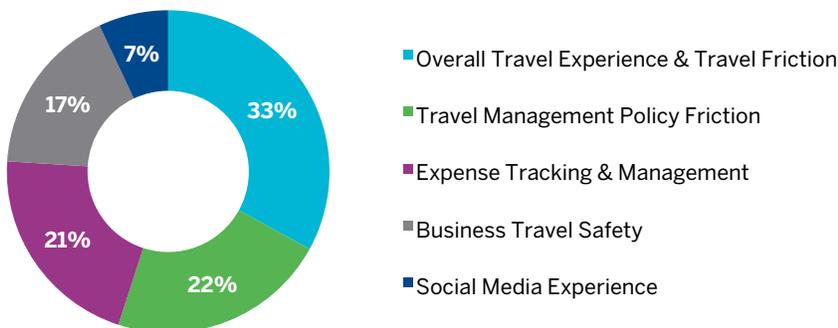
STATISTICS

To calculate the Index, we have used the key components of business traveler experience uncovered through our analysis and weighted these factors based on how well they correlated with overall business travel satisfaction, resulting in the graphical representation to the left. The value of each component represents how much of the overall sentiment index that component comprises.

GBTA BUSINESS TRAVELER SENTIMENT INDEX™: CURRENT VALUES

Our goal for this ongoing analysis is to track how each component of the Index, as well as the overall Index, changes over time. Since this is our first period of the analysis, it will become our benchmark and all Index values are set to 100. As we measure these Index components periodically over time, a new value will be calculated based on the percentage change in the component. For example, a 3% increase in business travel safety would push that index component to 103.

GBTA Business Traveler Sentiment Index™: Distribution of Index Components



The next GBTA Business Traveler Sentiment Index™ will measure attitudes and plans for business travel in the United States and seven other countries: Australia, Brazil, Canada, Germany, Japan, Mexico, and the United Kingdom. The GBTA Foundation and American Express plan to release the next report in July 2015.

This executive summary of the GBTA Business Traveler Sentiment Index™ is available online (<https://business.americanexpress.com/us/business-trends-and-insights/business-traveler>).

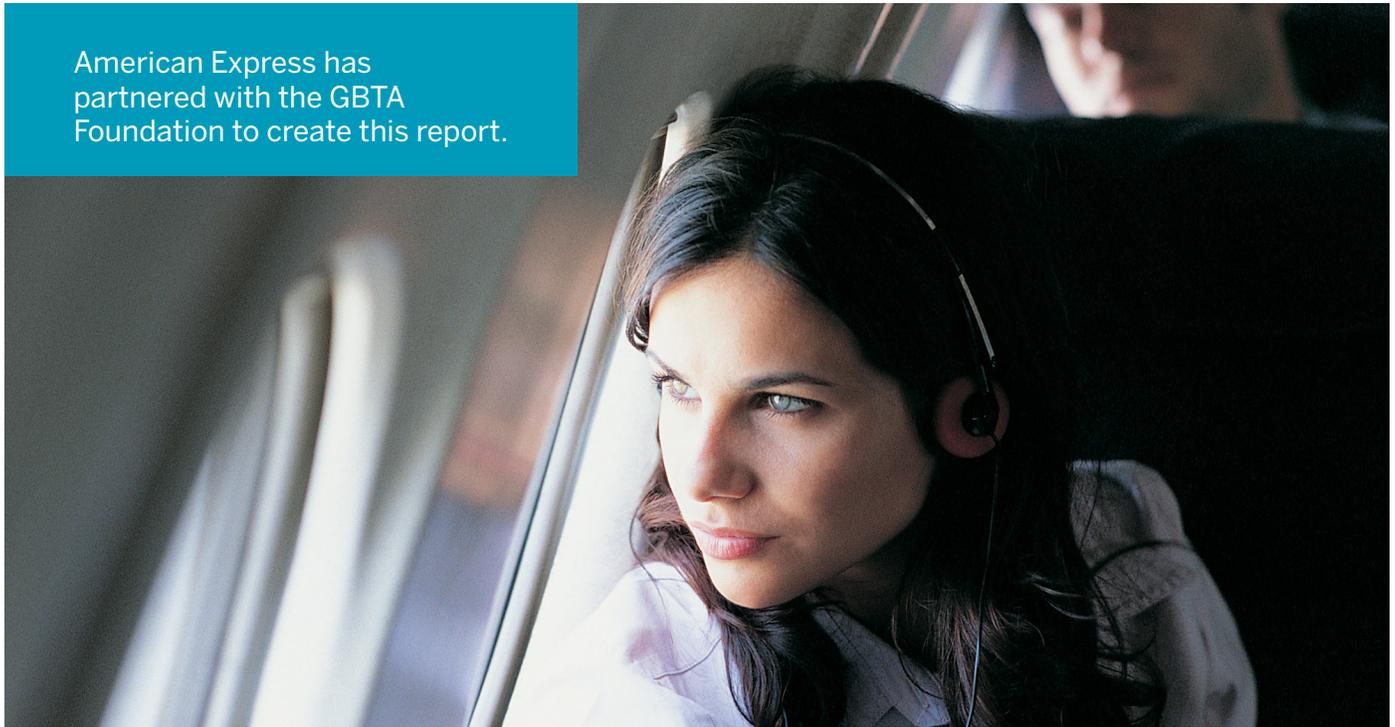
To purchase the full report of the GBTA Business Traveler Sentiment Index™, visit (<http://www3.gbta.org/l/5572/2015-04-10/zl99f>).

For questions or additional information about the study’s methodology, please contact resources@gbtafoundation.org.

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About the GBTA Foundation

The GBTA Foundation is the education and research foundation of the Global Business Travel Association (GBTA), the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. Collectively, GBTA's 7,000-plus members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA provides its growing network of more than 28,000 travel professionals and 125,000 active contacts with world-class education, events, research, advocacy and media. The Foundation was established in 1997 to support GBTA's members and the industry as a whole. As the leading education and research foundation

in the business travel industry, the GBTA Foundation seeks to fund initiatives to advance the business travel profession. The GBTA Foundation is a 501(c)(3) nonprofit organization. For more information, see gbta.org and gbta.org/foundation.

About American Express Global Corporate Payments

Through its Global Corporate Payments division, American Express offers a suite of B2B and T&E payment solutions that can help organizations streamline processes and identify opportunities to help drive savings and efficiency. American Express can help your organization improve working capital flexibility and your relationships with suppliers. For more information, visit <https://business.americanexpress.com/us/>

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