



GBTA Global Business
Travel Association

Many Voices. One Purpose.

GBTA BUSINESS TRAVEL OUTLOOK POLL RESULTS

April 30, 2024

Poll Results (reflects all respondents across all regions)

1. Which of the following best describes you?
 - Travel manager / buyer / procurement / sourcing professional: 50%
 - Supplier: 30%
 - TMC: 11%
 - Other: 9%

2. [SUPPLIER/TMC ONLY] Which of the following best describes the company you work for?
 - Accommodations (hotel chain, independent or individual property, home rental, apartment services, other long-term stay): 43%
 - Travel management company: 26%
 - Ground transportation (car, ride share, taxi, chauffeur/black car or other mobility solutions): 3%
 - Travel technology or distribution solutions/GDS: 5%
 - Airline or private aviation solutions: 10%
 - Meetings management solutions: 1%
 - Payment company: 2%
 - Rail provider: 0%
 - Consultant: 2%
 - Legal/Immigration & Visa Solutions: 1%
 - Other: 3%

3. Which of the following most closely resembles your career level?
 - Senior Executive (President, CEO, COO, CFO, etc.): 8%
 - Executive (SVP, VP, Department Head, etc.): 15%
 - Director: 27%
 - Manager (Manager/supervisor of staff): 35%
 - Experienced staff (non-manager): 13%
 - Entry level staff: 1%

4. [DISPLAY IF SUPPLIER/TMC] Which of the following best describes your role?
 - Sales: 58%
 - Marketing: 4%
 - Account management: 13%
 - Senior leadership: 13%
 - Strategy: 2%
 - Consulting: 2%
 - Program operations/implementation: 3%

- Product management/development: 2%
- Finance: 0%
- Other (please specify): 1%

5. [DISPLAY IF BUYER/PROCUREMENT] Thinking about the following functions at your organization, how would you describe the travel program's role?

Buyers Only	Lead decisionmaker	Program lead and one of several decisionmakers	Consulted stakeholder but not decisionmaker or program lead	Indirectly involved/Aware	Not involved
Overseeing relationship with TMC	67%	25%	7%	1%	0%
Hotel sourcing/Hotel RFPs/Hotel supplier management	55%	33%	11%	1%	0%
Air sourcing/Air RFPs/Air supplier management	54%	32%	12%	2%	1%
Ground sourcing/Ground RFPs/Ground supplier management	49%	34%	13%	3%	2%
Selecting/configuring Online Booking Tool/Engine (OBT or OBE)	45%	41%	11%	2%	2%
Selecting Travel Management Company (TMC)	42%	47%	9%	1%	0%
Overseeing expense reporting/expense-related processes	17%	25%	40%	12%	5%
Overseeing TRM vendors	17%	28%	34%	11%	9%
Selecting/configuring expense tool	14%	23%	40%	14%	8%
Selecting/booking venues for internal or external meetings and/or events, or conducting meeting and/or event RFPs	14%	25%	33%	17%	11%
Managing internal or external meetings and/or event operations: overseeing logistics, registration, content, vendors, etc.	12%	20%	35%	19%	14%
Travel Risk Management (TRM)	11%	38%	37%	11%	3%

Selecting/overseeing payment providers	10%	27%	38%	14%	11%
Overseeing payment-related processes	9%	25%	42%	14%	10%
Reducing carbon emissions	7%	24%	45%	14%	10%
Sustainability/carbon emissions reporting	9%	27%	42%	12%	10%
Workforce mobility/employee relocations	3%	13%	43%	19%	23%

6. You mentioned you are involved with planning, organizing, or selecting venues for meetings and/or events at your company. Thinking about these responsibilities, approximately what percentage of your time do you spend on them? Please enter a percentage.

- Mean (average): 18.4%

7. Thinking about your own role, did the following happen in the past year?

	Yes	No	Not sure
Changed companies within the business travel industry	16%	84%	0%
Entered the business travel industry from another field	11%	89%	0%
Received promotion/job title change with current employer	25%	75%	0%
Changed departments with current employer	7%	93%	0%

8. Thinking about the year ahead, what is the likelihood that you will make the following career changes?

	Very Likely	Somewhat Likely	Neither likely nor unlikely	Not likely	Not likely at all
Expect to change companies within the business travel industry	5%	12%	18%	36%	29%
Expect to leave the business travel industry to work in a different field	1%	6%	12%	40%	42%
Expect to retire	1%	6%	4%	28%	60%
Expect to receive a promotion / job title change with current employer	6%	21%	26%	29%	19%
Expect to change departments with current employer	2%	6%	13%	42%	36%

9. Have you received—or do you expect to receive—the following types of compensation this year.

	Yes	No	Not sure
Base salary	95%	3%	1%
Commissions (e.g., tied to sales)	21%	77%	3%
Bonus (i.e., tied to my own performance or my company's performance)	78%	16%	6%

10. [DISPLAY IF Q9=YES FOR SALARY] Thinking about your base salary, which of the following best describes your situation this year (2024)?

- My salary has not yet been determined for 2024: 13%
- I took/expect to take a pay cut: 2%
- I received/expect to receive a small raise (0%-2.5%): 26%
- I received/expect to receive a modest raise (2.6%-5%): 44%
- I received/expect to receive a moderate raise (5.1%-7-5%): 8%
- I received/expect to receive a significant raise (More than 7.5%): 7%

11. [DISPLAY IF Q9=YES FOR COMMISSION] Thinking about your commission compensation this year, is it, or do you expect it will be? Note: This asks about commission compensation that is paid to you this year even if it was earned last year.

- Much higher than last year: 14%
- Somewhat higher than last year: 28%
- About the same as last year: 29%
- Somewhat lower than last year: 7%
- Much lower than last year: 8%
- Not sure: 13%

12. [DISPLAY IF Q9=YES FOR BONUS] Thinking about your bonus compensation this year, is it, or do you expect it will be? Note: This asks about bonuses that are paid to you this year even if they were earned last year

- Much higher than last year: 9%
- Somewhat higher than last year: 23%
- About the same as last year: 39%
- Somewhat lower than last year: 12%
- Much lower than last year: 7%
- Not sure: 10%

13. How would you rate your career in the business travel industry? Pick one.

- I love working in the business travel industry: I am living my professional dream, and I can't imagine doing anything else: 32%
- I like working in the business travel industry: I find my work interesting, engaging, and professionally rewarding – but there are some drawbacks: 53%
- There are pros and cons: There are some aspects about working in the business travel industry that I like and others that I do not like: 14%
- I tolerate it: There are a lot of drawbacks about working in the business travel industry, but I can live with them: 1%
- I do not like it: I do not like working in the business travel industry: 0%

14. If you could go back in time (before you had an established career), would you...?

- Still pursue a career in the business travel industry: 57%
- Pursue a different career path: 18%
- Not sure: 25%

15. [BUYERS/PROCUREMENT ONLY] Thinking about your company's 2023 overall global business travel bookings versus 2022, how would you say they compare? Your best estimate is fine.

- Significantly increased: 31%
- Moderately increased: 37%
- Slightly increased: 15%
- About the same/no significant change: 9%
- Slightly decreased: 4%
- Moderately decreased: 1%
- Significantly decreased: 1%
- Don't know/Not applicable: 1%

16. Thinking about your current role, would you say...?

- I have great work-life balance: I work reasonable hours and I can typically take vacation/personal time when I want to: 35%
- I have decent work life balance: I typically work reasonable hours but sometimes work longer than I want to; I typically can take vacation/personal time when I want to: 45%
- I would like more work-life balance: I often work longer hours than I would like to; or I sometimes cannot take vacation/personal time because I am too busy: 17%
- I have terrible work-life balance: I almost always work longer hours than I want to or cannot take vacation/personal time because I am too busy: 4%

17. [DISPLAY IF Q1=BUYER/PROCUREMENT] In general, do you feel you need more information or education about New Distribution Capability (NDC) / airline retailing / distribution?

- Yes: 71%
- No: 23%
- I am not familiar with NDC: 4%
- Don't know: 3%

18. [DISPLAY IF Q1=BUYER/PROCUREMENT] Do you feel your TMC has sufficient information on NDC and is sharing with you their plans including potential mitigation?

- Yes: 45%
- No: 40%
- I am not familiar with NDC: 5%
- Don't know: 10%

19. [DISPLAY IF Q1=BUYER/PROCUREMENT] Thinking about your travel program's implementation of NDC, which statement best represents your experience?

- We have started to implement NDC without experiencing any challenges: 3%
- We have started to implement NDC, and the transition has largely gone smoothly – but we have experienced a few challenges: 7%
- We have experienced some challenges when it comes to NDC implementation: 13%
- We have experienced many challenges when it comes to NDC implementation: 11%
- We have not started to implement NDC: 51%
- It's too early to say: 10%
- Not sure: 6%

20. [DISPLAY IF Q1=TMC OR Q3=GDS OR OBT] Thinking about your company's ability to distribute New Distribution Capability (NDC) content to your corporate clients, which statement best represents your experience?.

- It has gone smoothly – we have made NDC content available to clients without experiencing any challenges: 6%
- It has mostly gone smoothly - we have made NDC content available to clients and the transition has largely gone smoothly – but we have experienced a few challenges: 32%
- We have experienced some challenges when it comes to NDC content distribution: 22%
- We have experienced many challenges when it comes to NDC content distribution: 14%
- We have largely not made NDC content available to corporate clients: 7%
- It is too early to say: 17%
- Not sure: 3%

21. [DISPLAY IF Q1=BUYER/PROCUREMENT] Thinking about the overall roll-out of NDC in the industry, which of the following best describes your view?

- Airlines are moving too fast: Some airlines are trying to roll out NDC bookings too quickly and have not given third-party intermediaries—such as GDSs, TMCs, OBTs, and back-office technology providers—enough time to develop the technology and processes: 42%
- Intermediaries should be ready: Third-party intermediaries have had enough time to work on NDC and should be ready to efficiently handle and service NDC bookings: 37%
- Not sure: 17%
- Other: 4%

22. [DISPLAY IF Q1=BUYER/PROCUREMENT] Has your company budgeted for potential additional servicing costs for NDC-related bookings?

- Yes: 5%
- Not yet but our budgeting process is underway: 19%
- No, we have not and do not intend to do so: 60%
- Not sure: 16%