



GBTA Global Business
Travel Association

Many Voices. One Purpose.

GBTA Business Travel Industry Outlook Poll

November 18, 2024



Methodology

An online poll was conducted of GBTA constituents worldwide, including corporate travel managers and travel suppliers

- Data collection from October 4 through October 21, 2024
- An email invitation was sent to 17,490 travel professionals; a link to the survey was also included in GBTA's Daily News Brief sent to travel professionals worldwide
- In total, 895 business travel professionals responded
- Note: Some totals might not add to 100% because of rounding; each percentage is rounded to the nearest whole number





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2025 Industry Outlook and Priorities



Looking back since the beginning of the year, overall, how do you think business travel as a sector has fared in 2024?



27%

Better than what I expected



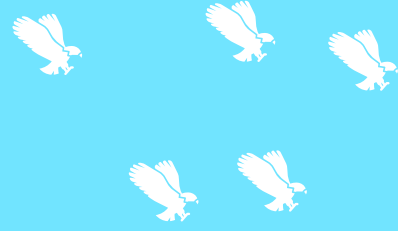
59%

On par with what I expected



11%

Worse than what I expected



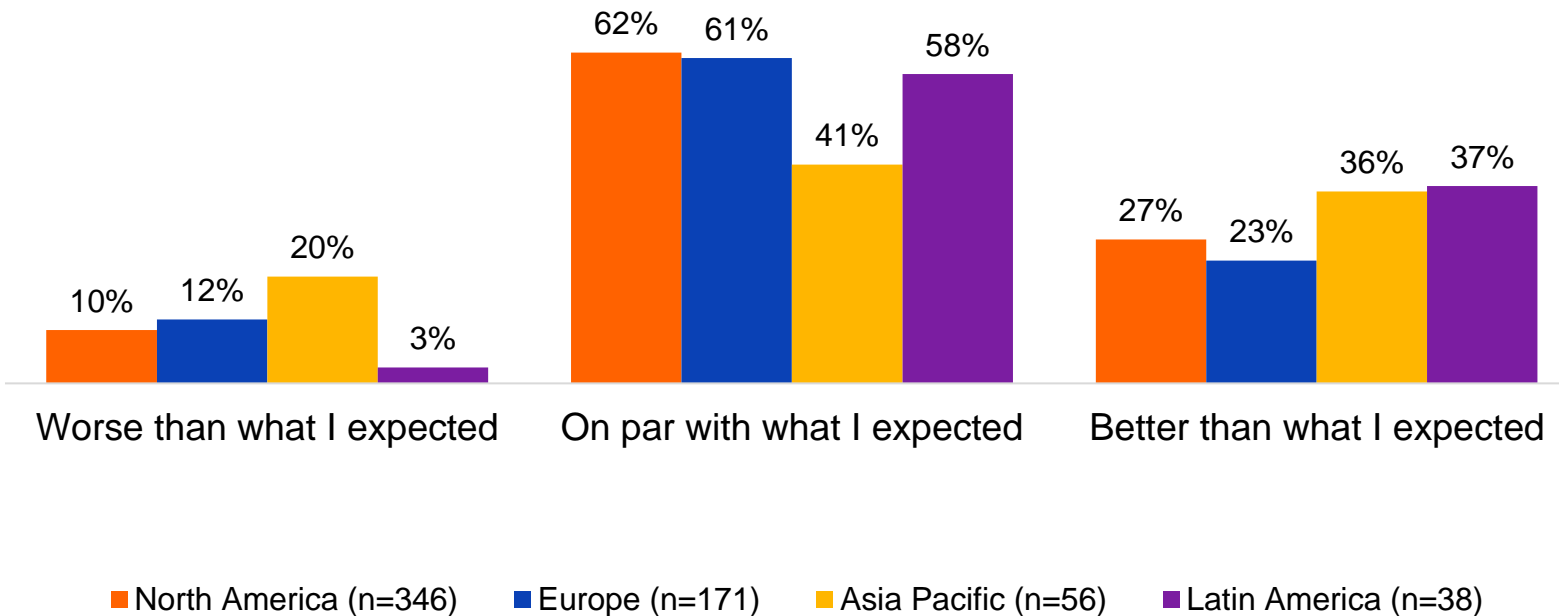
Business travel meets—and exceeds—expectations this year. A large majority of business travel professionals (86%) say the industry’s performance has been on par with (59%)—or better (27%)—than they expected at the start of the year.

Note: 2% indicate “don’t know”

Q. Looking back since the beginning of the year, overall, how do you think business travel as a sector has fared in 2024?
SELECT ONE. Note: Question displayed to buyers and suppliers (n=615)

Business Travel More Likely to Exceed Expectations in Asia Pacific and Latin America

Looking back since the beginning of the year, overall, how do you think business travel as a sector has fared in 2024?
by region

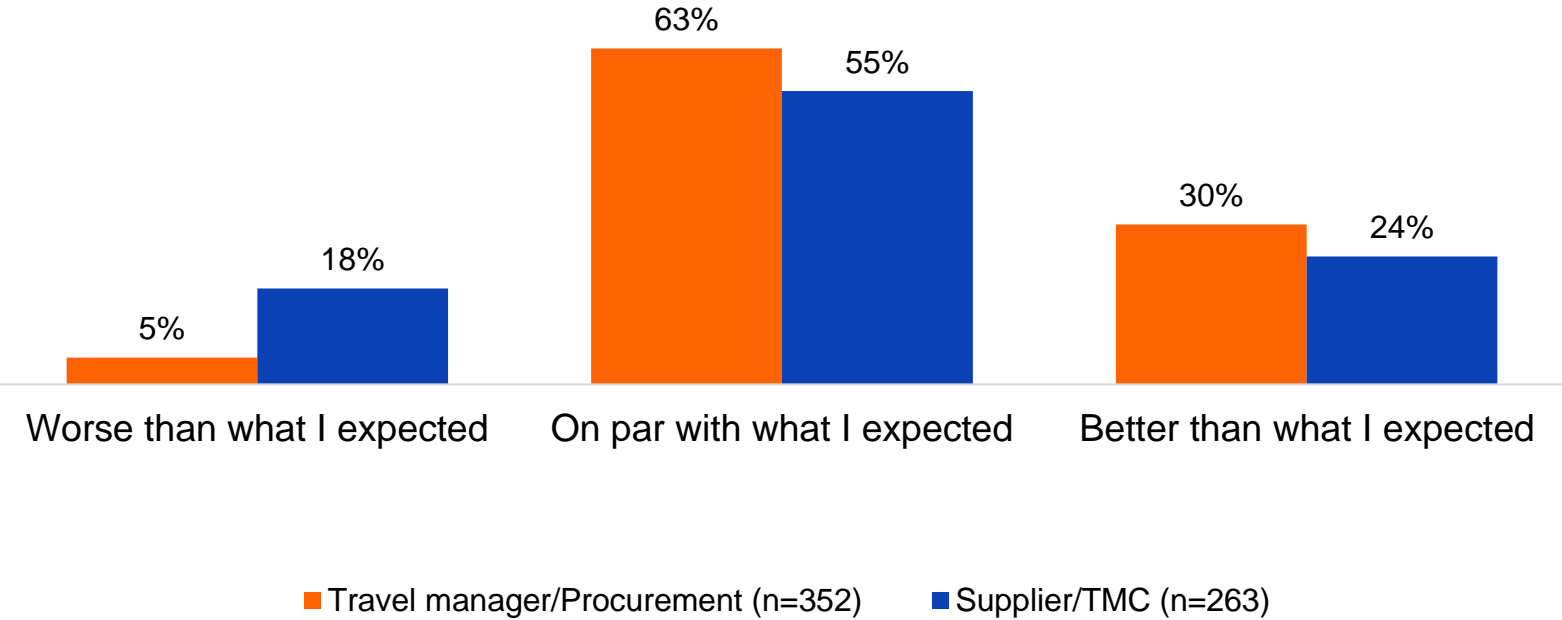


Business travel is more likely to exceed expectations in Asia Pacific and Latin America. More than one-third of business travel professionals in these two regions say the industry has fared better than they expected at the start of the year. This compares to roughly one-quarter in North America and Europe.

Q. Looking back since the beginning of the year, overall, how do you think business travel as a sector has fared in 2024?

Buyers More Likely to Say the Industry Performed On Par or Better Than Expected

Looking back since the beginning of the year, overall, how do you think business travel as a sector has fared in 2024?
by respondent type



Regardless of position, most business travel professionals say the industry's performance has met—or exceeded—expectations this year.

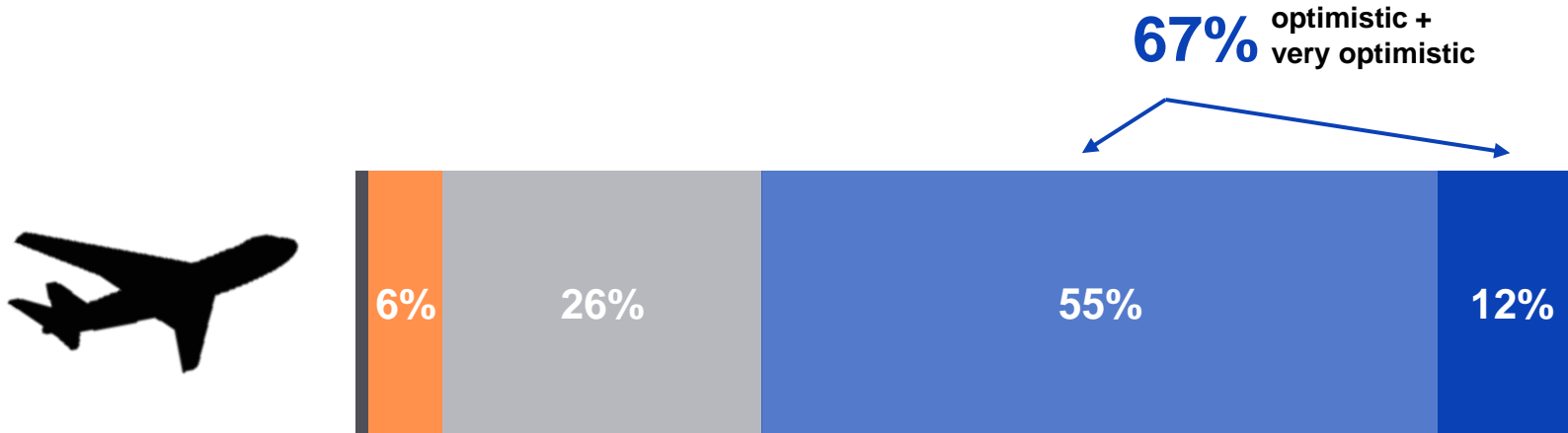
However, suppliers and TMC respondents (18%) are more likely than buyers (5%) to say the industry has performed worse than they expected at the start of the year.

Q. Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?

Widespread Optimism About the Year Ahead

Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?

■ Don't know ■ Very pessimistic ■ Pessimistic ■ Neither optimistic nor pessimistic ■ Optimistic ■ Very optimistic



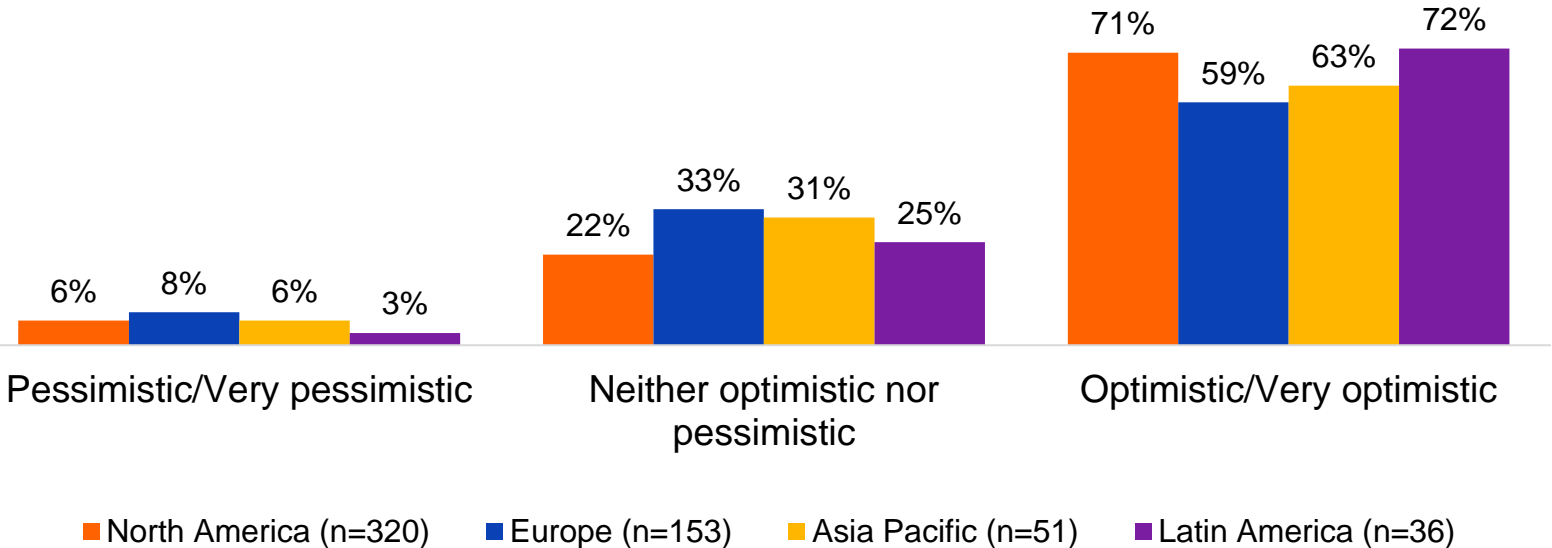
In a resilient and growing economy, business travel professionals are optimistic.

Two-thirds (67%) are optimistic about the industry outlook for the year ahead. Only 6% are pessimistic.

Q. Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry? (n=564)

Higher Optimism in North America and Latin America

Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?
by region



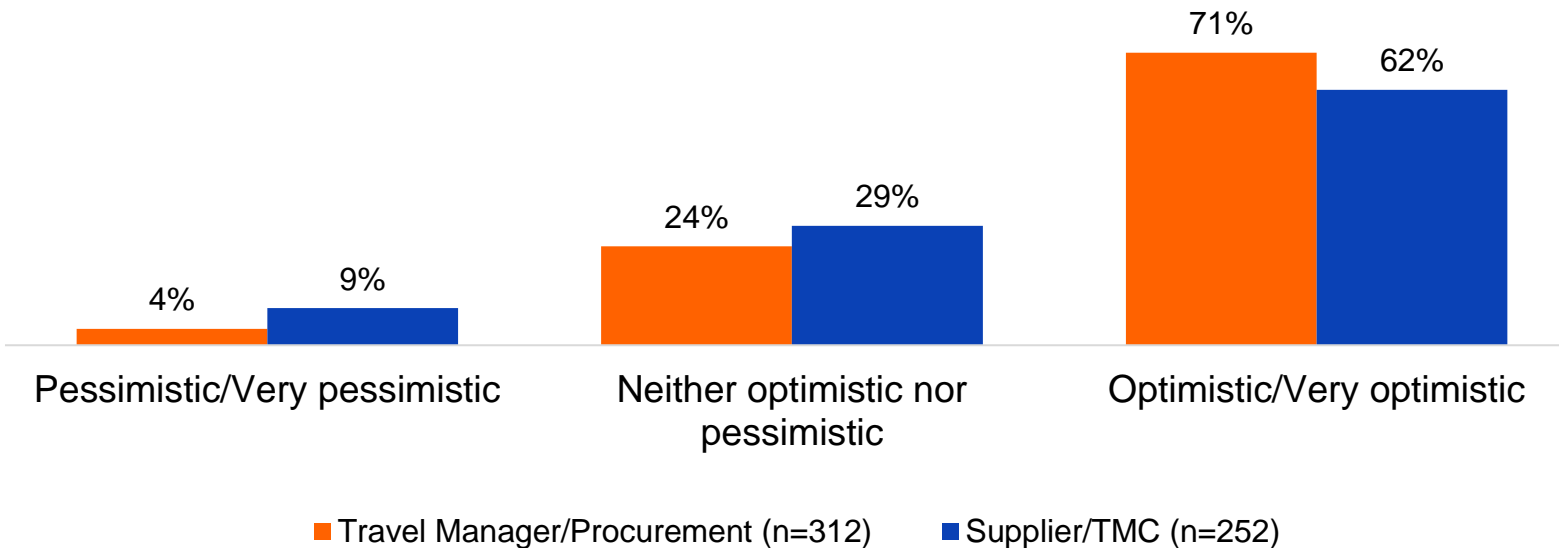
Across the world, business travel professionals have an optimistic outlook.

However, there is some regional variation. Seven in 10 industry professionals are optimistic in North America (71%) and Latin America (72%). This is slightly higher than in Asia Pacific (63%) and Europe (59%).

Q. Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?

Buyers Are More Optimistic

Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?
by region



Q. Thinking about the year ahead, how do you feel about the outlook overall for the business travel industry?

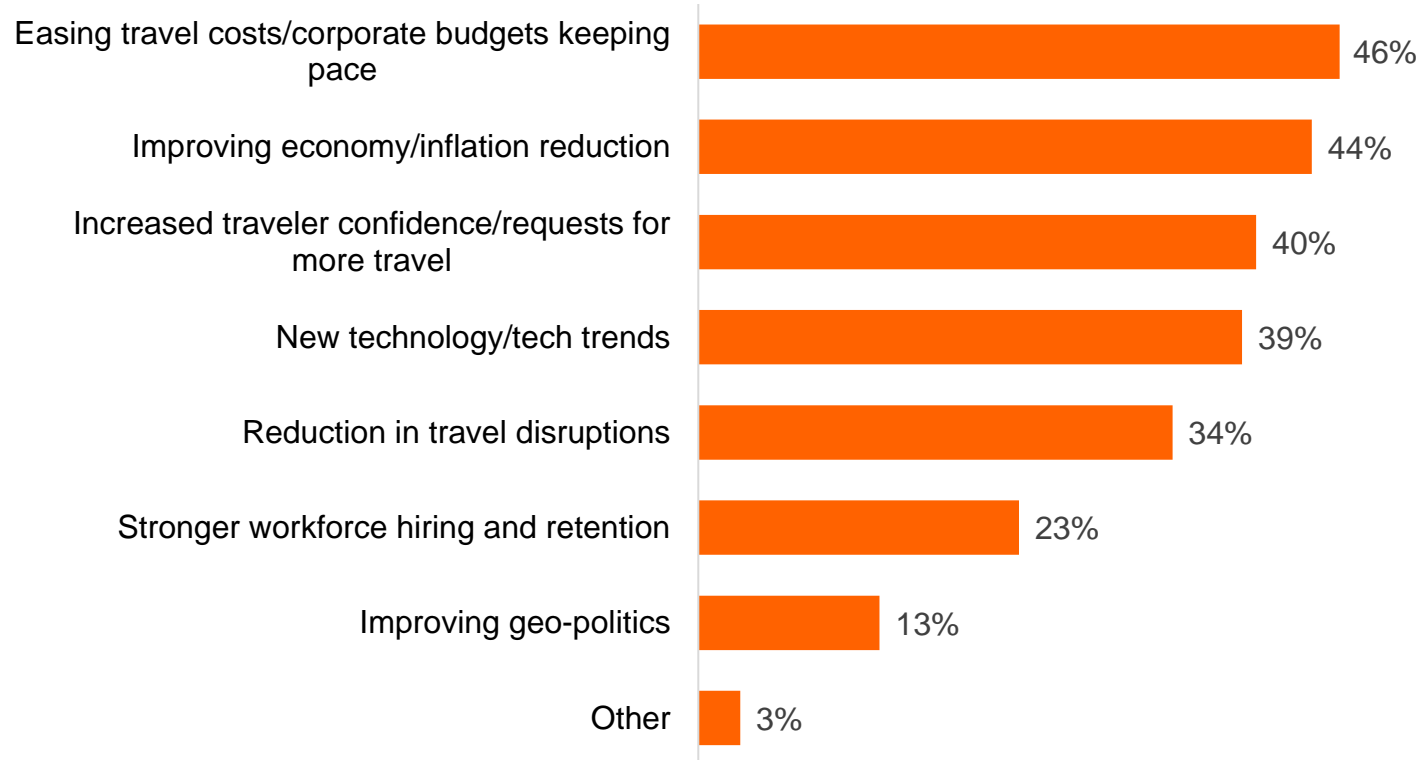
Buyers have a more optimistic outlook than Suppliers and TMCs.

Seven in 10 buyers (71%) are optimistic about the industry outlook over the next year. This compares to fewer supplier/TMC professionals (62%).

What's Behind the Optimism?

Which factors are most supporting the business travel sector?

up to three answers allowed



Q. What factors do you perceive as the most significant developments that has (or will) support the overall business travel sector in 2024?

Note: Question only displayed to buyers and suppliers (n=584)

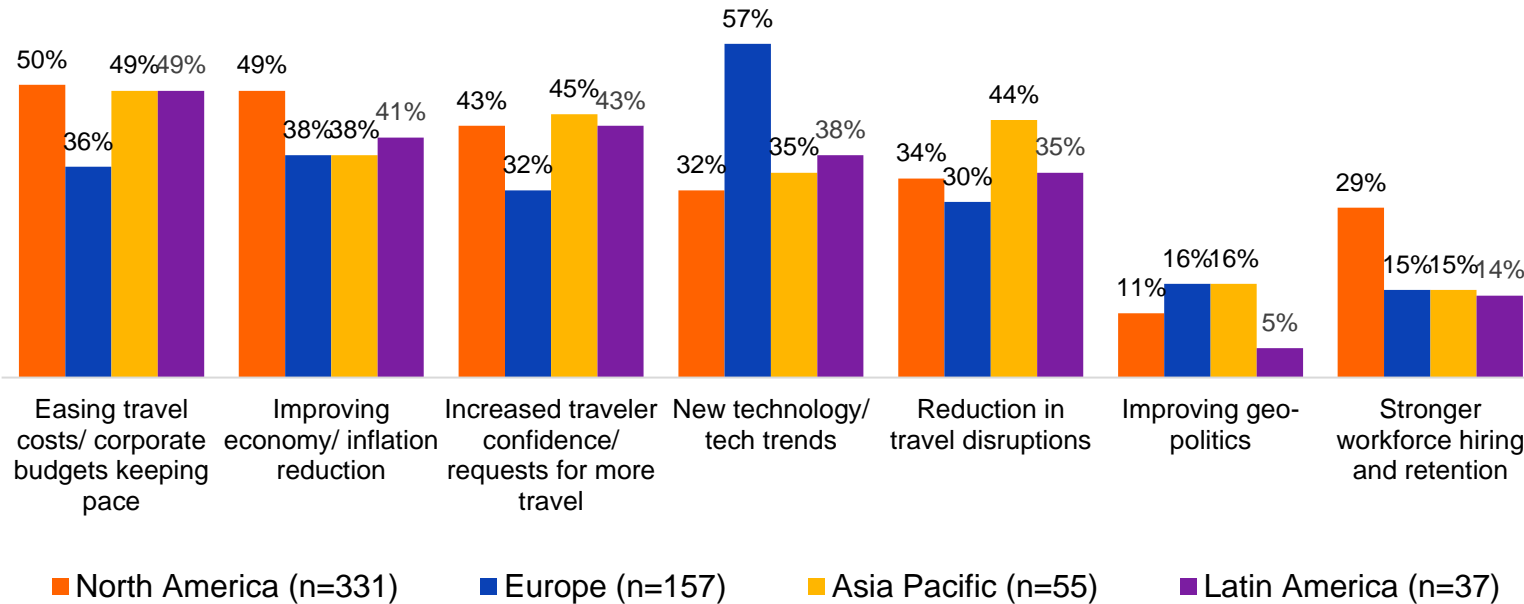
Business travel professionals are optimistic about the year ahead (see page 7) – and there are several reasons why.

Asked to pick up to three factors that are most supporting the business travel industry, they most commonly say easing travel costs/corporate budgets keeping pace (46%), improving economy/inflation reduction (44%), and increased traveler confidence/more requests for travel (40%). New tech is a very close fourth choice (39%).

Promise of New Tech Rises to the Top in Europe

Which factors are most supporting the business travel sector?

% included in top 3 by respondent type



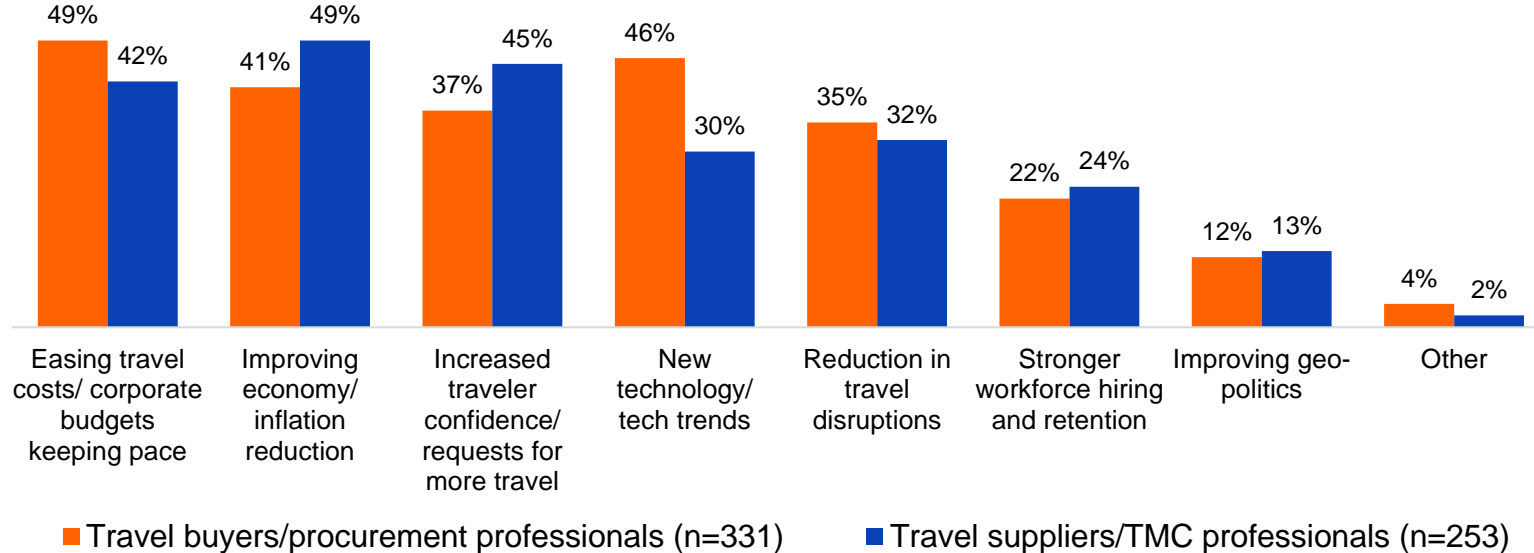
Q. What factors do you perceive as the most significant developments that has (or will) support the overall business travel sector in 2024?

Note: Question only displayed to buyers and suppliers

Europe-based business travel professionals are less likely to mention easing travel costs/corporate budgets as one of the top three factors supporting business travel – and far more likely to cite new technology and tech trends as the most important factor for their optimistic outlook.

Buyers and Suppliers Differ Slightly in What They See Most Buoying the Industry

Which factors are supporting business travel?
% included in top 3 by region



Q. What factors do you perceive as the most significant developments that has (or will) support the overall business travel sector in 2024?

Note: Question only displayed to buyers and suppliers

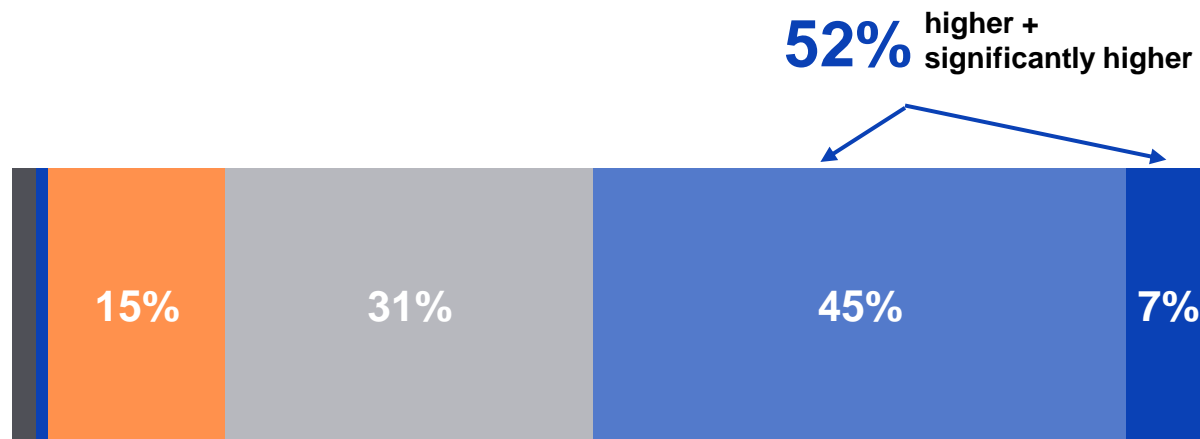
There are some differences between buyers and suppliers when it comes to the factors that are perceived to support business travel.

Buyers are more likely to say that easing travel costs and corporate budgets keeping pace along with new technology are among the top three factors, while suppliers/TMC professionals are more likely to mention an improving economy and increased traveler confidence.

Buyers Expect Higher Travel Budgets / Spending Next Year

How do anticipate your company's 2025 travel spending will compare (or is likely to compare) to your 2024 spending?

■ Don't know ■ Significantly lower (decrease of 25%+) ■ Lower (decrease of 1-25%) ■ The same ■ Higher (1-25%) ■ Significantly higher (more than 25%)



Q. How do anticipate your company's 2025 travel spending will compare (or is likely to compare) to your 2024 spending?

Note: Question only displayed to travel buyers/procurement professionals (n=365)

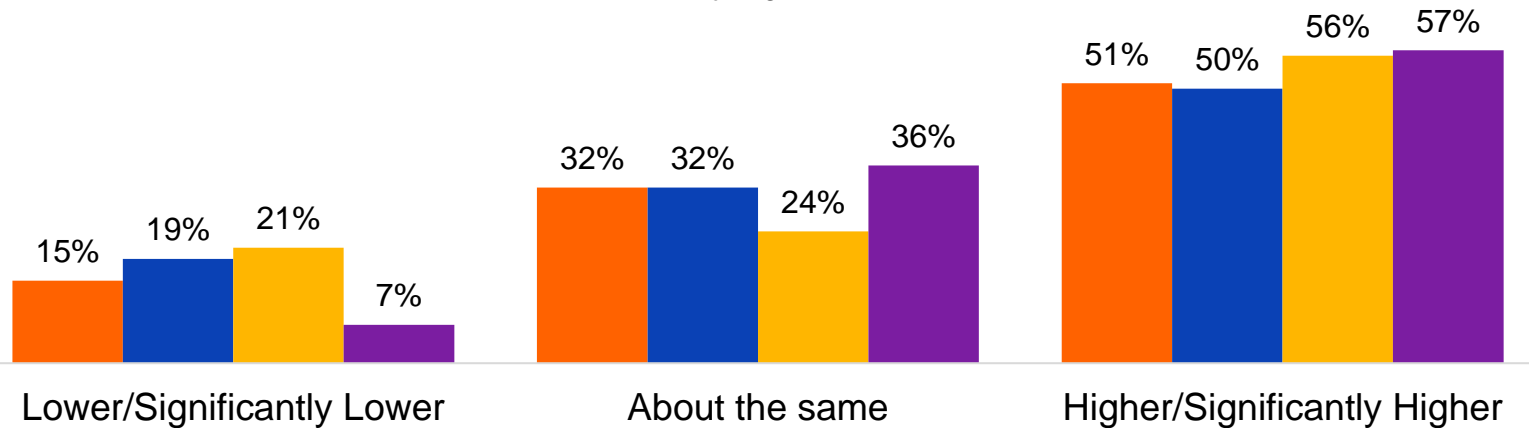
Buyers generally expect higher travel spending in 2025.

More than half (52%) expect their company's travel spending will increase next year. Almost one-third (31%) expect spending will remain the same. Only 16% expect their company's travel spending will decrease next year.

2025: The **Travel Buyer's** Perspective

Regardless of Region, Travel Spend Is Expected to Increase

How do anticipate your company's 2025 travel spending will compare (or is likely to compare) to your 2024 spending?
by region



■ North America (n=190) ■ Europe (n=111) ■ Asia Pacific (n=34) ■ Latin America (n=28*)

Q. How do anticipate your company's 2025 travel spending will compare (or is likely to compare) to your 2024 spending?

Note: Question only displayed to travel buyers/procurement professionals

***indicates small sample size for buyers in Latin America (n<30)**

Buyers around the world expect higher travel spending.

In each of the four regions surveyed, at least half of buyers expect their company's travel budgets/spending will be higher next year.

Despite Economic Concerns, Most Travel Programs Do Not Currently Plan to Limit Business Travel



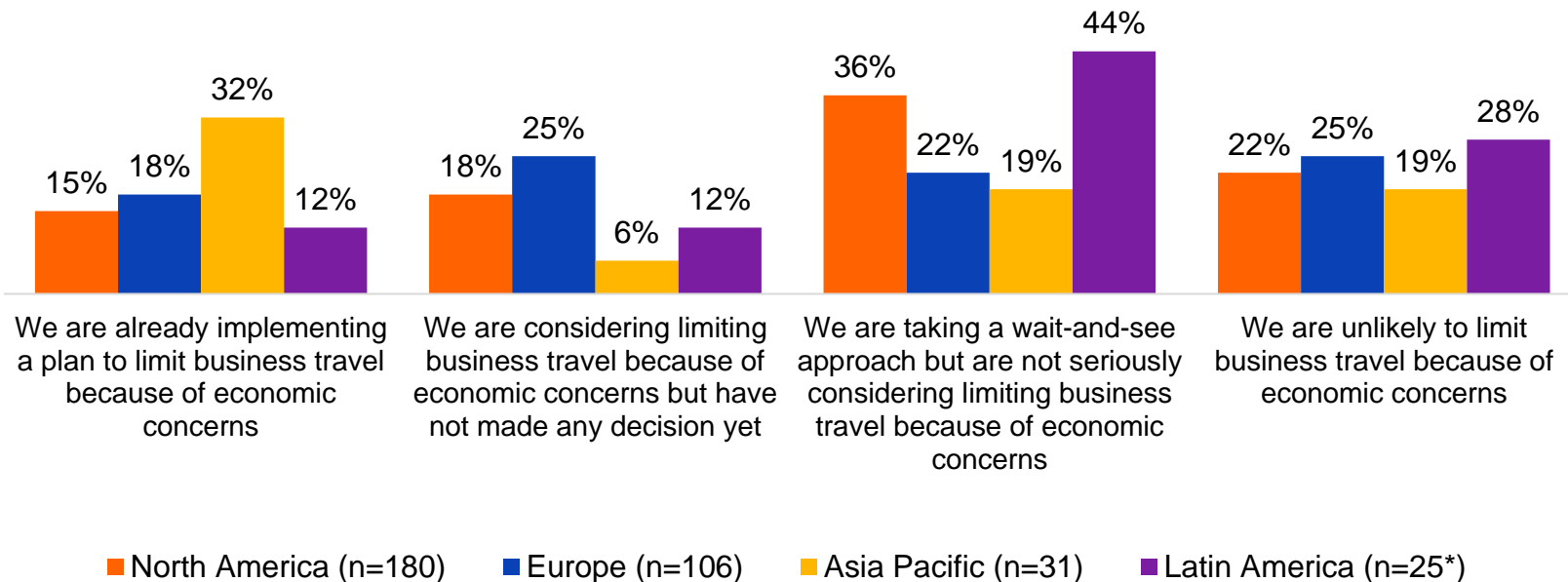
Q Looking ahead to 2025 in terms of economic considerations, which of the following best describes your likely approach? **Note: Question only displayed to travel managers/procurement professionals (n=344).**

Over the past year, recession fears have eased. While travel programs keep an eye on the economy, few plan to limit business travel.

Only 17% are limiting business travel because of economic concerns. Most (55%) are unlikely to limit business travel (24%) or are not seriously considering limiting business travel (31%).

European Buyers Are More Cautious Than Those in Other Regions

Looking ahead to 2025 in terms of economic considerations, which of the following best describes your likely approach?
by region



Q. Looking ahead to 2025 in terms of economic considerations, which of the following best describes your likely approach?

Note: Question only displayed to travel managers/procurement professionals

*** Indicates small sample size for buyers in Latin America (n<30)**

European travel programs are taking a more cautious approach. More than two in five Europe-based travel buyers (43%) say their company is implementing or considering a plan to limit business travel because of economic concerns. This is higher than the share in North America (33%), Asia Pacific (38%), and Latin America (24%).

Changing travel patterns

Business travel is growing – a trend that is expected to continue. As important as it is to anticipate travel *demand*, it is also important to understand *how* employees travel.

A key goal of this poll was to understand how **business travel patterns evolved** over the past year. Are employees taking longer trips? Are they taking fewer day trips? Are they engaging in “premium” travel? Are they extending work trips for personal aspects?

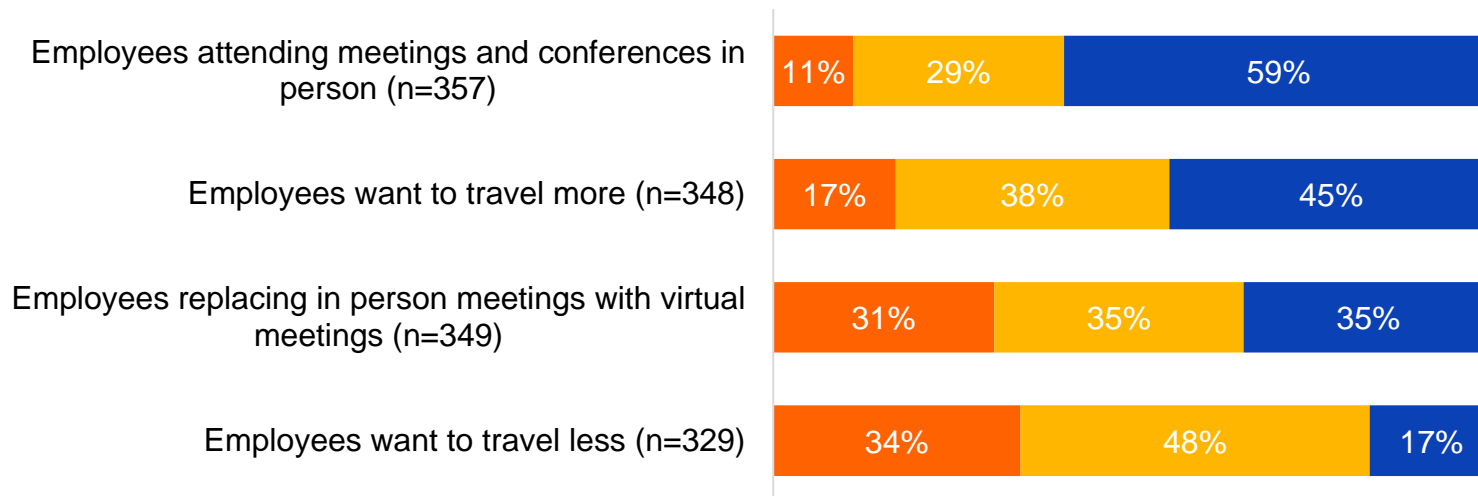
These questions are relevant to buyers *and* suppliers. They help buyers benchmark their company against peers. They help suppliers and TMCs understand how to serve customers in a changing marketplace. And they help all of us understand the ultimate consumer within our industry: the business traveler.



In-Person Meetings Continue to Stage a Comeback

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**

In-person meetings continue to bounce back.

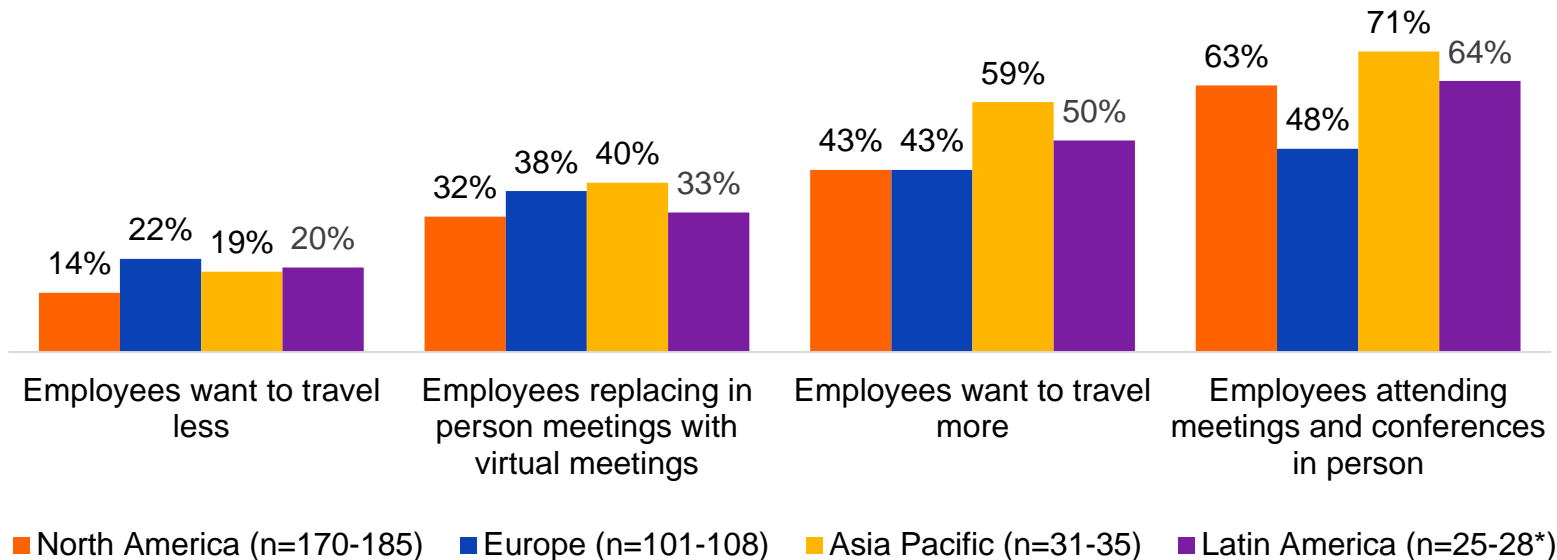
Three in five buyers (59%) say their company's employees are attending more in-person meetings and conferences today than they did a year ago. Only 11% say their company's employees are attending fewer in-person meetings and conferences.

While employees sometimes replace in-person meetings with **virtual** meetings—because of sustainability or cost considerations — this trend appears to have peaked. One-third of buyers (35%) saw an increase in the number of employees replacing in-person meetings with virtual meetings in the past year. However, this is almost identical to the share (31%) who saw a decrease.

The **Travel Buyer's** Perspective

In Two Regions, the Shift to Virtual Meetings Still Rising

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Results filtered to only show travel buyers/procurement professionals**

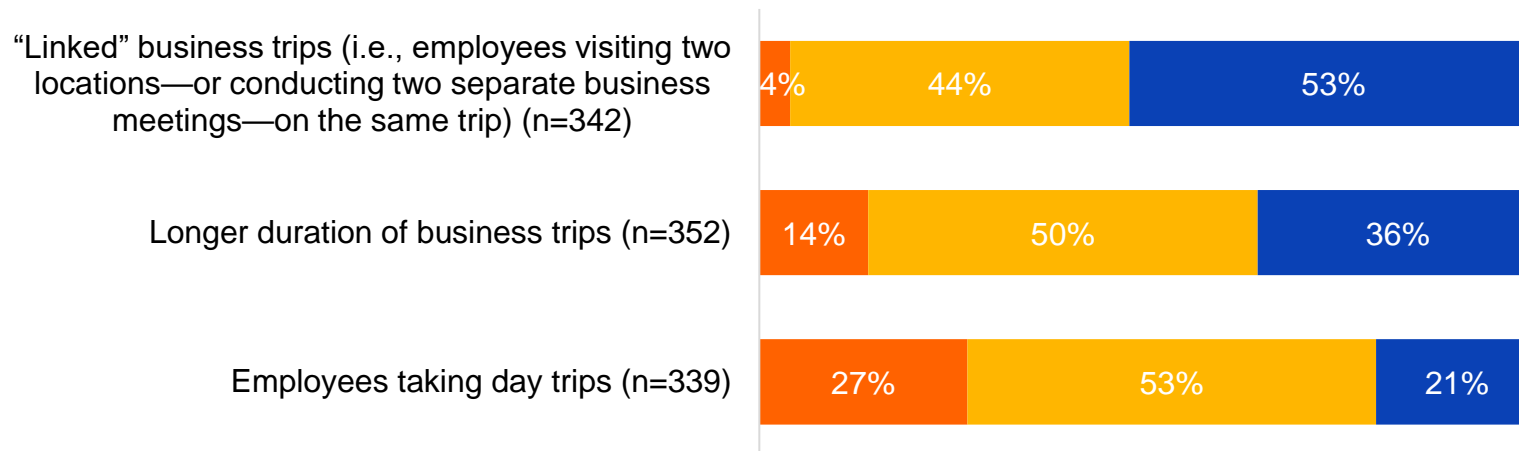
In Europe and Asia Pacific, the shift to virtual meetings still appears to have legs.

In these two regions, the number of buyers who are seeing an increase in employees replacing in-person meetings with virtual meetings is higher than the number who are seeing a decrease. In North America and Latin America, a larger number are seeing a decrease than an increase.

For the Second Straight Year, Multi-Purpose Business Trips Continue to Grow

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



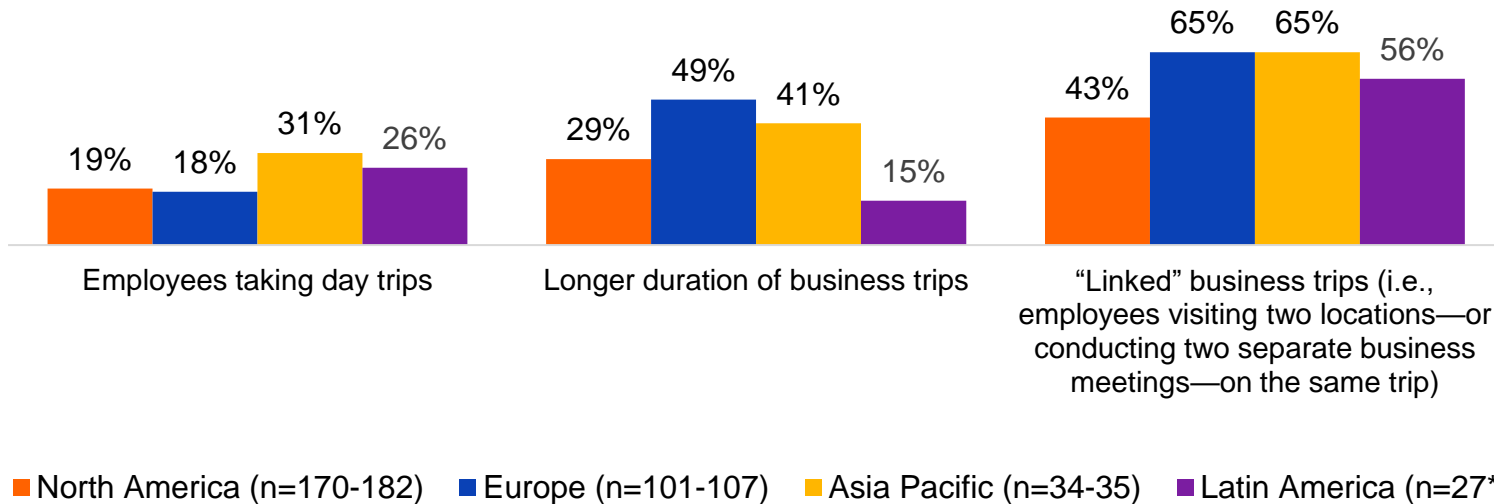
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Results filtered to only show travel buyers/procurement professionals**

"Linked" business trips combine multiple meetings or stops together in a single trip. For instance, a salesperson might fly to a city, meet with a client, and take a train to a different city—and meet a different client — and then fly home. This can save money and reduce emissions. These trips continue to grow. Half of buyers (53%) say their company's employees are taking more linked trips today than they did a year ago. Only 4% say employees are taking fewer of these trips.

Day trips decline – while trip duration increases. A larger number of buyers are seeing **fewer day trips** (27%) over the past year than are seeing more of these trips (21%). In addition, a decent number of buyers (36%) are seeing a **longer duration** of trips. This could be driven by fewer day trips and more linked trips.

Day Trips See the Most Decline in North America and Europe

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



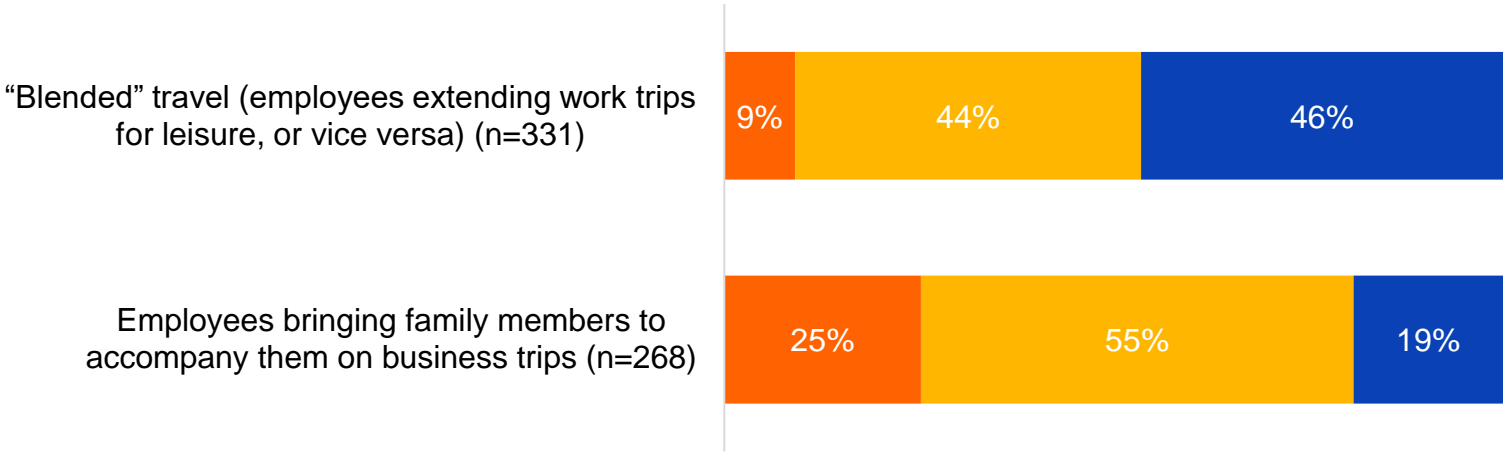
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Results filtered to only show travel buyers/procurement professionals**
***indicates small sample size for Asia Pacific and Latin America-based travel managers (n<30)**

Day trips see the most decline in North America and Europe. In both regions, fewer than one in five buyers have seen an increase in the number of day trips over the past year. A larger number in each region have seen a decrease (26% North America; 30% Europe).

“Blended” Travel Continues to Have Staying Power

To what degree have you seen the following new patterns or preferences emerge over the past year among your company’s business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



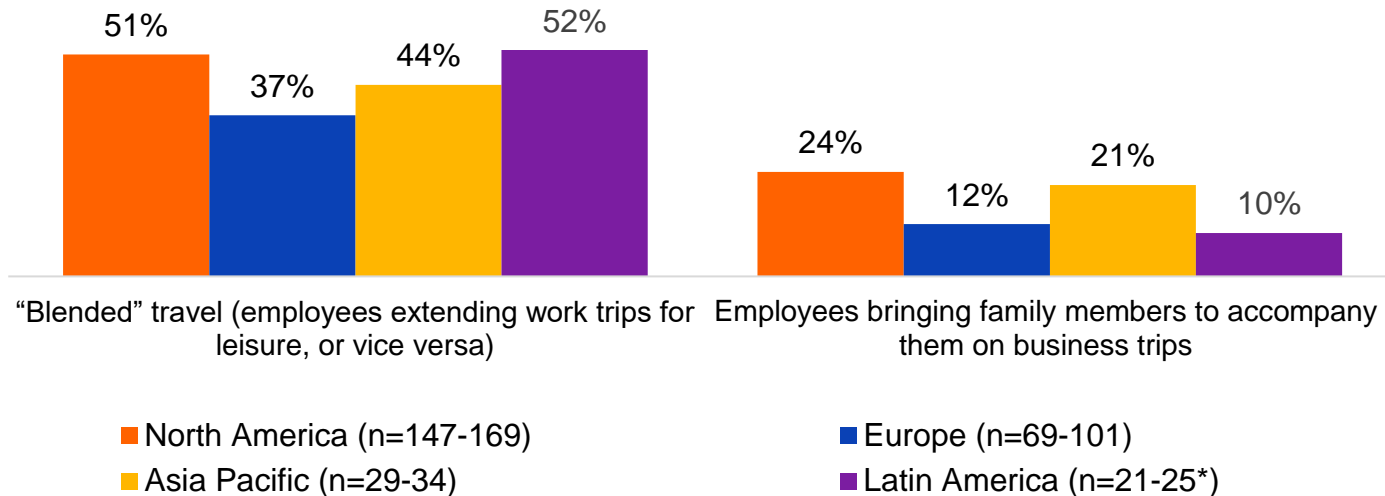
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company’s business travelers? **Note: Question only displayed to travel buyers/procurement professionals**

“Blended” travel involves extending work trips for leisure or personal purposes. These trips skyrocketed following the COVID-19 pandemic as employees had flexibility to work away from a physical office.

Is the party over for blended travel? This year, several major companies mandated a full-time return to office. Yet, not only has blended travel persisted; it even appears to have grown. Almost half of buyers (46%) say employees at their company are taking more blended trips today than they did a year ago. Only 9% say employees are taking fewer blended trips.

Blended Trips Grow in All Regions

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



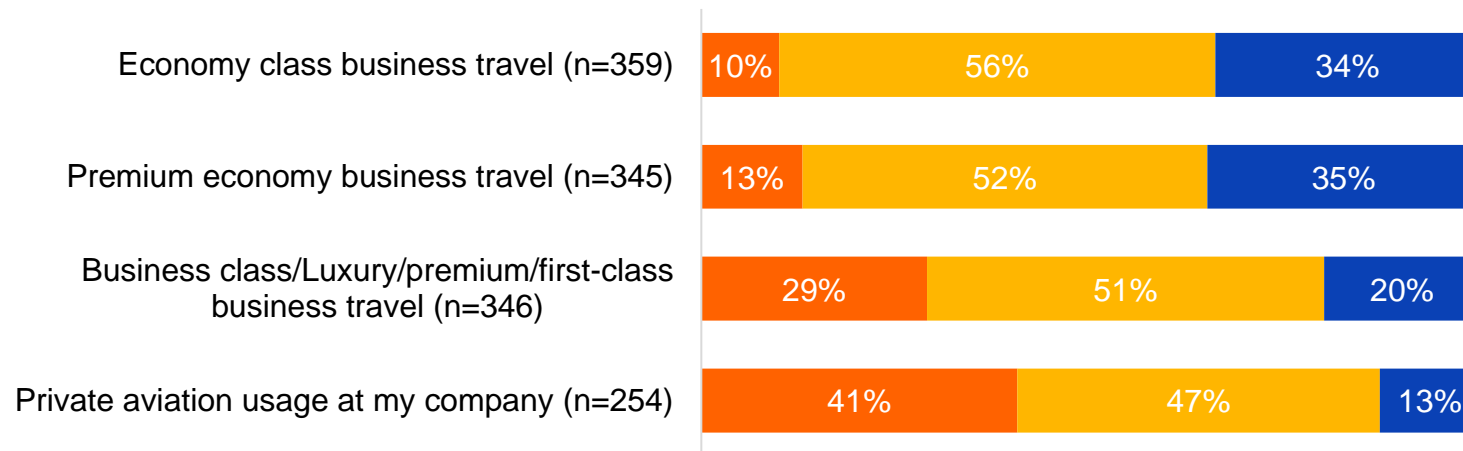
Blended trips grow everywhere. In all four regions surveyed, a larger number of buyers are seeing an increase in blended trips than a decrease.

Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**
***indicates small sample size for Latin America-based travel managers (n<30)**

Premium Economy Travel Grows for 35% of Buyer Companies

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**

Premium economy is the rising star for airline class of service growth.

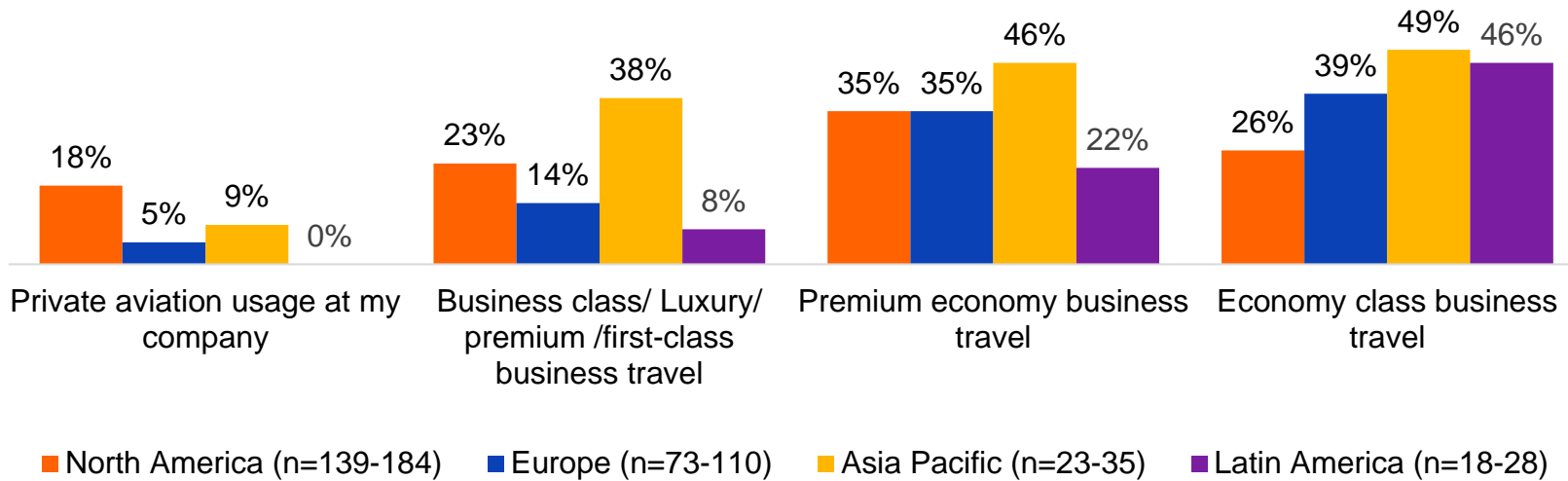
Premium economy continues to grow YOY. Over a third of buyers (35%) have seen an increase in premium economy air travel over the past year. To counter that, almost one-third (29%) say their company's employees are engaging in less business class or first-class air travel.

Two in five buyers (41%) have seen a decline in private aviation usage at their company over the past year.

The **Travel Buyer's** Perspective

APAC Leads in Growth Among All Commercial Air Classes of Service; Europe and LATAM Slowest Growth on Business / First Class

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



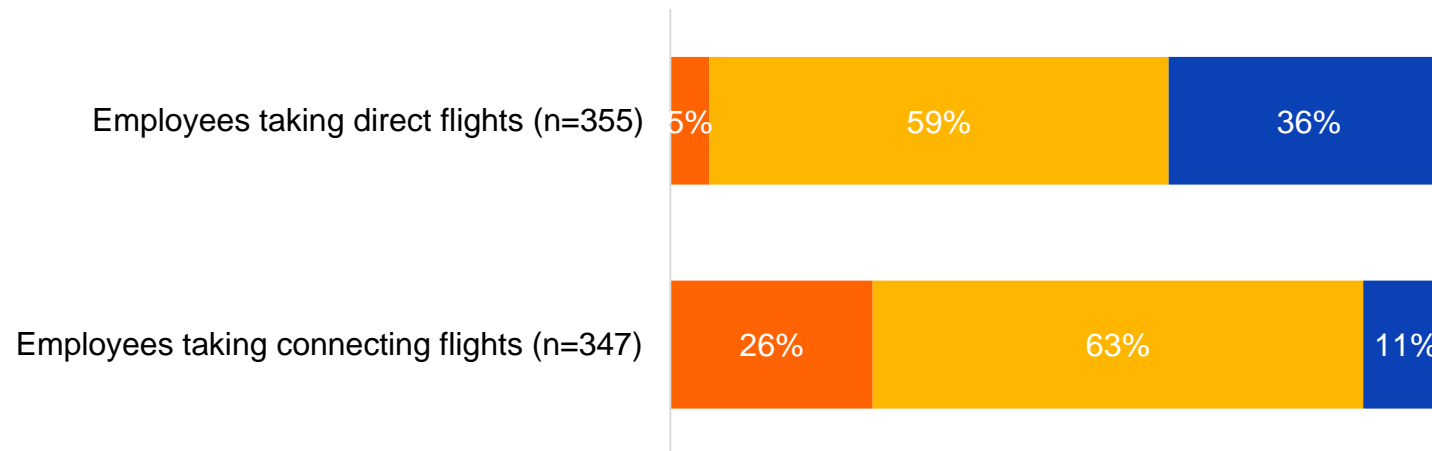
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**
***indicates small sample size for Latin America-based travel managers (n<30)**

APAC buyers have seen the most growth in all classes of commercial airline service. Europe seems to be shifting the fastest from front of cabin to middle. Two in five Europe-based buyers (43%) are seeing **less** business/first-class travel at their company today than they did a year ago. Only 14% are seeing more business/first-class travel.

Direct Flights Continue to Gain

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**

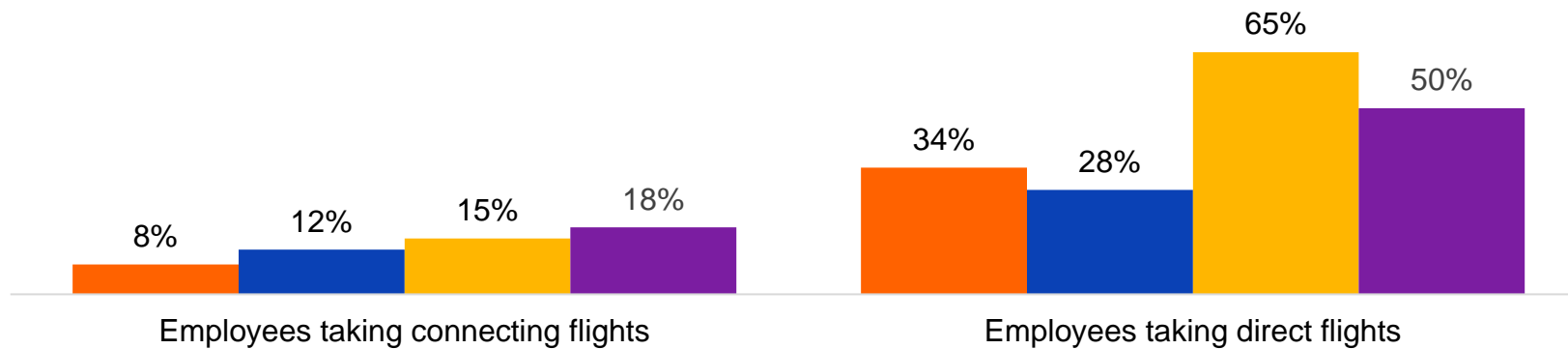
Direct flights continue to gain.

More than one-third of travel buyers (36%) are seeing more **direct flights** at their company than they did a year ago. Only 11% are seeing more **connecting flights**. A larger number (26%) are seeing fewer connecting flights.

This might be driven by airline capacity growth—which has increased the number of flights and routes available—as well as willingness of companies to potentially pay extra for direct flights because of emission reduction goals.

Direct Flights See the Most Growth in Asia Pacific

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



■ North America (n=179-182) ■ Europe (n=105-109) ■ Asia Pacific (n=33-34) ■ Latin America (n=28*)

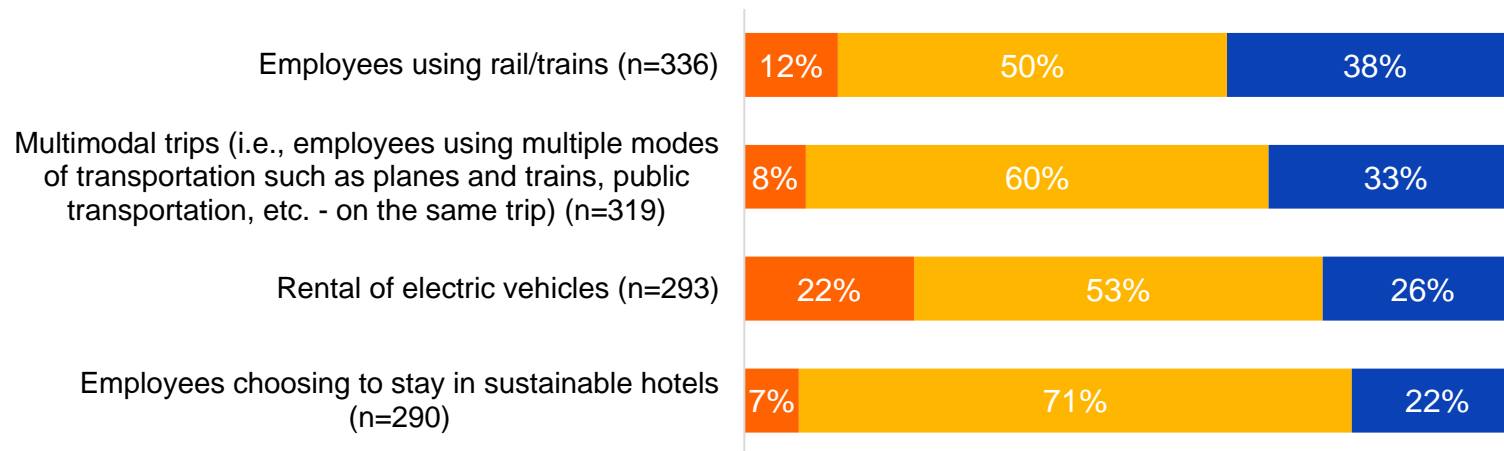
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**
***indicates small sample size for Latin America-based travel managers (n<30)**

Two-thirds of Asia Pacific-based buyers (65%) are seeing employees take more direct flights than they did a year ago.

Employees Making More Sustainable Travel Choices

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?

- We are seeing a lot less/Somewhat less than a year ago
- We are seeing the same amount
- We are seeing a lot more/Somewhat more than a year ago



Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**

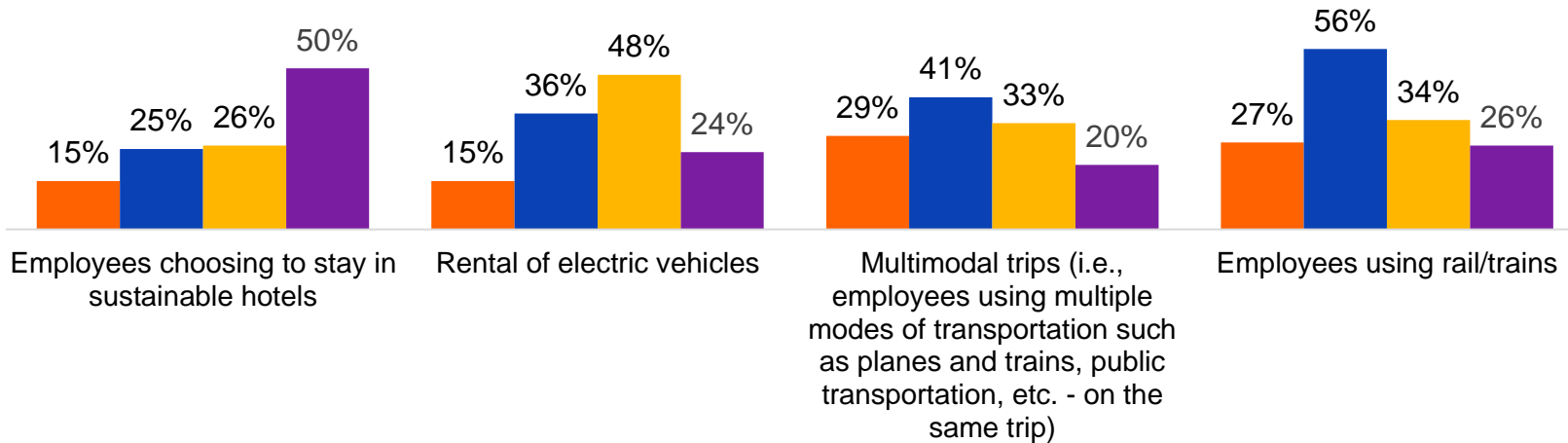
Employees embrace rail travel – and multimodal trips grow.

More than one-third of travel managers (38%) say employees at their company are using rail/trains more today than they did a year ago.

This has helped drive an increase in **multimodal trips** which involve using different modes of transportation. For instance, an employee might fly to a particular city – and then take a train to their final destination. One-third of buyers (33%) have seen an increase in multimodal trips.

Europe Leads on Rail / Multimodal Growth

To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers?
% seeing "somewhat more" or "a lot more" by region



■ North America (n=141-168) ■ Europe (n=93-111) ■ Asia Pacific (n=29-33) ■ Latin America (n=21-25*)

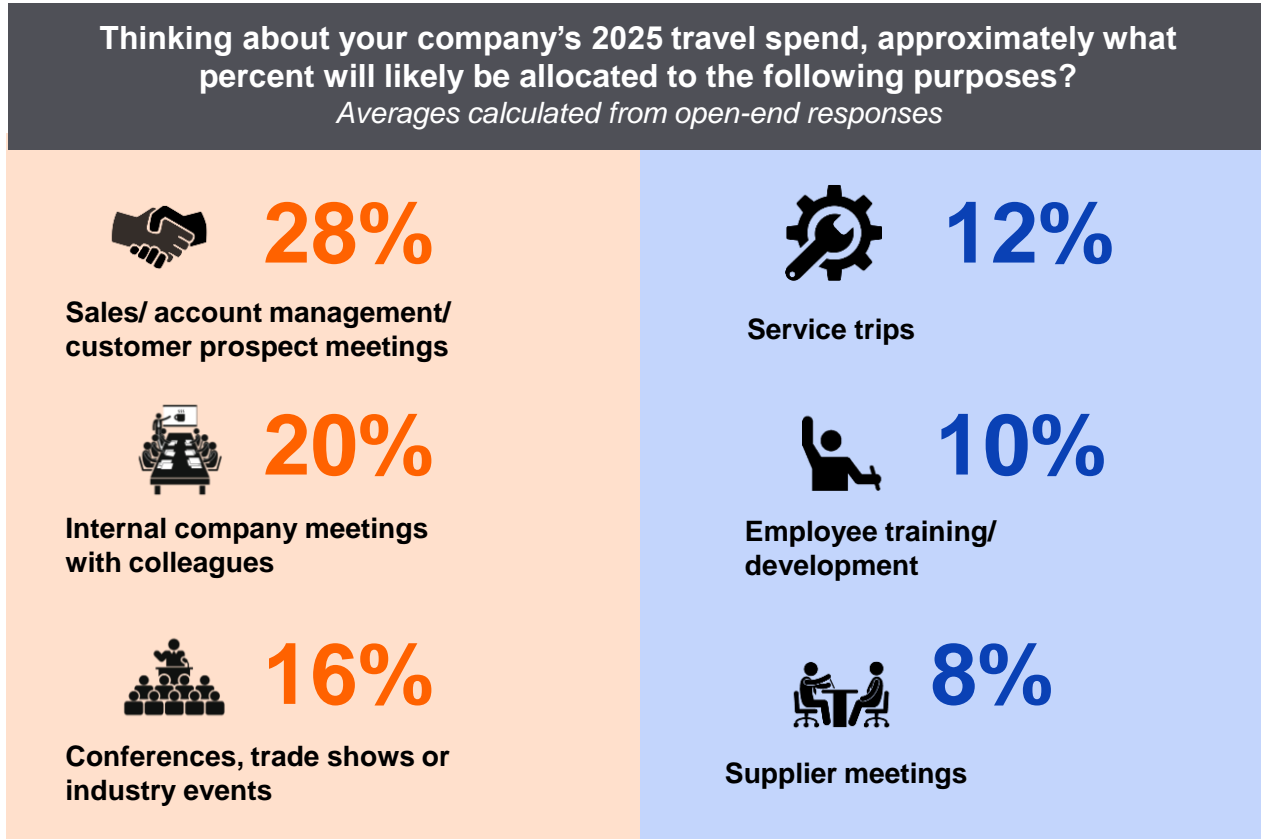
Q. To what degree have you seen the following new patterns or preferences emerge over the past year among your company's business travelers? **Note: Question only displayed to travel buyers/procurement professionals**
***indicates small sample size for Latin America-based travel managers (n<30)**

Europe is at the center of the multimodal movement. Wide availability of passenger rail – and fairly close proximity of major European cities—make these trips uniquely feasible. The challenge is still with booking a single itinerary – with an air and rail component – through a TMC or corporate booking tool.

However, industry players are working to solve this challenge – and multimodal trips are gaining ground. Two in five European buyers (41%) are seeing more multimodal trips today than they did a year ago.

The **Travel Buyer's** Perspective

Stabilization of Trip Reasons YOY



Note: Respondents estimate that an additional 7% of their spend, on average, will be allocated to "other" types of trips

Q. Thinking about your company's 2025 travel spend, approximately what percent will likely be allocated to the following purposes?
Please enter a percentage (0%-100%) for each row.

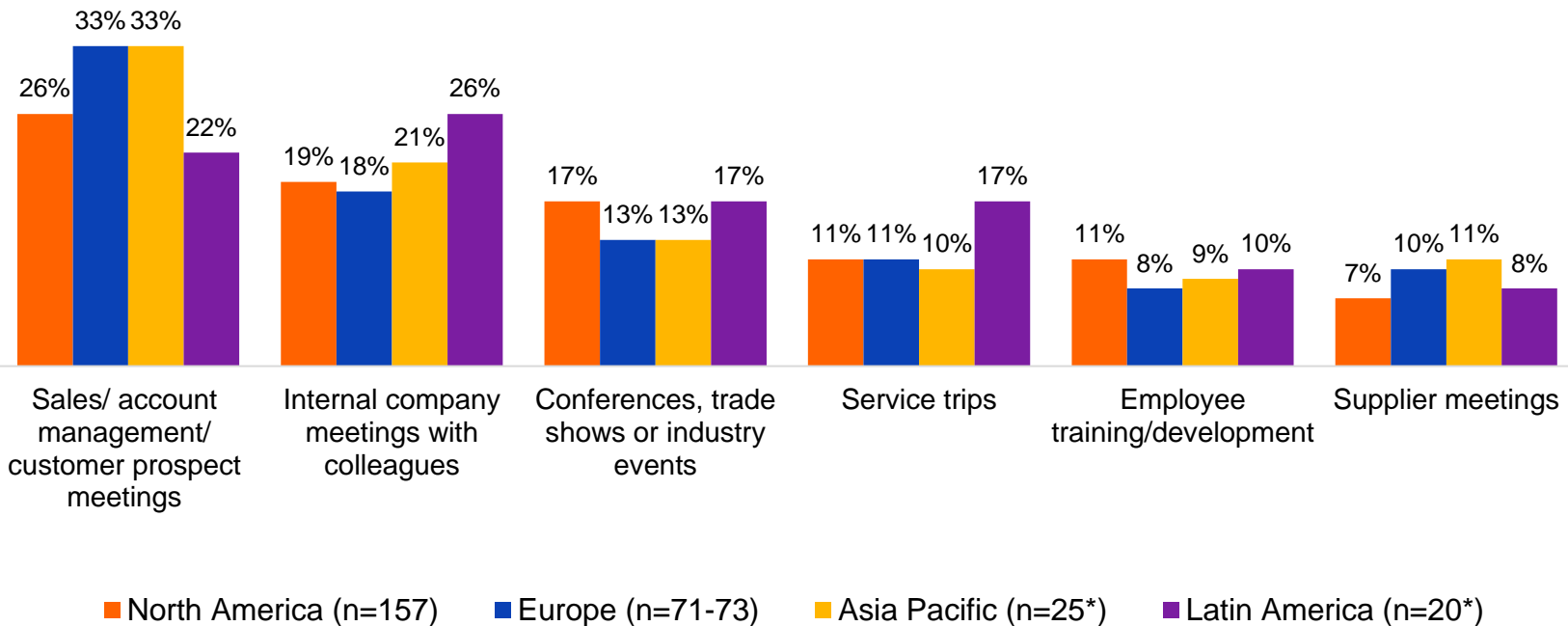
On average, travel buyers expect 28% of their company's trips in 2025 will be sales/account management trips; 20% will be internal company meetings; and 16% will be conferences, trade shows, or events.

These averages are similar to those that buyers expected at the start of 2024, as shown in the January 2024 edition of the *GBTA Business Travel Outlook Poll*.

The Travel Buyer's Perspective

Does the Top Trip Reason Vary by Region?

Thinking about your company's 2025 travel spend, approximately what percent will likely be allocated to the following purposes?
averages by region



Sales/prospecting trips are the number one reason in most markets for business trips. This differs only in LATAM where internal meetings are the top reason to travel.

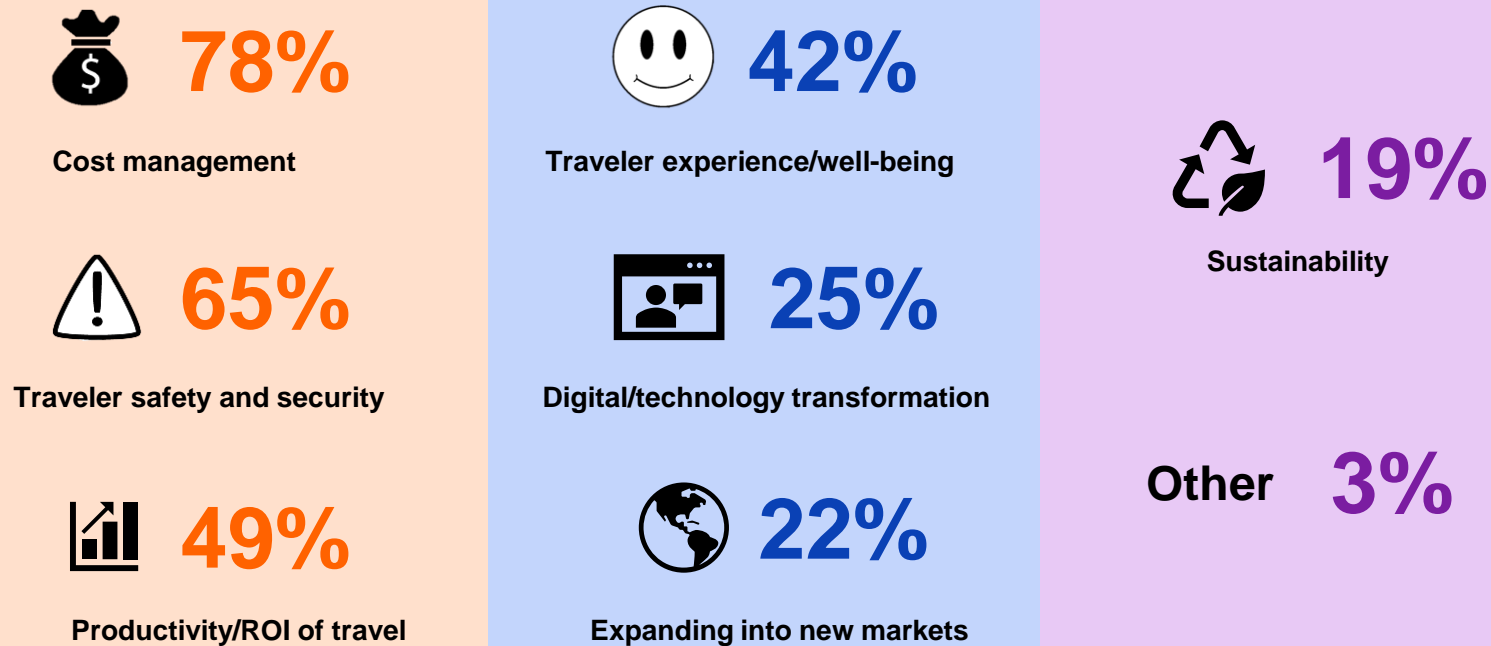
On average, conference travel is overall the third top reason and represents a slightly larger share of the mix in North America (17%) and Latin America (17%) than in Europe (13%) and Asia Pacific (13%).

Q. Thinking about your company's 2025 travel spend, approximately what percent will likely be allocated to the following purposes?
Please enter a percentage (0%-100%) for each row.
 *indicates small sample size of buyers who were able to provide an estimate in Asia Pacific and Latin America (n<30).

The **Travel Buyer's** Perspective

Cost and Risk Management Remain the Top Priorities for Those Who Manage Corporate Travel Programs

Top Strategic Priorities for Travel Programs Next Year
% included in top 3 (out of 8 possible)



Cost management remains the top priority for travel programs. More than three-quarters of buyers (78%) say cost management is one of the top three strategic priorities for their travel program next year. This is higher than any other priority tested.

Yet in recent years, industry consultants and thought leaders have challenged companies to think about the return on investment (ROI) or “value” of business travel. They have developed tools and frameworks to help companies evaluate the “business case” of proposed business trips. A high-cost trip could be worthwhile if it has high ROI. A low-cost trip might still be wasteful if the ROI is even lower than the cost.

These efforts appear to have influenced buyers. Half of buyers (49%) say the **productivity/ROI of travel** is one of their company’s top strategic priorities next year. This is higher than other key priorities such as traveler well-being (42%) and sustainability (19%).

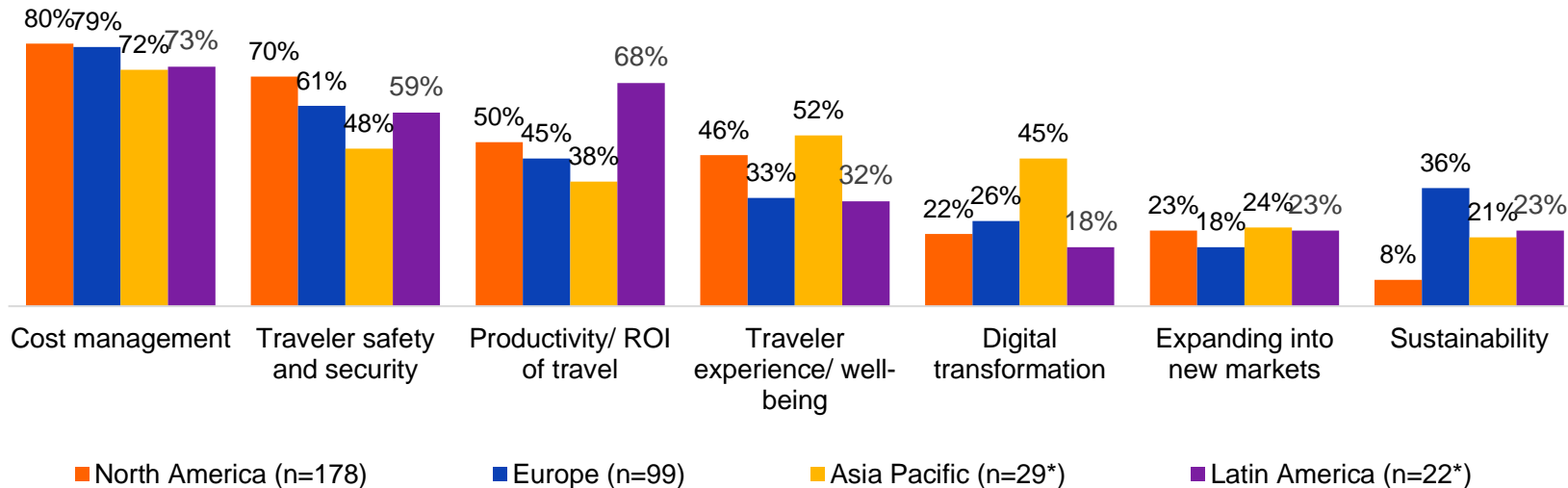
There are several differences when comparing these results to those obtained when the same question was asked in the *GBTA Business Travel Outlook Poll* last year. Sustainability and traveler safety/security are less likely to be mentioned as a top three priority while productivity/ROI of and traveler experience/ have become higher priorities.

Q. Please rank your organization's top strategic priorities in the context of your business travel program for 2025. Please rank in order of importance, with '1' being the most important and '8' being the least important. **Note: Question only displayed to buyers/procurement professionals (n=330).**

The **Travel Buyer's** Perspective

Traveler Experience Ranks Higher in APAC, and Sustainability in Europe

Top Strategic Priorities for Travel Programs Next Year
% ranked in top three by region



Q. What do you anticipate will be the top strategic priorities for your organization in the context of your business travel program for 2024? Please select up to three. **Note: Results filtered to only show travel buyers/procurement professionals**
***indicates small sample size for Asia Pacific and Latin America-based travel managers (n<30)**

Traveler experience ranks as APAC's number two priority – higher than for any other region.

Sustainability ranks as a higher priority in Europe. More than one-third of buyers (36%) say sustainability is one of the top three priorities for their program next year. This is higher than in any other region.

In LATAM, productivity/ROI of travel ranks as number two, higher than for any other region.

The Travel Buyer's Perspective

Rising Costs and Budgets Not Keeping Pace Remains the Top Potential Barrier Faced by Travel Programs

Most Significant Barriers Travel Program Will Face in 2025
up to three answers allowed



Across the world, travel demand is fairly healthy. This, coupled with still suppressed capacity, is driving higher travel costs even as inflation moderates in the broader economy.

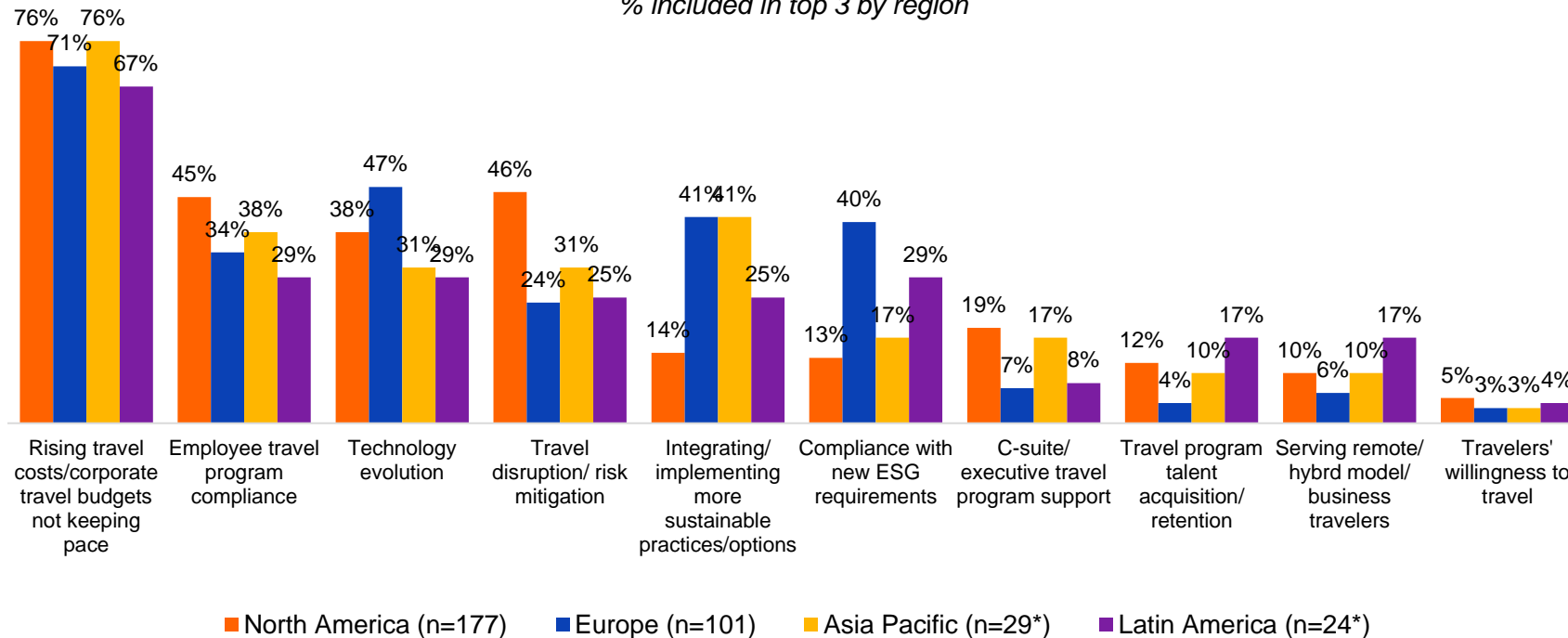
Rising costs and budgets not keeping pace are perceived by travel managers to be the top barrier their program will face in 2025. Three-quarters of travel buyers (74%) rank this as one of the top three barriers they expect their program will face – almost twice that of the next barrier choice.

Q. As a travel buyer, what are the most significant challenges/barriers you are anticipating your organization's managed travel program will face in 2025? SELECT UP TO THREE. **Note: Question only displayed to buyers/procurement professionals (n=333).**

The Travel Buyer's Perspective

Across the World, There Are Regional Variances beyond the Top Barrier Cited

Most Significant Barriers Travel Program Is Expected to Face
% included in top 3 by region



There are some regional differences when it comes to the barriers that buyers expect their program will face next year.

Europe is most concerned with tech, sustainability and ESG compliance requirements. North America is most concerned about travel disruption and risk mitigation.

Q. As a travel buyer, what are the most significant challenges/barriers you are anticipating your organization's managed travel program will face in 2025? SELECT UP TO THREE. **Note: Question only displayed to buyers/procurement professionals (n=333).**

*indicates small sample size for buyers in Asia Pacific and Latin America (n<30)

The **Travel Buyer's** Perspective

Travel Program Investment Priorities

Travel Program Investment Priorities for Travel Programs Next Year
% included in top 3 (out of 12 possible)

 **50%**

Safety and risk

 **26%**

Addition of providers (e.g., TMCs and OBTS) in new markets

 **17%**


Sustainability solutions (e.g., data tracking, emissions optimization)

 **49%**

Technology and digitalization

 **25%**

Training and development

 **16%**

Sustainability initiatives/ travel options

 **30%**

Consolidation of providers

 **24%**

Traveler wellness

 **10%**

Consulting services

 **29%**

Partnerships/alliances

 **18%**

Compliance with new ESG rules

 **5%**

Purchase of SAF

Travel programs have a number of investment priorities for next year. Asked to rank priorities, buyers commonly include in their top three (out of 12 possible) safety and risk (50%), technology and digitalization (49%), and consolidation of providers (30%) - the latter which is nearly the same % as those intending to add providers (26%).

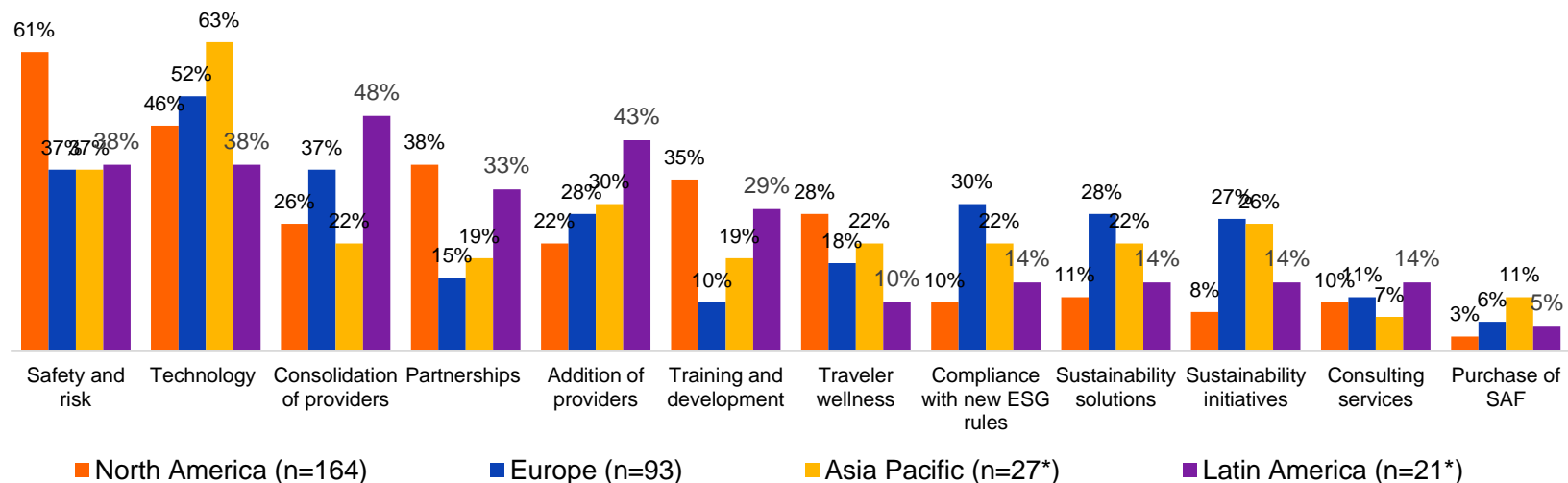
Sustainability-related investments appear to be lower priorities than other investments.

Q. Please rank the following areas in terms of importance for which your organization will plan to increase investment to enhance business travel in 2025.

Please rank in order of importance, with '1' being the most important and '13' being the least important.

Investment Priorities Vary Somewhat by Region

Top Strategic Priorities for Travel Programs Next Year
% ranked in top three by region



Travel program investment priorities vary somewhat by region. For instance, safety and risk is a higher priority in North America while sustainability initiatives are a higher priority in Europe and Asia Pacific.

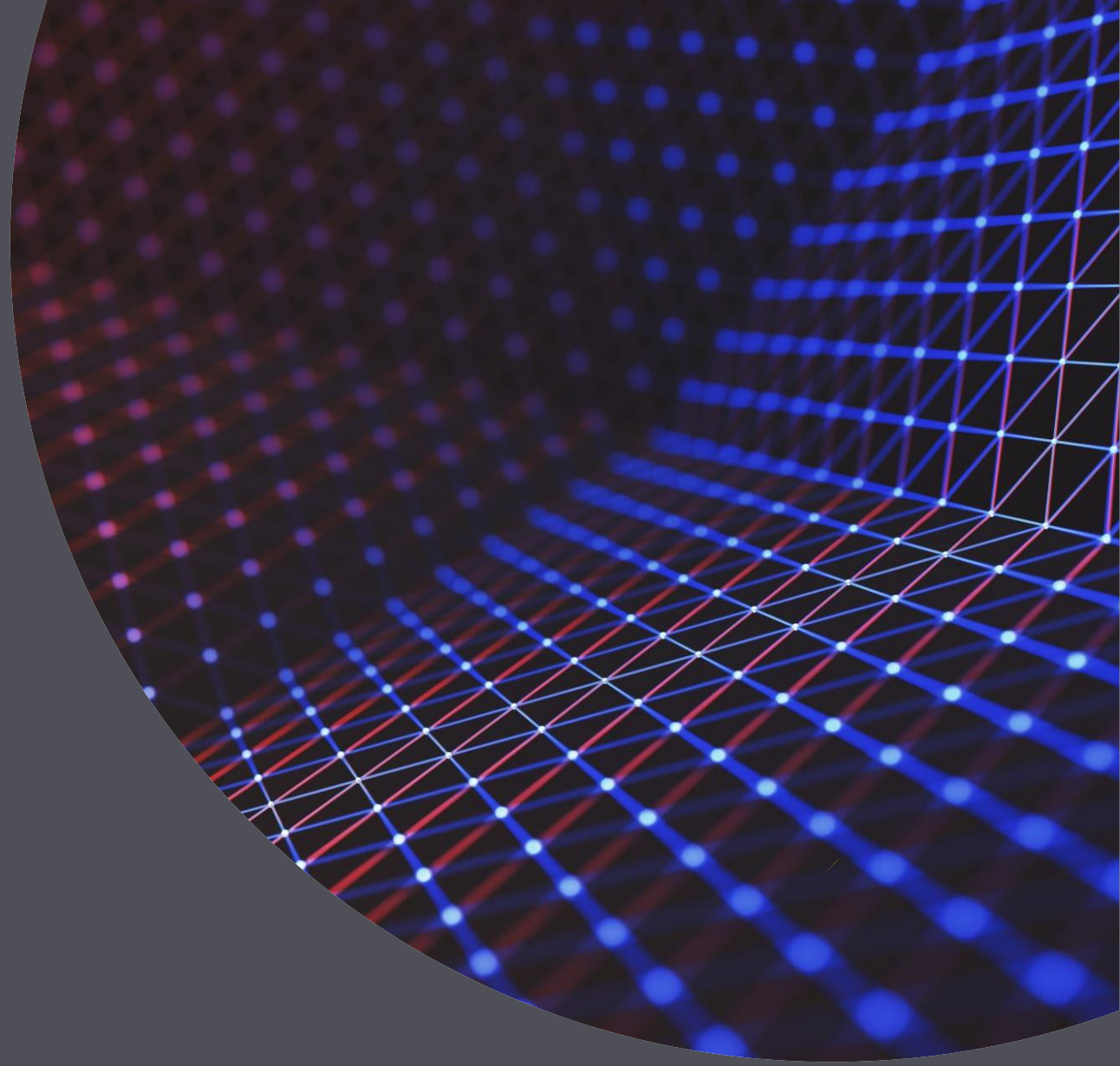
Q. What do you anticipate will be the top strategic priorities for your organization in the context of your business travel program for 2024? Please select up to three. **Note: Results filtered to only show travel buyers/procurement professionals**
 *indicates small sample size for Asia Pacific and Latin America-based travel managers (n<30)



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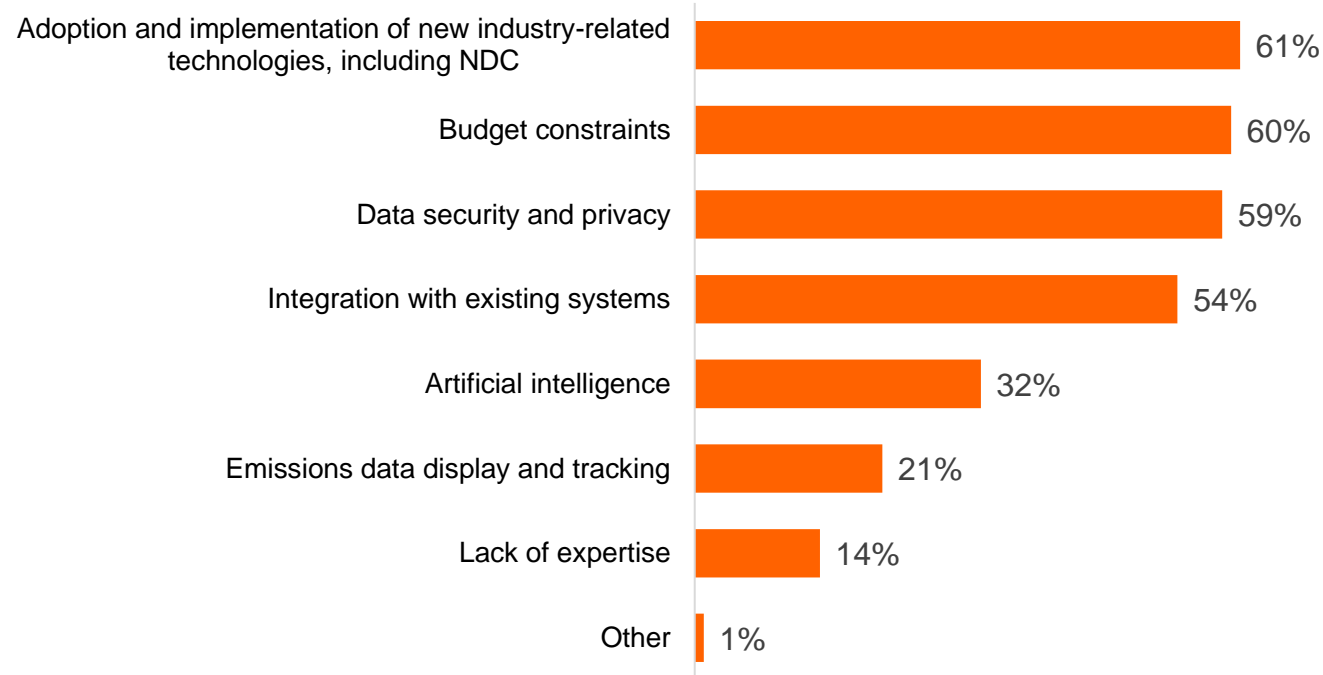
Travel Technology



Tech-Related Challenges

Tech-Related Challenges Travel Program Will Face in 2025

% included in top 3 (out of 7 possible)



Travel buyers point to various tech-related challenges. Asked to pick up to three (out of seven possible), they commonly say adoption and implementation of new industry-related technologies (61%), budget constraints (60%), and data security and privacy (59%).

Artificial intelligence (AI) was ranked as a top challenge by less than a third of buyers.

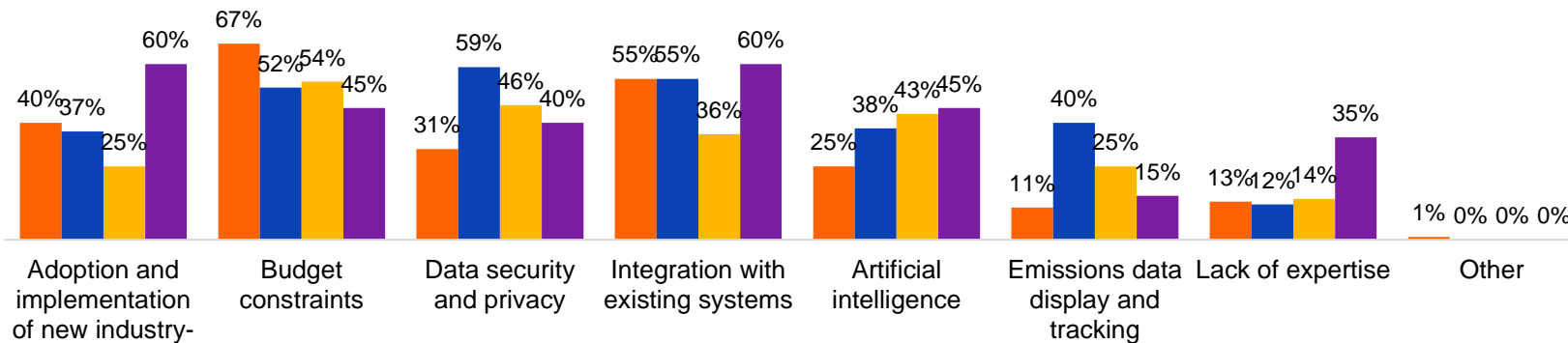
Q. In 2025, how significant will each of the following technology-related challenges be when it comes to your organization's business travel program? Please rank in order of significance, with '1' being the most significant and '8' being the least significant.

Note: Results filtered for travel buyers/procurement professionals (n=307)

Tech Challenges Vary Somewhat By Region

Tech-Related Challenges Travel Program Will Face in 2025

% ranked in top 3 by region



■ North America (n=166)
 ■ Europe (n=91)
 ■ Asia Pacific (n=28*)
 ■ Latin America (n=20*)

Q. In 2025, how significant will each of the following technology-related challenges be when it comes to your organization's business travel program? **Please rank in order of significance, with '1' being the most significant and '8' being the least significant. Note: Results filtered for travel buyers/procurement professionals**

*indicate small sample size (n<30)

When it comes to technology, budget constraints are a bigger barrier in North America. North America-based buyers are most likely to say budget constraints is one of the three biggest tech-related challenges their program faces.

For Europeans, data security and privacy is the biggest constraint.

New Distribution Capability (NDC)

Travel intermediaries allow “indirect” airline bookings. In other words, instead of booking on an airline’s website, business travelers can book flights through a travel agency (TMC), corporate online booking tool (OBT), or retail online travel agency (OTA) which are most often connected to Global Distribution Systems (GDSs) which themselves are connected to each airline. Typically, these intermediaries have relied on technology called EDIFACT to access and book fares, but it's an old format which is less flexible than airlines would prefer in order to create "personalized offers" for those buying travel.

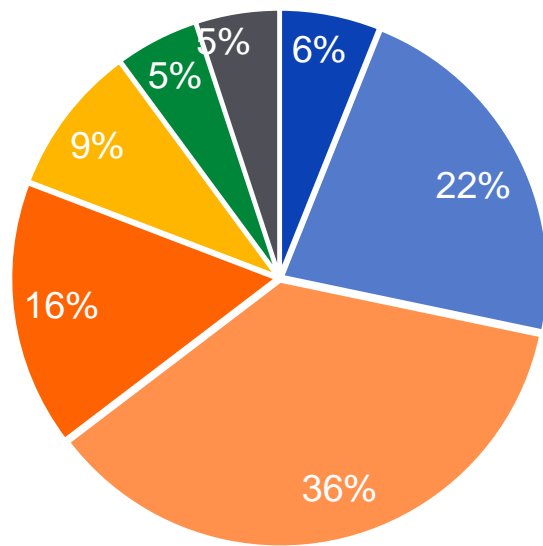
Thus, airlines are increasingly making more flexible, bundled fares available through a format called New Distribution Capability (NDC). NDC is expected to allow for more personalized and new bundles of fares (e.g., a seat with lounge access or free baggage). To increase or force adoption, some airlines have removed certain fares from traditional EDIFACT channels.

The next nine slides focus on NDC.

The Travel Intermediary's Perspective

While Over a Quarter Have Made NDC Content Available to their Customers and Downplay Issues, More Than Half Say They Have Faced Challenges With NDC Roll-Out

Thinking about your company's ability to distribute NDC content to your corporate clients, which statement best represents your experience?
intermediaries only



- It has gone smoothly - we have made NDC content available to clients without experiencing any challenges
- 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
- We have experienced some challenges when it comes to NDC content distribution
- We have experienced many challenges when it comes to NDC content distribution
- We have largely not made NDC content available to corporate clients
- It is too early to say
- Not sure

Q. Thinking about your company's ability to distribute NDC content to your corporate clients, which statement best represents your experience?

Note: Question only displayed to respondents who work at a TMC, GDS, or OBТ (n=77)

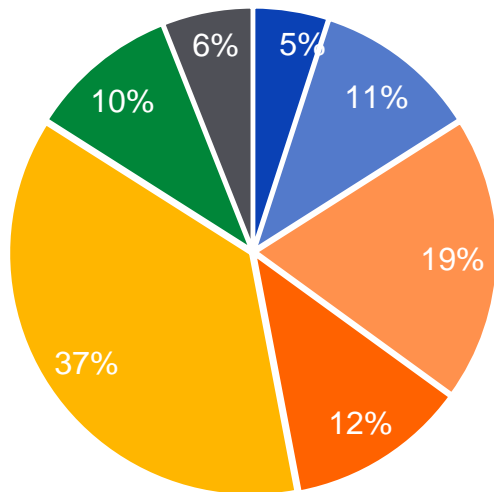
More than half of intermediary respondents (52%)—including those who work for TMCs, OBТs, and GDSs—say their company has experienced challenges when it comes to NDC content distribution. However, they continue to work to overcome these challenges: making NDC bookings quicker and easier to “service.”

About a quarter (28%) say the NDC roll-out has largely gone smoothly at their company and they are making NDC content available to their customers.

The **Travel Buyer's** Perspective

While Travel Companies Continue to Make Technical Progress With NDC, Adoption Has Been Slow on the *Buyer Side*: 48% Say They've Started to Implement NDC

Thinking about your travel program's implementation of NDC, which statement best represents your experience?
travel buyers only



- We have started to implement NDC without experiencing any challenges
- We have started to implement NDC, and the transition has largely gone smoothly – but we have experienced a few challenges
- We have experienced some challenges when it comes to NDC implementation
- We have experienced many challenges when it comes to NDC implementation
- We have not started to implement NDC
- It is too early to say
- Not sure

Q. Thinking about your travel program's implementation of NDC, which statement best represents your experience?

Note: Question only displayed to travel buyers/procurement professionals (n=315)

While NDC content is increasingly available (see previous slide), adoption has been slow on the *buyer side*.

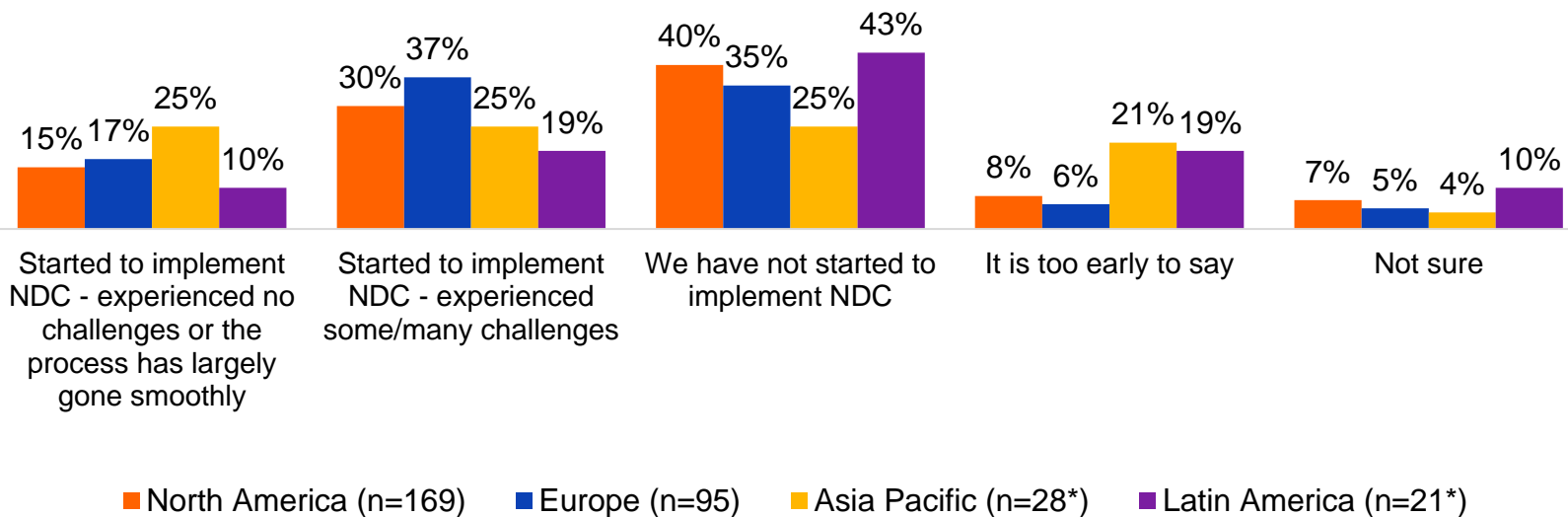
More than one-third of travel buyers (37%) say their program has not started to implement NDC. This reflects only modest progress from a year ago, when half (50%) of buyers said their company had not implemented NDC, according to last October's *GBTA Business Travel Outlook Poll*.

Still, 16% have started to implement, with no or minimal challenges.

The **Travel Buyer's** Perspective

NDC Adoption Is Fairly Similar Across the World

Thinking about your travel program's implementation of NDC, which statement best represents your experience?
travel buyers only by region



Q. Thinking about your travel program's implementation of NDC, which statement best represents your experience?

Note: Question only displayed to travel buyers/procurement professionals

***indicates small sample size for buyers in Asia Pacific and Latin America (n<30)**

Europe and APAC travel programs are more likely to adopt NDC.

In Europe 54% and in Asia 50% have started to implement NDC.

Almost Half of Business Travel Professionals Are Excited About AI

Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry?

44%

Excited

it will act as an innovation driver

17%

Wary

But resigned it's going to happen

23%

Too early to say

10% **8%**

Very concerned

Due to ethics, privacy and/or other considerations

Unsure

Don't fully understand AI / Other

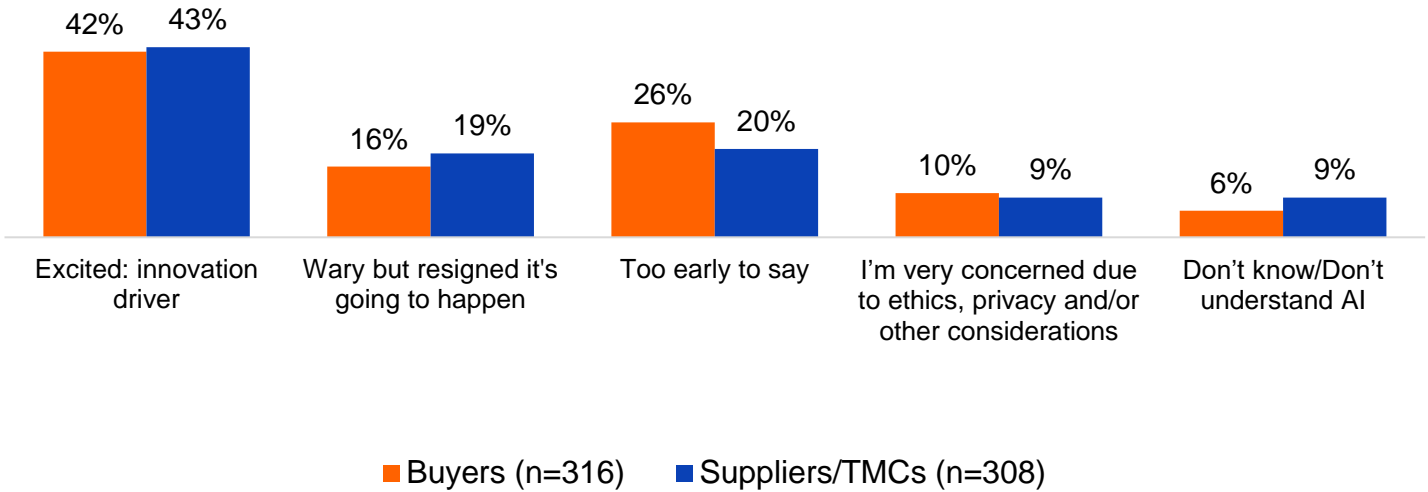
Q Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry? (n=664)

Industry professionals remain split about Artificial Intelligence (AI).

More than two in five are excited (44%) about AI's potential as an innovation driver. However, more than one-quarter (27%) have a negative opinion saying they are "very concerned" about AI (10%) or "wary" (17%).

Little Variance Between Buyers and Suppliers About the Potential Impact of AI

Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry?
by respondent type

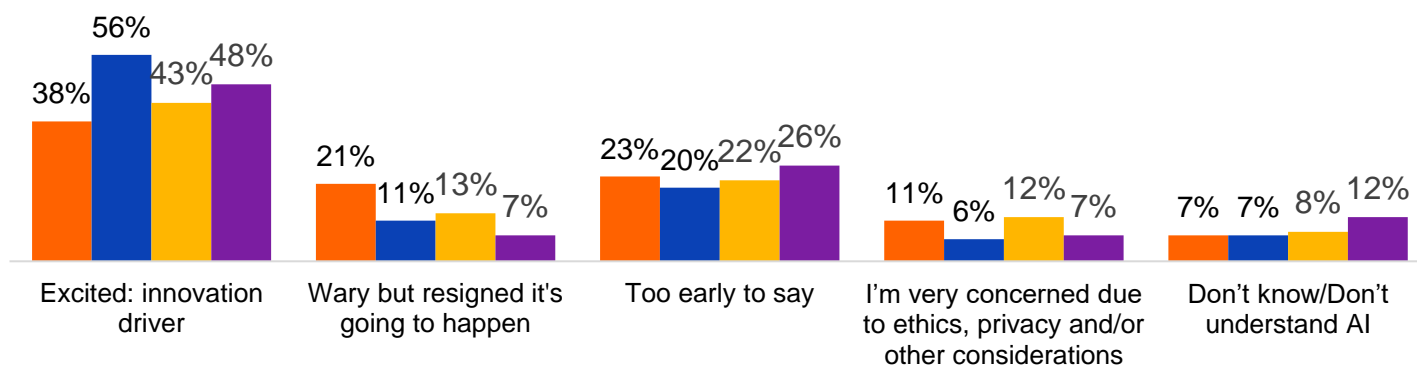


Buyers and suppliers have similar views about AI. A similar number of buyers and suppliers are excited about AI's potential as an innovation driver.

Q. Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry?

Regional View: In Europe, More Excitement About AI

Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry?
by region



■ North America (n=374) ■ Europe (n=176) ■ Asia Pacific (n=67) ■ Latin America (n=42)

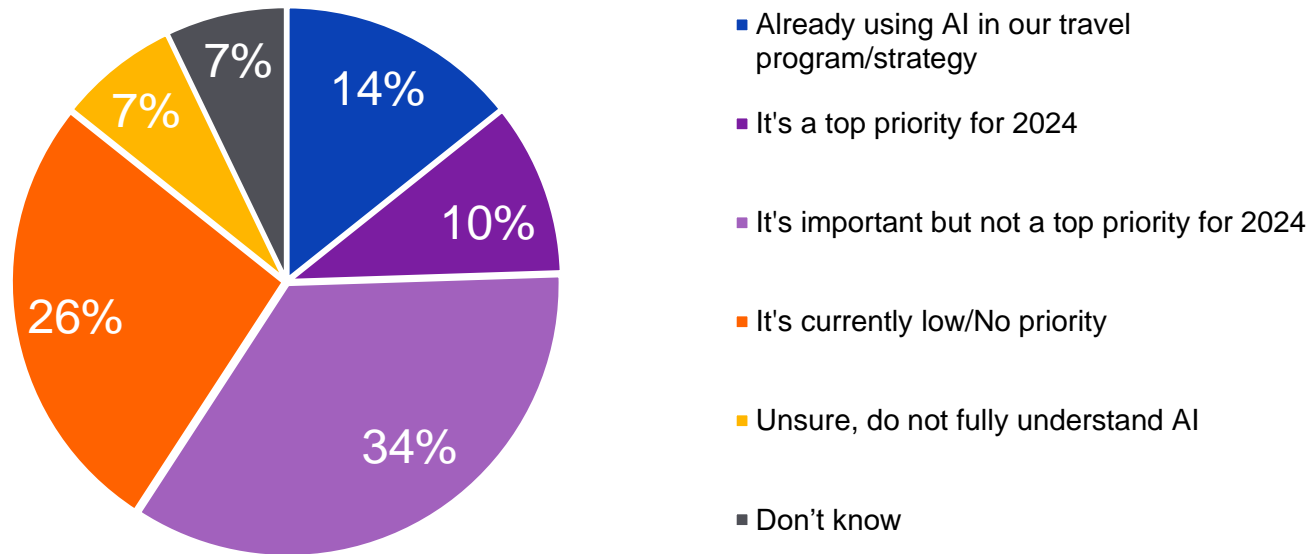
Q. Which of the following statements best represents your current view of potential impact of artificial intelligence (AI) on the business travel industry?

In Europe, industry professionals are more excited about AI.

More than half of Europe-based business travel professionals (56%) are excited about AI's potential as an innovation driver. This is higher than the share in any other region.

Travel Programs Largely Have Not Incorporated AI

Are you considering implementing artificial intelligence (AI) applications/tools in your corporate business travel program in 2025?
buyers only



- Already using AI in our travel program/strategy
- It's a top priority for 2024
- It's important but not a top priority for 2024
- It's currently low/No priority
- Unsure, do not fully understand AI
- Don't know

Q. Are you considering implementing artificial intelligence (AI) applications/tools in your corporate business travel program in 2024?
Note: Question only displayed to travel buyers/procurement professionals (n=267)

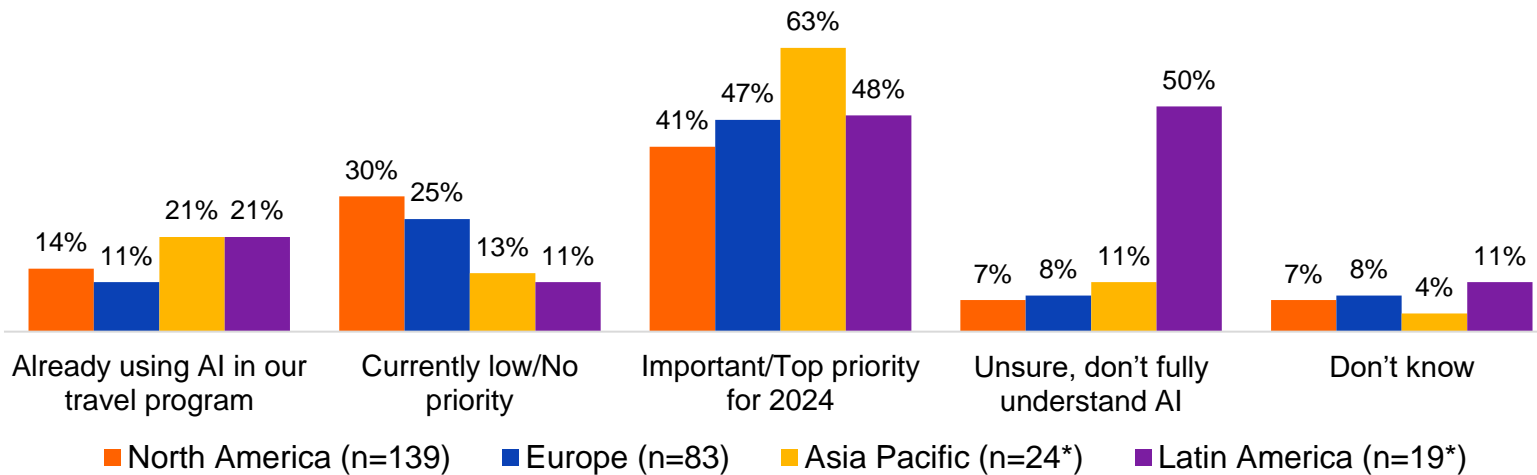
2024 has seen an explosion of AI innovation and adoption in many sectors.

However, AI is typically not used by managed travel programs. Only 14% of travel programs currently incorporate AI.

That said, nearly half of buyers surveyed (44%) say it's either a top priority or important for their program in 2024.

APAC Leads in Terms of AI's Strategic Importance and Priority in 2024

Are you considering implementing artificial intelligence (AI) applications/tools in your corporate business travel program in 2024?
travel buyers only by region



Q. Are you considering implementing artificial intelligence (AI) applications/tools in your corporate business travel program in 2024?

Note: Question only displayed to travel buyers/procurement professionals

***indicates small sample size for Asia Pacific and Latin America-based buyers (n<30)**

Regardless of region, travel programs generally have not incorporated AI.

That said, APAC leads all other regions in terms of AI's strategic importance in 2024.



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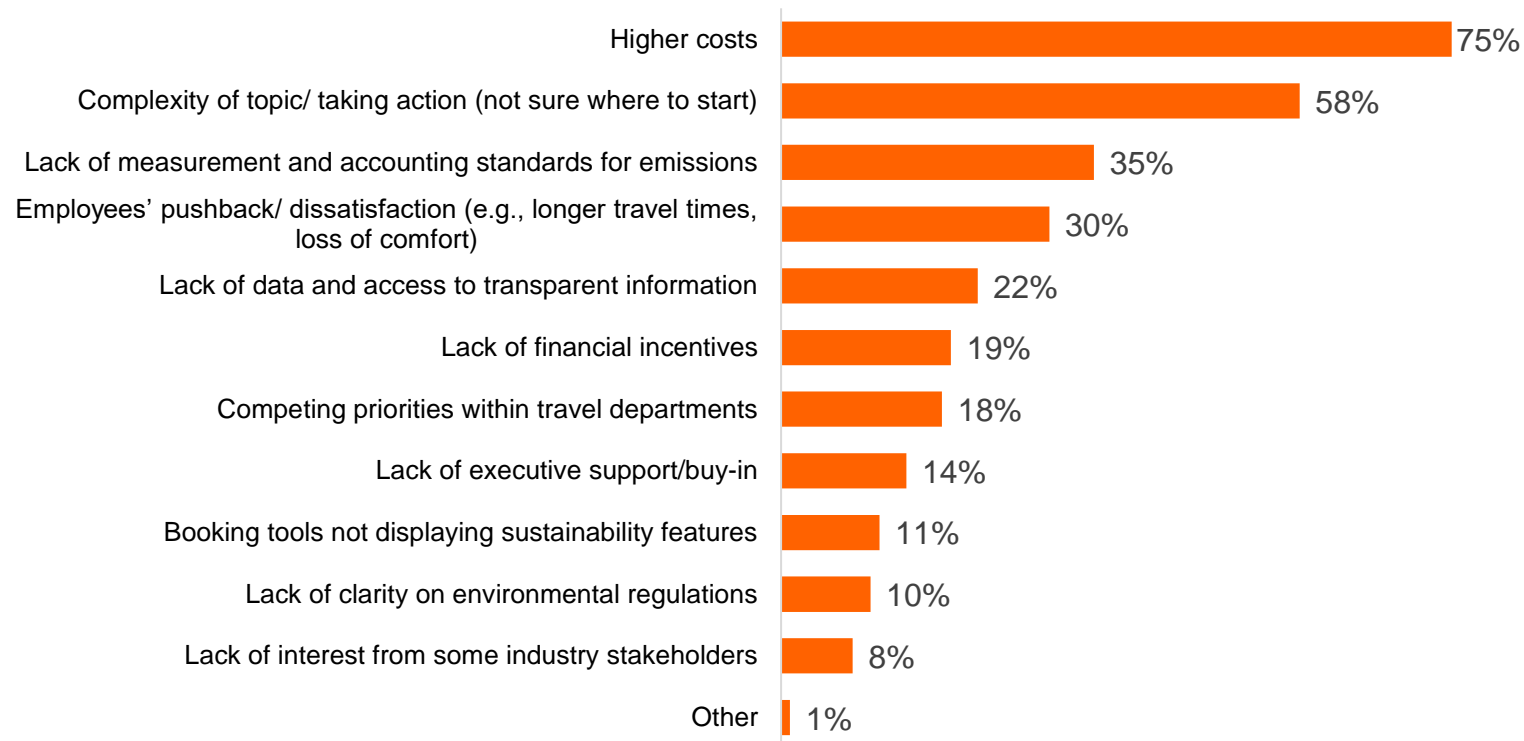
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Travel Program Sustainability



Business Travel Professionals See Barriers to a More Sustainable Business Travel Industry

Business Travel Industry Sustainability Barriers *% included in top 3 (out of 11 possible)*



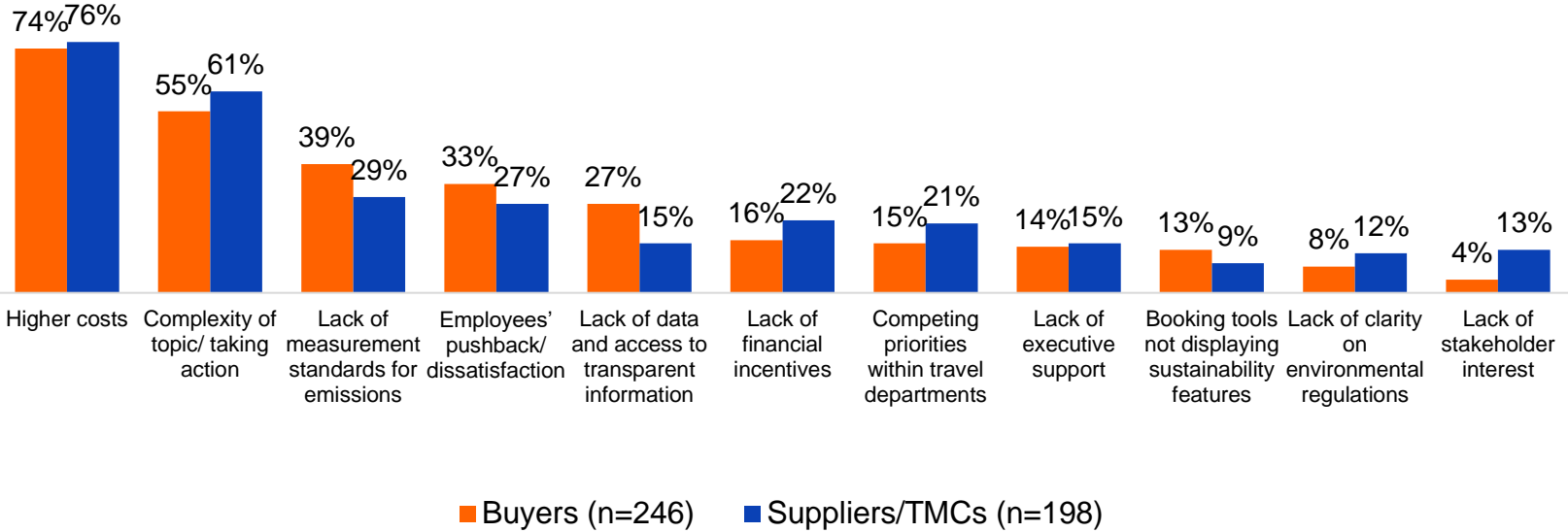
Business travel professionals see various barriers to a more sustainable business travel industry.

They most commonly include in their top 3 (out of 11 possible) higher costs (75%), not being sure where to start (58%), and lack of measurement/accounting standards for emissions (35%).

Q. What do you think are currently the main barriers for the travel industry in moving to a more sustainable future? **Please rank in order, with '1' being the greatest barrier and '12' being the least barrier (n=444).**

Buyers and Suppliers Perceive Similar Sustainability Barriers

Business Travel Industry Sustainability Barriers
% included in top three by respondent type



Buyers and suppliers generally perceive similar sustainability barriers. However, there are some differences.

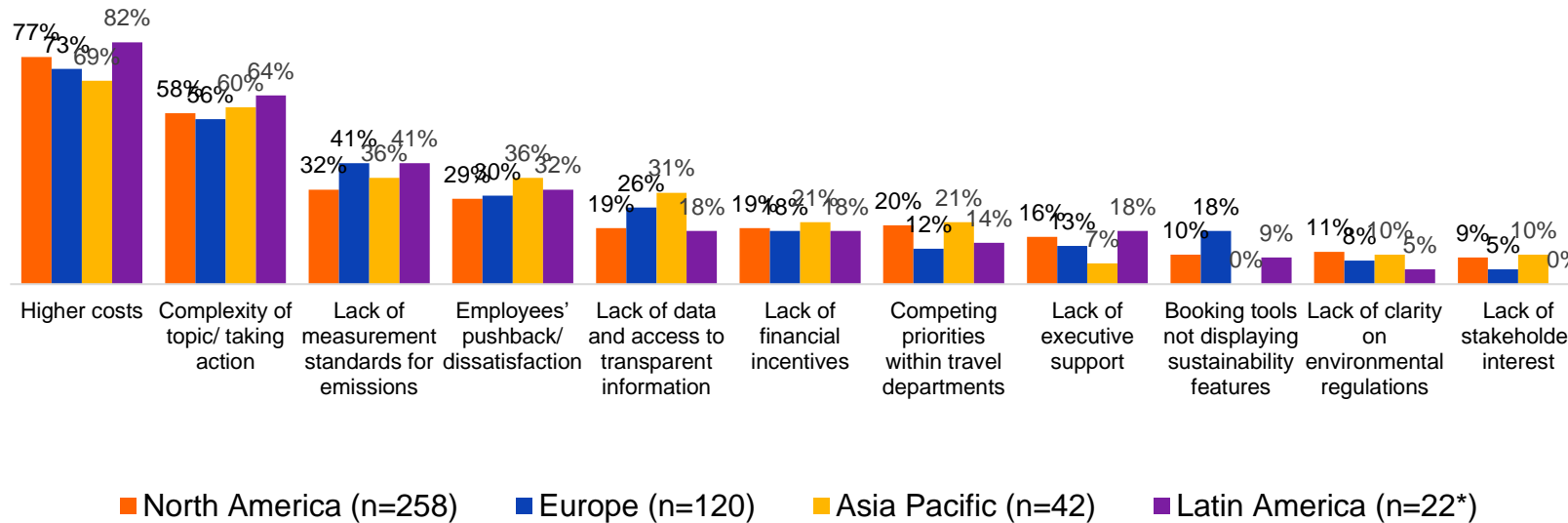
Buyers are more likely to mention lack of measurement accounting standards and lack of data as one of the top three barriers the industry faces.

Suppliers are more likely to note lack of financial incentives and competing priorities within their customers' programs.

Q. What do you think are currently the main barriers for the travel industry in moving to a more sustainable future? **Please rank in order, with '1' being the greatest barrier and '12' being the least barrier.**

Regardless of Region, Business Travel Professionals Perceive Similar Sustainability Barriers

Business Travel Industry Sustainability Barriers
% included in top three by respondent type



Regardless of region, business travel professionals generally perceive similar sustainability barriers.

Q. What do you think are currently the main barriers for the travel industry in moving to a more sustainable future? **Please rank in order, with '1' being the greatest barrier and '12' being the least barrier.**

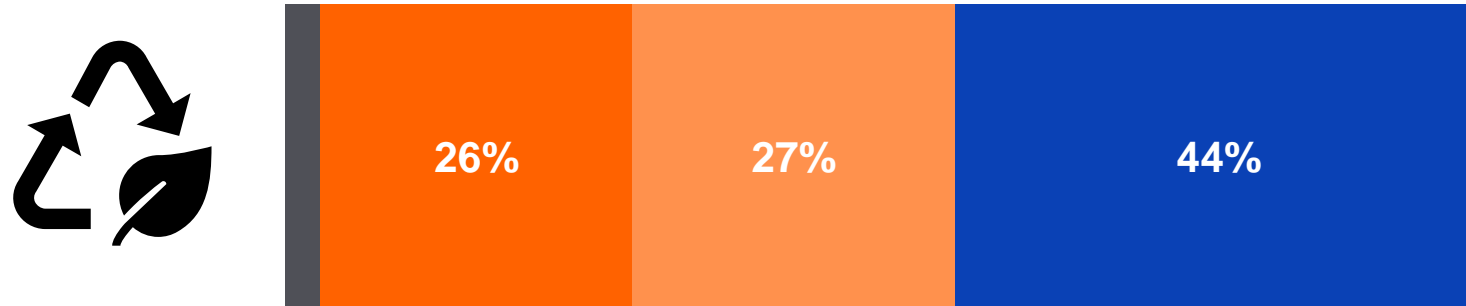
*** Indicates small sample size for business travel professionals in Latin America (n<30)**

The **Travel Buyer's** Perspective

For Nearly Three-Fourths of Buyers, Sustainability Considerations Are or Will Be Part of Their Managed Travel Programs

Have you integrated sustainability considerations into your travel program?

■ Don't know ■ No ■ No, but we're planning to ■ Yes



Q. Have you integrated sustainability considerations into your travel program
Note: Question only displayed to travel buyers/procurement professionals (n=269)

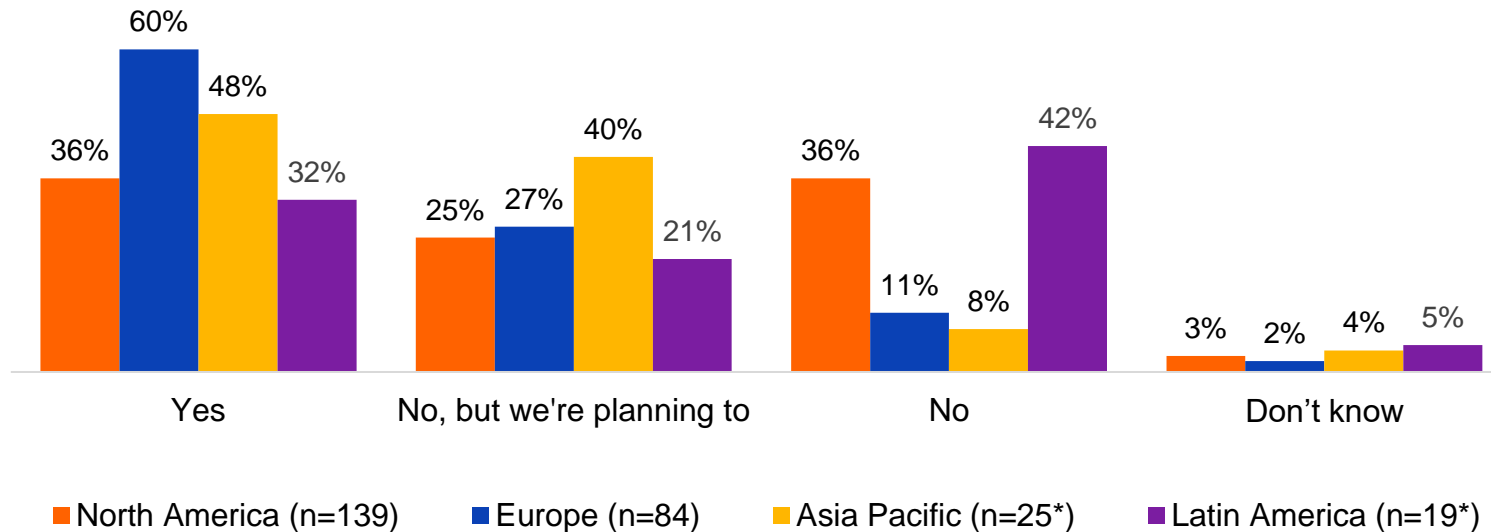
Sustainability is not always part of managed travel programs – but this could change. Two in five buyers (44%) say their company has already integrated sustainability considerations into their travel program and 27% more plan to.

26% appear to have no plans to integrate sustainability considerations into their travel programs.

European and APAC Travel Programs Are Much More Likely to Integrate Sustainability

Have you integrated sustainability considerations into your travel program?

travel buyers by region



European travel programs are much more likely to integrate sustainability. Three in five Europe-based buyers (60%) say their travel program integrates sustainability considerations while only one in 10 (11%) say it does not. This is a stark contrast from North America where more buyers say their program does not integrate sustainability (61%) than say that it does (36%).

For APAC, 48% have already and another 40% plan to, making it the second most active region on this topic.

Q Have you integrated sustainability considerations into your travel program?

Note: Question only displayed to travel managers/procurement professionals *indicates small sample size for Asia Pacific and Latin America (n<30)



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To access results from all the previous GBTA Business Travel Outlook Polls, click [here](#).

To learn more about GBTA Research, visit the GBTA [webpage](#) or email research@gbta.org.

About GBTA

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