CONTROL

Find out what it means to your travelers
We’ve all heard the stories of missed flights and long lines that business travelers have had to endure. So, you might be surprised to learn that 70% of travelers around the world actually find business trips more enjoyable than everyday work life.

That’s not to say that business travelers do not face frustrations. Of course they do. However, according to the 2016 Egencia® Business and Travel Technology Study, many of those frustrations stem from a lack of control. In their daily lives, business travelers are accustomed to booking travel exactly the way they want. With access to a wide array of properties, flights, reviews, amenity details, and photos they feel empowered to make the right choice, and have come to expect the same when traveling for work.

What does this mean for your travel program? The more you understand business travelers and the control they seek, the more likely you are to increase compliance and satisfaction with your managed travel program.
The good news about business travel

There are numerous facets of travel that are appealing and often sought after by business travelers. Over a third of travelers say they are more social and think more creatively while on the road. In addition, most care about actively finding ways to enjoy the trip, with local cuisine being a huge driver for trip enjoyment.

- 67% Care about finding ways to enjoy the trip
- 37% Say they are more social
- 37% Think more creatively

87% of travelers in China and 88% in India seek out the enjoyable parts of travel and enjoy local cuisine the most.

What could be better

Sub-par accommodations, lost luggage, and missed flights or trains are the most common issues business travelers encounter. Many also report sleeping less and eating less healthily on the road. As for the booking process, half of business travelers say they dislike changing plans and amending booking.

- 31% Sleep less
- 31% Report eating less healthily
- 37% Accommodations sub-par
- 32% Luggage lost
- 29% Missed flight or train
- 50% Dislike changing travel plans

Travelers are most annoyed by changing plans and bookings.
Travelers want to be in the driver’s seat
or at least the window seat of their choice...

Although travelers cannot control weather delays or meeting changes, they are clutching for control of their travel experience whenever they can. Globally, 69% of business travelers make their own arrangements. In fact, only 2 in 10 travelers would delegate booking, even if they had the option.

Why do 8 out of 10 travelers prefer to self-book?

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<th>62% Sense of control</th>
<th>51% Greater flexibility</th>
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<td>Travelers want to choose their own schedules and vendors.</td>
<td>Plans change. Travelers want to be able to update their travel plans on the fly.</td>
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<th>49% It’s easier and saves time</th>
<th>28% It saves money</th>
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<td>Travelers do not want the back-and-forth it requires to have others book for them.</td>
<td>Even on the company’s dime, it’s important to travelers to make cost-effective choices.</td>
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Travelers’ need for control doesn’t end at the booking process. They also want to be in charge of their travel upon arrival. A whopping 76% of travelers spend over 30 minutes organizing their ground transportation – one of the few legs of their journey that may not be booked in advance. This can be a source of stress as travelers try to determine if they should take a taxi, a train, or book a car or ride-share service.

Travelers also want to know they are safe when away from home. 76% would like a fast-alert service to update them on security concerns and 65% of travelers expect their company to help monitor safety.
Helping travelers gain control

New technologies are providing travelers with the flexibility and control they desire. Similarly, it provides the travel managers with the program support they need to ensure compliance, efficiency, and ongoing traveler assistance.

One of the easiest ways you can keep travelers booking within your travel program is to give them access to an online booking tool that provides the conveniences they seek like 24/7 access, easy functionality, and personalization.

What is most important to travelers when booking their own travel?

- 62% I can book when I want 24/7
- 44% The booking system I use makes it easier for me
- 39% The booking system I use saves me time
- 31% The booking system I use remembers my preferences
- 29% The booking system I use offers personalized choices
- 28% I don’t have to talk to anyone

But, don’t stop there

Are you giving your travelers the tools to make the dreaded changes and amendments to their travel even while on the road? Investigate the functionality of a travel management company’s mobile apps. Does it allow travelers to change flights? Does it provide personalized recommendations based on previous travel? Can your travelers evaluate their ground transportation options by the cost or time to get to a location – and book directly from the app?

You should also make sure your travelers can easily access customer service if needed. Look for travel management companies that make contacting support easier by offering features like call backs or phone number recognition.

Finally, provide your travelers with a sense of security through a duty of care or crisis communications program so they know that they have the tools to manage any situation.
Key takeaways

Having control over most aspects of business travel planning creates more than just peace of mind. It empowers corporate travelers to make the right choices for themselves – just like they would when booking their personal trips. Having access to the right amenities, staying in the right location, taking the shortest route to their hotel from the airport, or making changes quickly from a mobile device provides travelers with more opportunities to enjoy business travel. Who wouldn’t rather be sampling local cuisine instead of spending 30 minutes investigating how to get from point A to B?

It’s important for travel managers to recognize travelers’ desire to control their business travel experience when choosing a managed travel partner. By making travel easier and more enjoyable for your business travelers, you’ll give them the control they’re seeking within your managed program and will increase compliance. A win, win for everyone.

About Egencia

Egencia makes business travel better by making it more connected and complete. Egencia puts travelers at the heart of business travel, continuously supporting them with solutions that are more engaging and effective. Driven by consumer insights and technology investments from parent company, the Expedia group, Egencia connects everything travelers need – content, technology, service, and reporting – in one place.

Egencia provides services in 65 countries.

To learn how Egencia can give you the tools you need to empower travelers within your managed travel program:

Contact Egencia

About the study

The 2016 Egencia Business and Travel Technology Study

The study was conducted on behalf of Egencia by Northstar, a globally integrated strategic insights consulting firm. Surveys were completed online by 6,072 business travellers aged 18 and older in UK, France, Germany, Sweden, Denmark, Norway, Finland, China, Australia, India, USA, and Canada.

Additional Resources

Egencia 2016 Business and Travel Technology Study. Booking Business Travel… Business or Pleasure?


It’s Time to Let Go of the Suitcase!

Global Air Booking Propels Egencia App to New Altitudes