

# State of the market: A return to global business travel

We asked our customers and clients from around the world to give us their perspective on when travel will return. Over 1600 individuals responded from multiple sectors.

## Expectations on Business Travel Resuming



**40%**

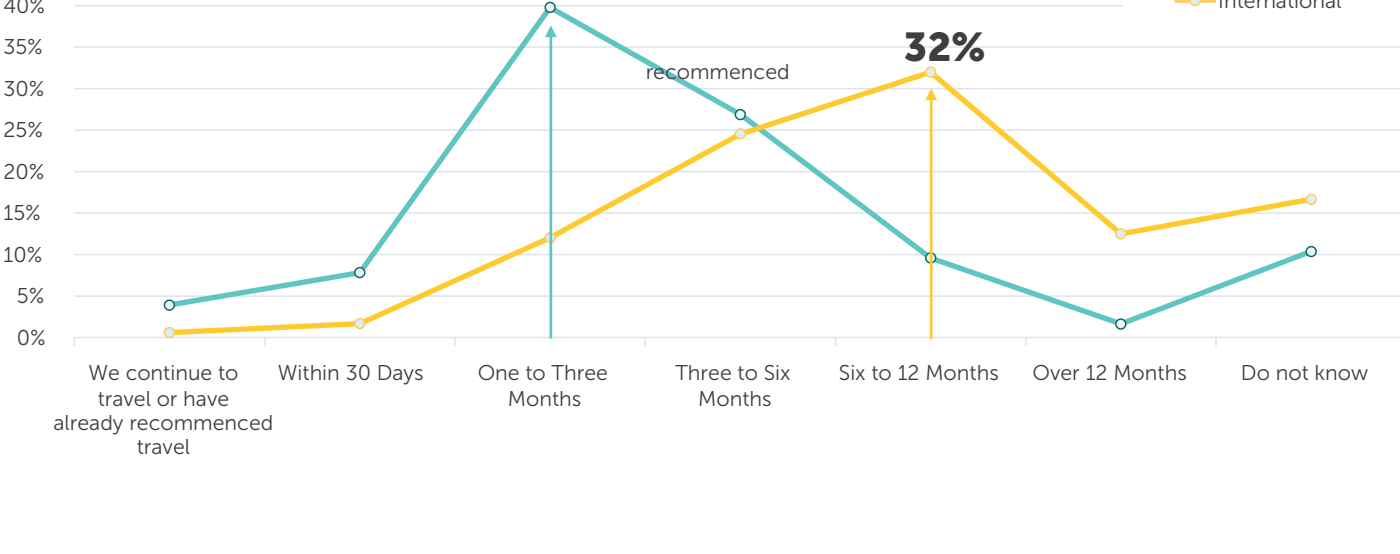
domestic travellers expect to resume in 1-3 months



**32%**

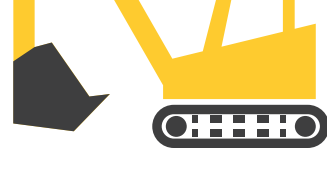
international travellers expect to resume in 6-12 months

Domestic will lead the business travel recovery



## Domestic by top Industries

Within the next three months, these industries have said they will resume domestic business travel



**69%**

within the construction industry



**64%**

within the mining industry



**52%**

of other mixed industries

## International by top Industries

Within the next six months, these industries indicated they will resume international travel



**39%**

within the construction industry



**35%**

within the training & education sector



**34%**

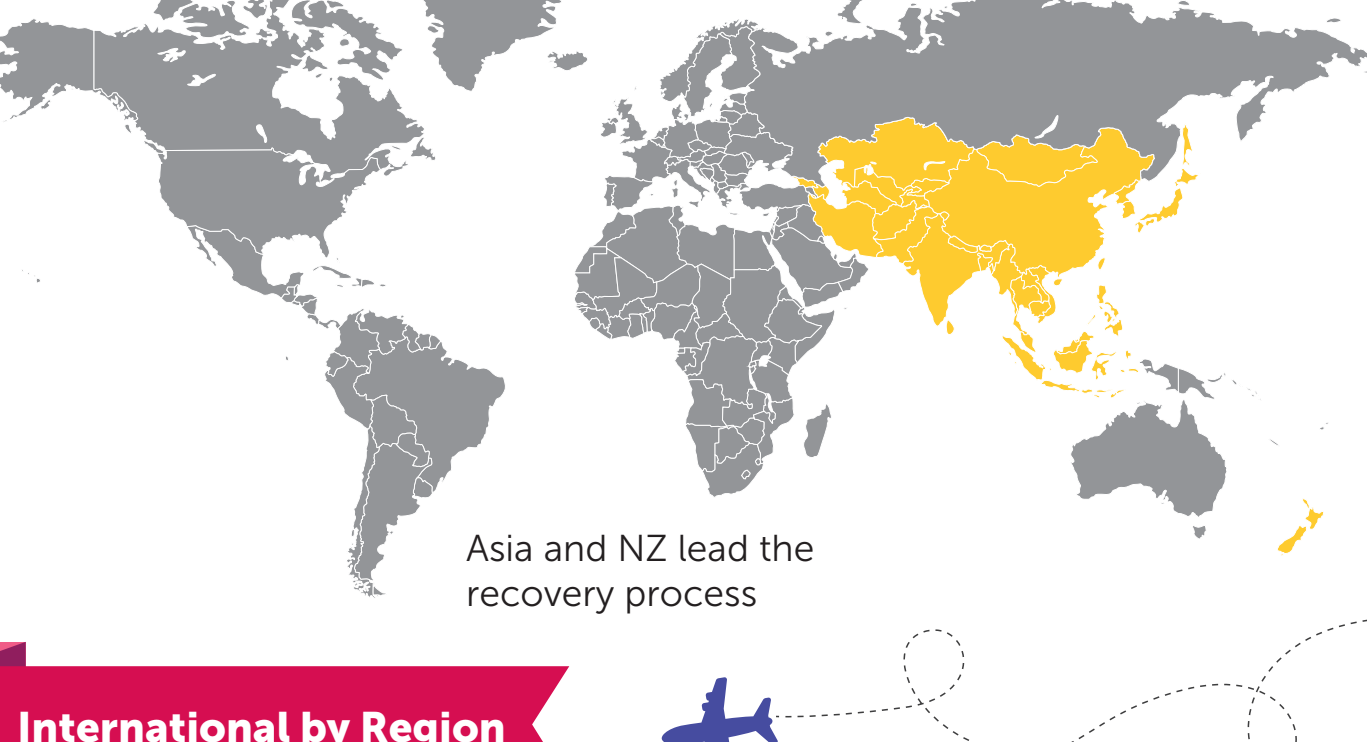
within the financial sector

Information Media and Telecommunications is the most confident industry to resume travel to travel overall with only 6% unsure when international travel would return

The fastest sector to resume international travel anticipated to be Manufacturing



## Domestic by Region



Asia and NZ lead the recovery process

## International by Region



Asia and EMEA lead the recovery process for international travel resumption. EU movement made easier due to geography and faster opening of borders intra region compared to rest of the world

## Business Travel will come back progressively

International will recommence travel as soon as restrictions are lifted

**TRAIN TICKET**  
1 Day Ticket

**37%**

Domestic will recommence travel as soon as restrictions are lifted

**71%**

Domestic will phase business travel back in over a period of time

**PASSPORT**

**26%**

International will recommence travel as soon as restrictions are lifted

**60%**

International will phase business travel back in over a period of time

## Business Travellers will look to their employer for reassurance

**88%**

said their organisation deeming it safe to travel would be a key trigger to resume travelling



## Customers are at the heart of a desire to travel



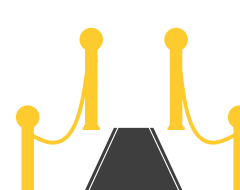
**87%**

want travel to resume to help win new business



**84%**

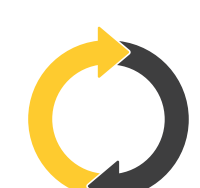
want travel to resume to help manage existing customer relationships



**62%**

want travel to resume to facilitate conferences and events

## Travel Policies need to adapt to a changed business travel environment



**19%**

No reason to modify current travel policy



**69%**

Introduce traveller and supplier health and hygiene considerations

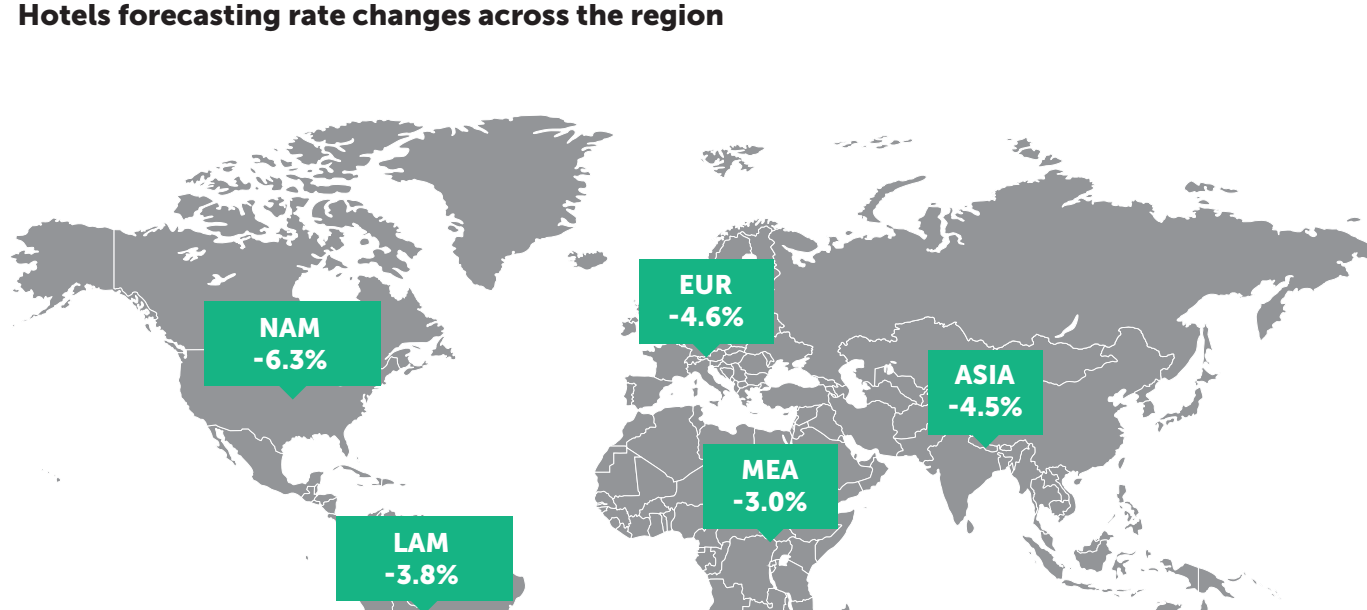


**54%**

Stronger duty of care considerations

## 2020-21 Hotel Rate Strategic Shifts

Hotels forecasting rate changes across the region



**32%**

Reducing Rates

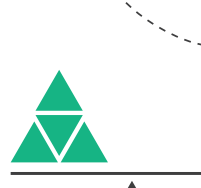
Are offering decreases AVG -4.4%



**55%**

Holding Rates

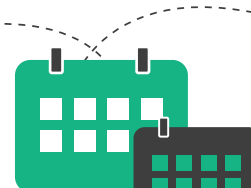
Are offering rate holds at 2019 volumes



**50%**

Supply & Demand

Offering seasonal & dynamic pricing



**3-6 months**

Special Deals

Rates in first 12+ weeks to attract guests post COVID-19



Rise of domestic guest

**Critical**

to resuming travel markets

The material and information contained in this report is for general information purposes only. You should not rely upon the material or information in the report as a basis for making any business, legal or any other decisions.

Travellers, Travel Bookers and Travel Managers/Procurement Managers were invited to complete the State of the Market Surveys run by 4D (4th Dimension Business Travel Consulting) during May and June 2020. Survey ratings and comments in responses were consolidated using Clicktools and reported on aggregate responses as to remove identity of respondents. 4D makes no representations or warranties of any kinds, express or implied about the accuracy, reliability, or suitability with response to the report and related graphics contained in the report for any purpose. Any reliance you place on such material is therefore strictly at your own risk.