

Finding the right balance

Today's business travellers want the flexibility to manage their travel experience. Progressive travel managers find creative ways to give travellers more choice without weakening the programme.

Spotlight on the modern business traveller



Care about quality of life

37% of travel managers report rise in enquiries about work-life balance, 36% see increase in requests to add leisure to business trips.



Ready to mix and match travel options

22% report growth in requests to share lodgings with colleagues, 32% see increase in usage of chain hotels.



Rely on technology tools

61% see increase in requests for improved technology to manage travel.



Aware of duty of care

46% see increase in personal safety enquiries. The rate of increase is slowing – but still significant.

Choice versus control



Content

38% travel managers think their programme suffers because of limited content.



Channels

20% believe traveller access to multiple booking channels will boost their programme...



Control

...but 47% fear a choice of channels will weaken the programme.

The challenge to travel managers: delivering a retail-like experience while dealing with concerns about direct marketing from hotel groups (56%) and airlines (49%).

Four ways to find a better balance



Give travellers tech to manage their travel

The pace of innovation is accelerating and travellers are crying out for better tools - but just 36% of travel managers plan to upgrade their technology.



Work with partners to make more choices available

Your TMC can help you manage travel provider relationships, allowing you to expand the content travellers can book. The TMC can also advise on the types of content available and their impact on your programme.



Educate travellers about their travel options

Talk about the choices they can find through your programme. Reassure them they can receive benefits such as loyalty points without going off policy.



Learn from industry peers

Many companies whose average traveller is aged under 40 seem able to find the right balance between choice and control. Use their insights to give your modern business travellers the experiences they expect, while balancing with mitigating risk factors.

About the research

Finding the right balance is the latest instalment of the modern business traveller research programme by ACTE, in collaboration with American Express Global Business Travel, which investigates the needs and behaviours of today's business travellers and explores how travel managers can respond proactively.

ACTE surveyed 200 business travel professionals from around the globe between 13 – 30 March 2018. Just over half (54%) of respondents were based in North America. 30% of respondents were based in EMEA and 11% in APAC.

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