



# Business travel in the **post** **Covid** world

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lhédate, 7 May 2021



# Executive Summary

## Impact on Business Travel & Recovery

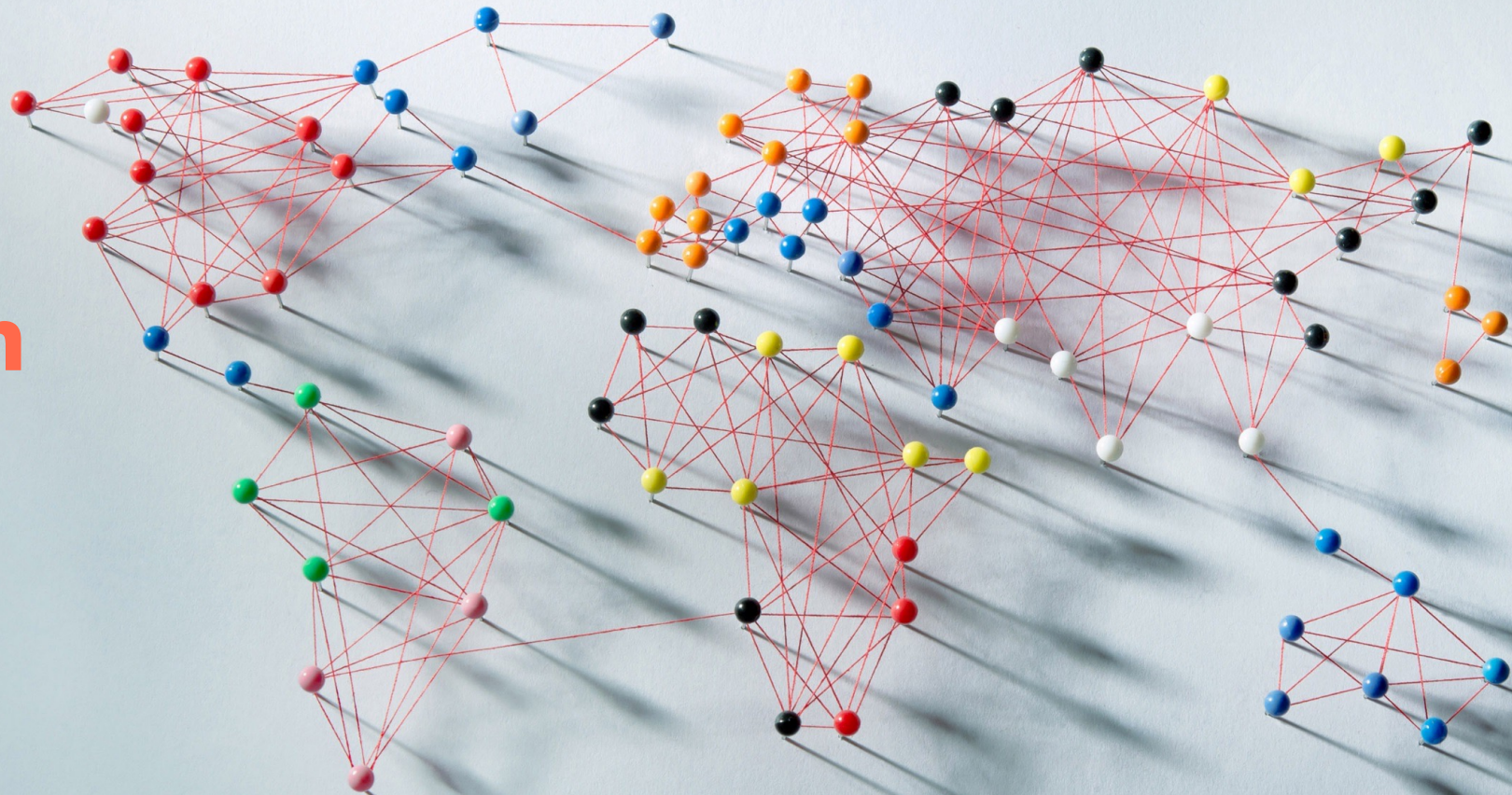
- Global travel stopped as Covid-19 hit; 89% of business travelers stopped traveling when there were travel restrictions in their region
- 17% of business travelers have traveled since lockdown restrictions eased; this has mainly been short-haul or domestic in nature
- Industry recovery projections all agree that travel will come back, with multiple scenarios about the speed of recovery
- CWT's recent client survey emphasized vaccine distribution and case count decreases as being critical for business travel recovery

## B2B Post-Covid Travel Trends

- Three high-level trends have emerged during the pandemic:
  1. Traveler well-being, first and foremost
  2. Greater controls on a company's travel policy
  3. Growing conscience towards a more sustainable approach

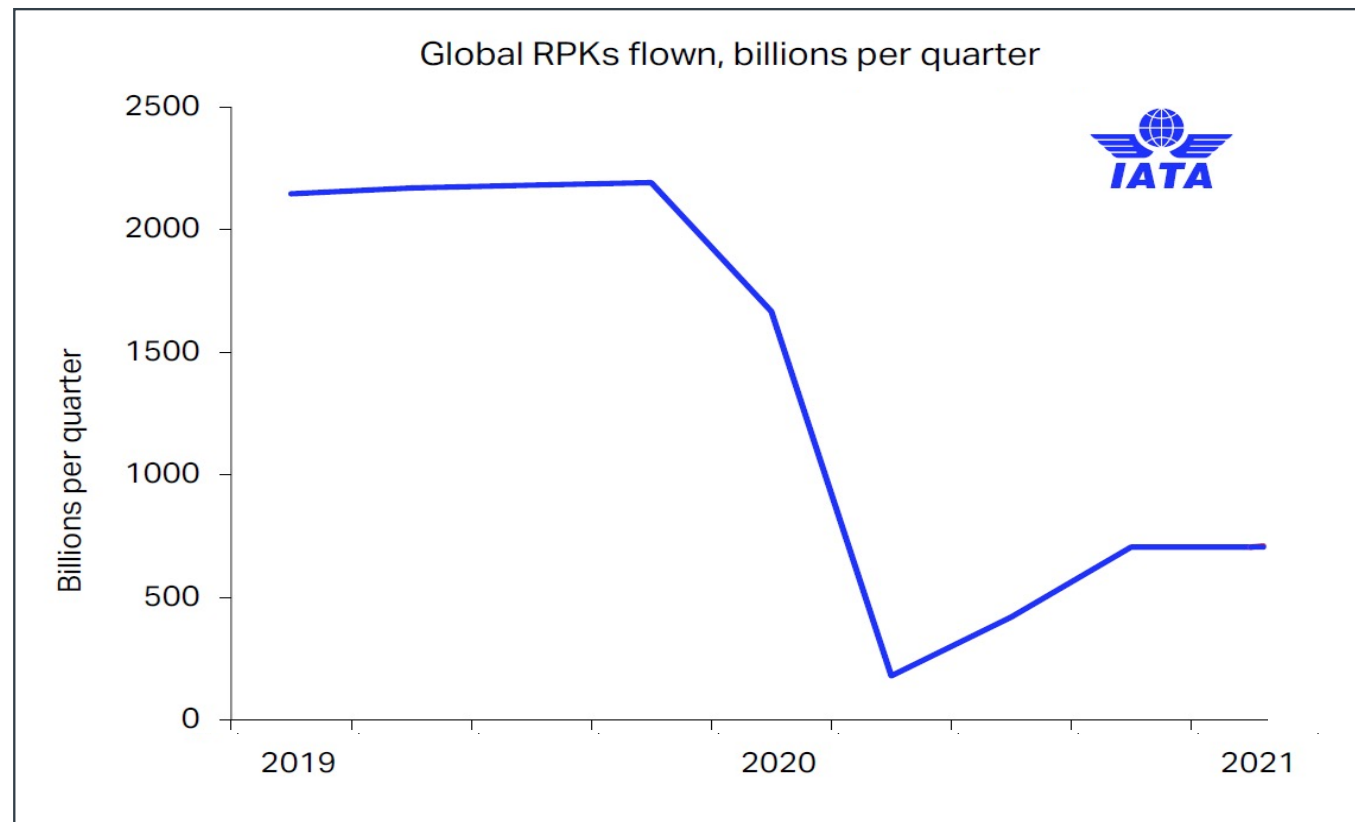


# Impact on Business Travel & Recovery



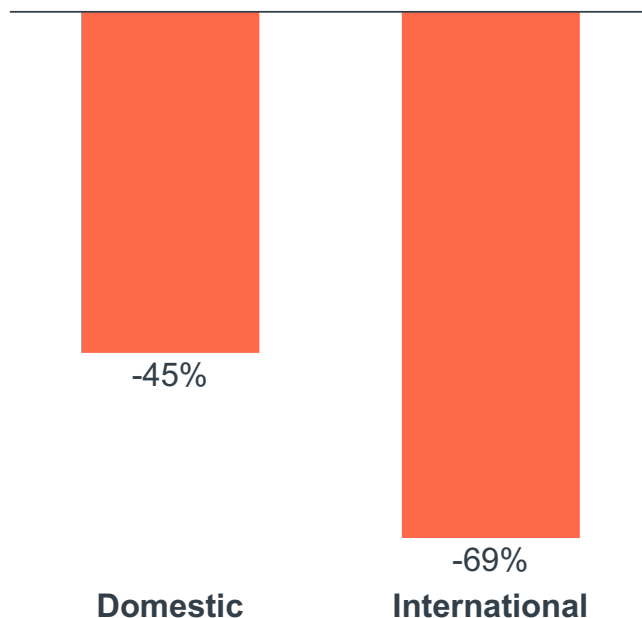
**Every business... in every industry**  
**has been affected**

## Global travel stopped as Covid-19 hit; 89% of business travelers stopped traveling when there were travel restrictions in their region



# 17% of business travelers have travelled since lockdown restrictions eased; this has mainly been short-haul or domestic in nature

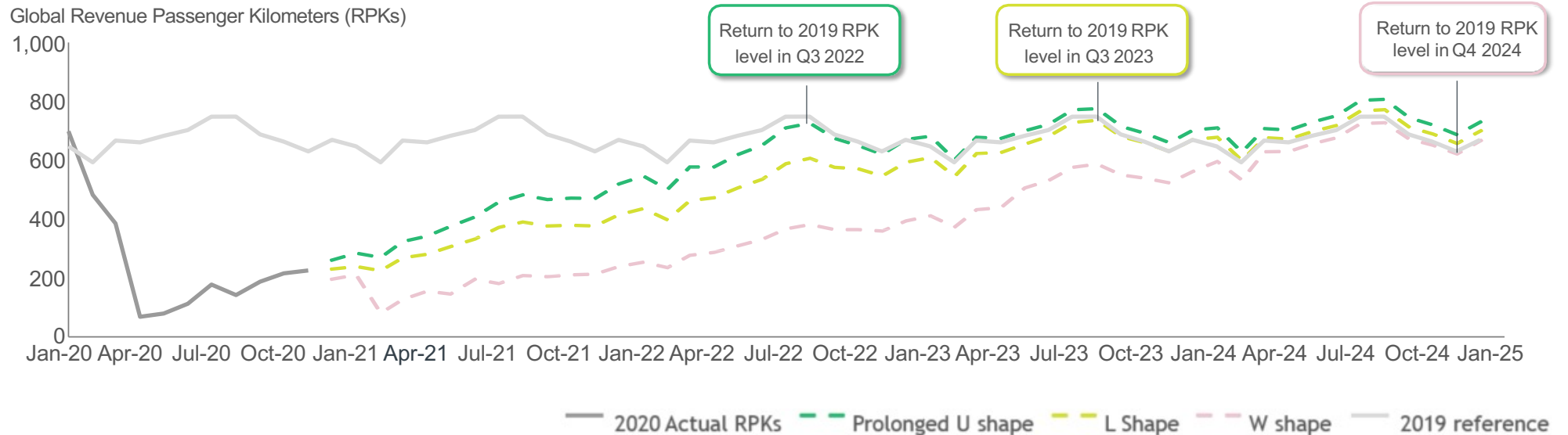
Global Travel & Tourism visitor spend,  
2019–20 YoY change



- The Travel & Tourism sector accounted for 5.5% of global GDP in 2020, down from 10.4% in 2019 (-5ppts)
- Analysts predict that **large countries with substantial domestic travel will experience a faster pace of recovery**, including the US, Brazil, Australia, Russia and China.
- Industries with a lot of site-specific activities such as manufacturing, real estate and construction are also likely to recover sooner, including countries such as China, Japan and Germany
- According to the latest GBTA forecasts, **international business travel is not expected to increase significantly until 2022**

# Industry recovery projections all agree that travel will come back, with multiple scenarios about the speed of recovery

## BCG's three scenarios for global RPK recovery

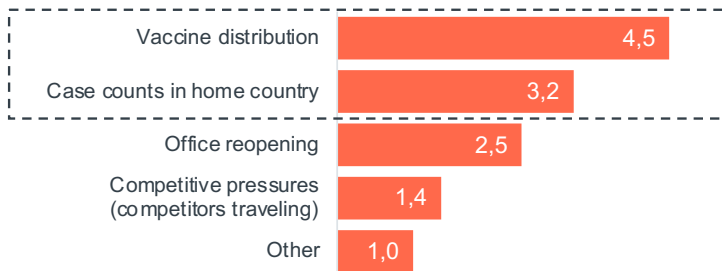




# Vaccine distribution & case decreases will drive the return to business travel

CWT Client Survey; Return to travel enablers, Mar21

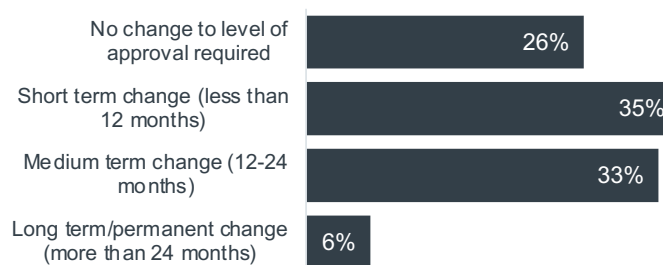
## Weighted importance to increasing business travel (out of 5)



### Key Finding

- Traveler health improvements like widespread vaccine distribution and case count reduction will drive the return to business travel

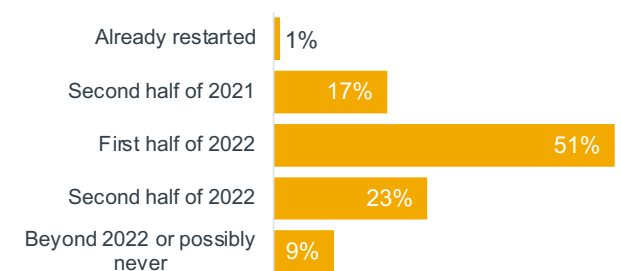
## Anticipated change to pre-trip approval process



### Key Findings

- Over half of respondents don't expect a change to their approval process beyond 12 months
- 94% of respondents don't expect any change to their process beyond two years

## Expected restart of large meetings

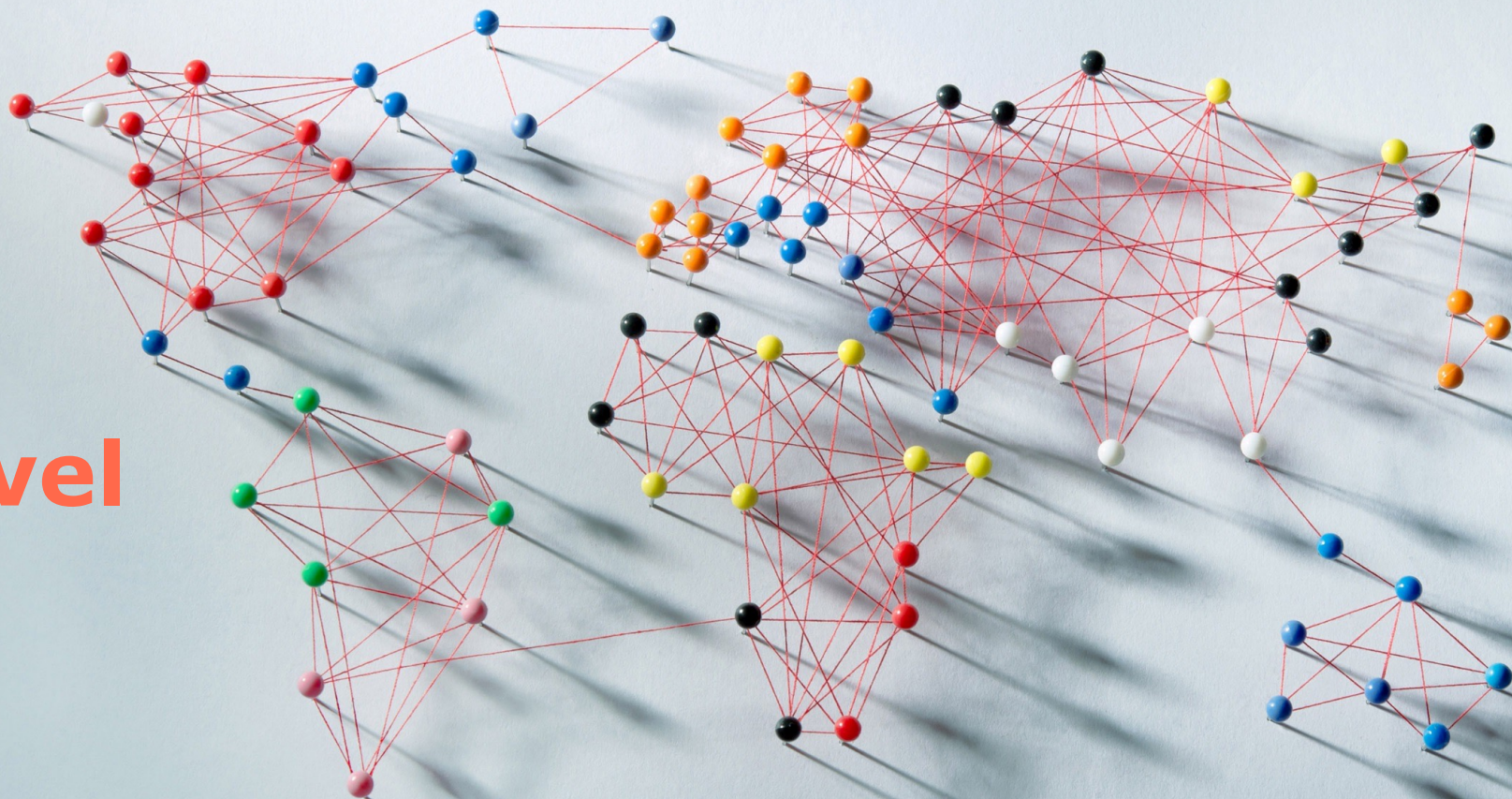


### Key Finding

- 74% of respondents expect to restart large meetings in 2022, with 91% of large meetings expected to restart by the end of that year



# B2B Post-Covid Travel Trends



# B2B Post-Covid Travel Trends



**Traveler well-being, first and foremost**



**Greater controls on a company's travel policy**



**Growing conscience towards a more sustainable approach**

# 1. Traveler well-being, first and foremost

Companies now considering:

- ✓ How do I decide what travel is safe?
- ✓ How do I assess and enforce permissible travel?
- ✓ What travel upcoming, and are any at higher risk?
- ✓ How do I message travelers with the latest policy advice?
- ✓ Someone has just booked a high-risk trip, do I intervene?





# 1. Traveler well-being, first and foremost

Standardization and interoperability of digital passports are the key to get us back to travelling for business

A range of DHP (Digital Health Pass) providers has emerged

Real-time data and tracking will remain critical for company's fulfilling their duty of care





## 2. Greater controls on a company's travel policy

Including

- pre-approval
- red/amber/green assessment of destinations
- turning off online channels (short term)



### 3. Growing conscience towards a more sustainable approach

**61%** of planners are creating a long-term **virtual** events strategy

**92%** of event professionals see **sustainability** as a big factor

**97%** of marketers say **hybrid** events will be common in the new normal



### 3. Growing conscience towards a more sustainable approach

Why 1+1=3  
with hybrid



**Reach a wider audience**  
Global, accessible, and inclusive



**Improve ROI and cost-effectiveness**  
Bridge the gap between costs and results



**Minimize risks and disruptions**  
Stronger on-site protocols, go virtual if needed



**Meet your sustainability objectives**  
Minimize emissions and carbon footprint

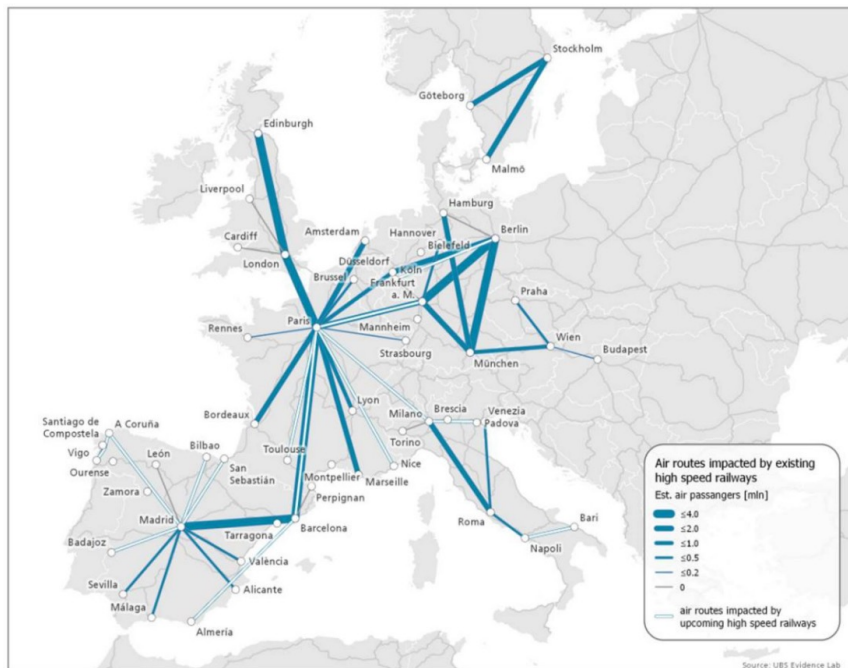


**Holistic event design**  
Repurpose content, creative design and communications

### 3. Growing conscience towards a more sustainable approach

#### Plane versus train

UBS Evidence Lab's mapping of intra-EU air routes at risk from existing/future high speed travel



- Analysts forecast an **acceleration in the shift from planes to high-speed rail (HSR)** in both Europe and China
- Surveys indicate that **EU business travellers would tolerate up to four hours on a train** (leisure travellers up to 5-6 hours) vs the previous general consensus of 2-3 hours
- UBS Evidence analysis suggests that incremental demand for HST (high-speed travel) could slow Air traffic growth 2018-28, **leading airlines to save up to 3.4m tonnes of CO2**
- France set to **ban short domestic flights** in favor of train services, as part of a wider climate bill where the journey can be made by train in less than 2.5 hours
- Austria's flagship airline has **replaced one of its flights** with a more frequent train service in a bid to cut domestic flight emissions by 50% by 2050



### 3. Growing conscience towards a more sustainable approach

## Responsible travel

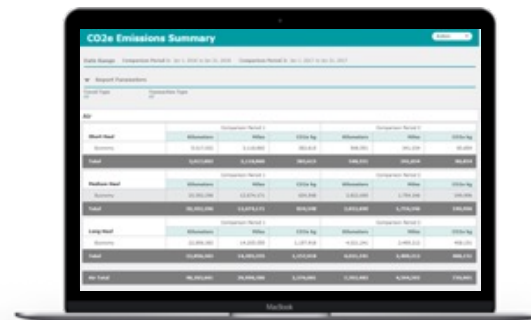
#### Balance via the ECO approach

- Employee wellbeing
- Climate impact
- Organizational performance



#### Carbon emissions reporting

- Available via AnalytIQs
- Air and rail reporting
- Compares current and prior period of CO<sub>2</sub> emissions




#### Responsible Business Governance

- Integrating Responsible Business into the way we do business every day
- The promotion and initiation of Responsible Business programs & projects



Responsible Business Governance



**“You will never see  
eye-to-eye if you never  
meet face-to-face.”**

– Warren Buffett, Chairman and CEO, Berkshire Hathaway

# Questions?



CWT



# Who are CWT?



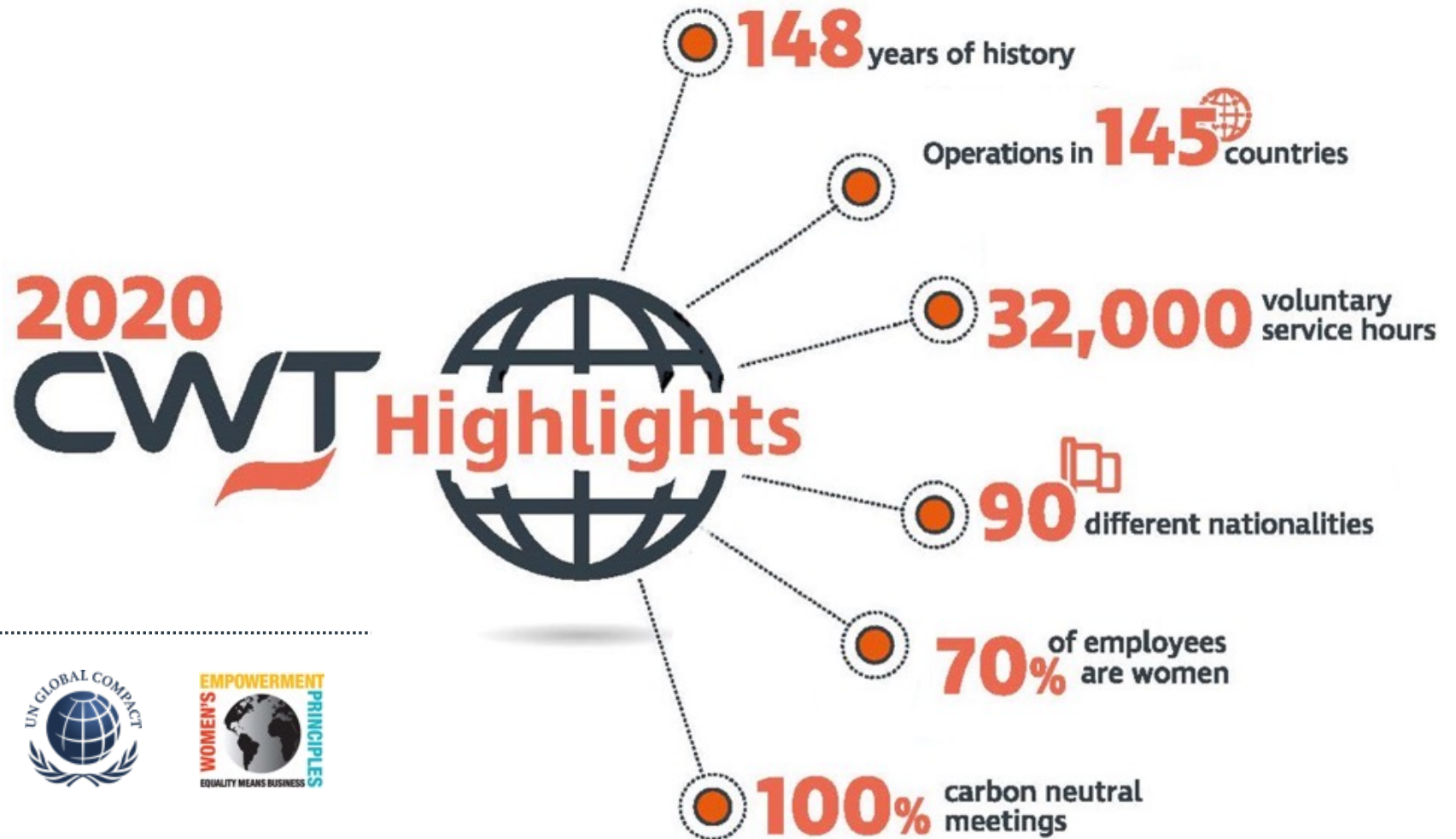
# So what's different?

CWT is a **Business-to-Business-for-Employees (B2B4E)** travel management **platform**. Companies and governments rely on us to keep their people connected — anywhere, anytime, anyhow. Across six continents, we provide employees with innovative technology and an efficient, safe and secure travel experience.

**B2B4E**



**travel  
management  
platform**



# B2B4E in action



## Traveler segmentation

From occasional to road warriors



## Productivity

Disruptions | advance booking | flexibility



## Work life balance

Day and time of departure / arrival | trip duration



## Duty of care

CO<sub>2</sub> emission | safety risk



## Experience and comfort

Cabin | hotel classification | direct trip | time zone



# Virtual events will remain a key priority

1. Customers are creating long term virtual meetings strategies
2. Returning to M&E is a key priority, expect organizations to invest in hybrid in 2021
3. Most virtual organizers (62.6%) have yet to partner with a production services company
4. Less than a quarter of organizers have ever hosted a hybrid event – support and training will be needed

**M&E market in 2019:** \$ 1 trillion

**Virtual market in 2020:** \$ 94.04 billion

**Revenue forecast in 2027:** \$404.45 billion

**Growth Rate:** CAGR of 23.2% 2020 to 2027\*

- **Leading region:** NORAM
- **Highest forecasted growth:** APAC

61%

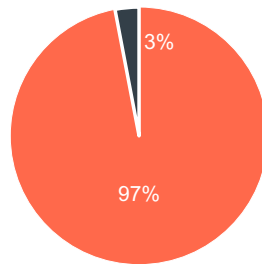
Of our customers are in the process of creating a long-term virtual meetings strategy

59%

Of organizations say the return of meetings and events is a key priority for the business

BCD

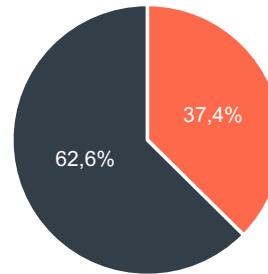
Generally speaking, do you believe we will see more hybrid events in 2021 than we have seen in the past?



■ Yes ■ No

Bizzabo report

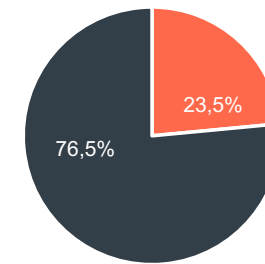
Do you work with a production services company to help execute your virtual events?



■ Yes ■ No

Bizzabo report

Have you ever hosted a hybrid event before



■ Yes ■ No

Bizzabo

"We need to nail that attendee value proposition, as well as engagement, because we're still kind of suffering from Zoom fatigue. So there is a ways to go."

# Customers and attendees expectations

1. Networking and engagement are the biggest challenges when hosting virtual events
2. Executive leadership are the ones leading today the strategy around M&E
3. Attendees will be expecting the option to join virtually, even when live is possible
4. Safety and security will be paramount for live, with need for strong health and safety components and flexible T&Cs

## TOP TWO FACTORS INFLUENCING:

### Whether to hold an in-person event



Confidence in attendee health and safety components



Flexible cancellation and attrition teams

### Meeting location choice



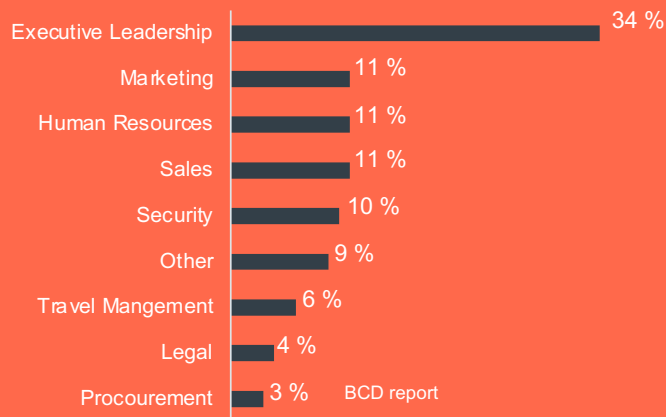
Capacity to accommodate social distancing



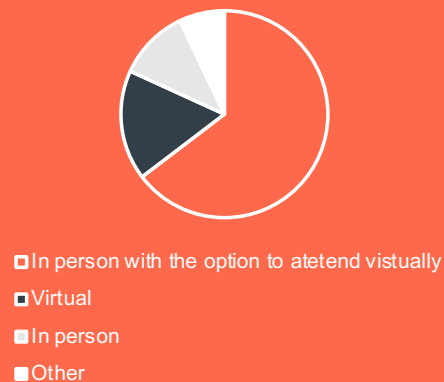
Disinfection protocols

Amex GBT

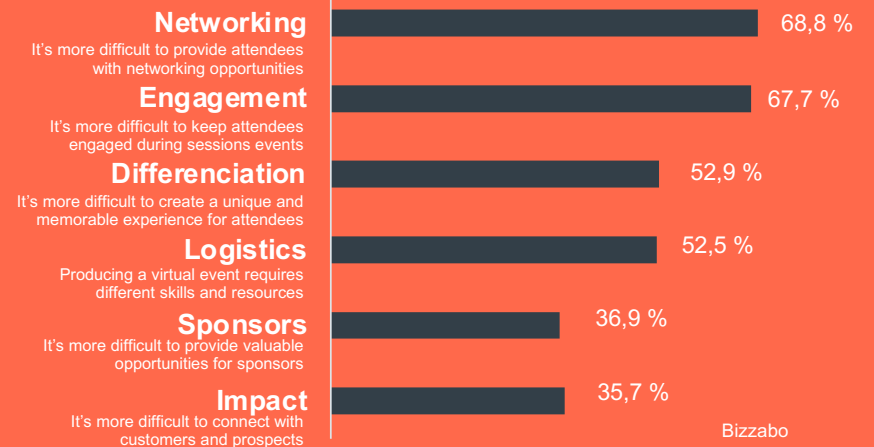
## WHICH STAKEHOLDER GROUPS ARE LEADING THE RETURN OF M&E



## WHAT M&E FORMAT WILL ATTENDEES PREFER IN 2021?



## WHAT ARE THE BIGGEST CHALLENGES YOU'VE NOTICED WITH HOSTING VIRTUAL EVENTS COMPARED TO HOSTING IN-PERSON EVENTS?



# Return to Travel Dashboards

Your essential return to travel reporting

Quick reporting

Improved visibility

Easy access

Global availability



# Traveler checklist

## Preparing for the trip

Planning and packing

Travel logistics

Safety protocols

Informative links





# CWT Travel Essentials

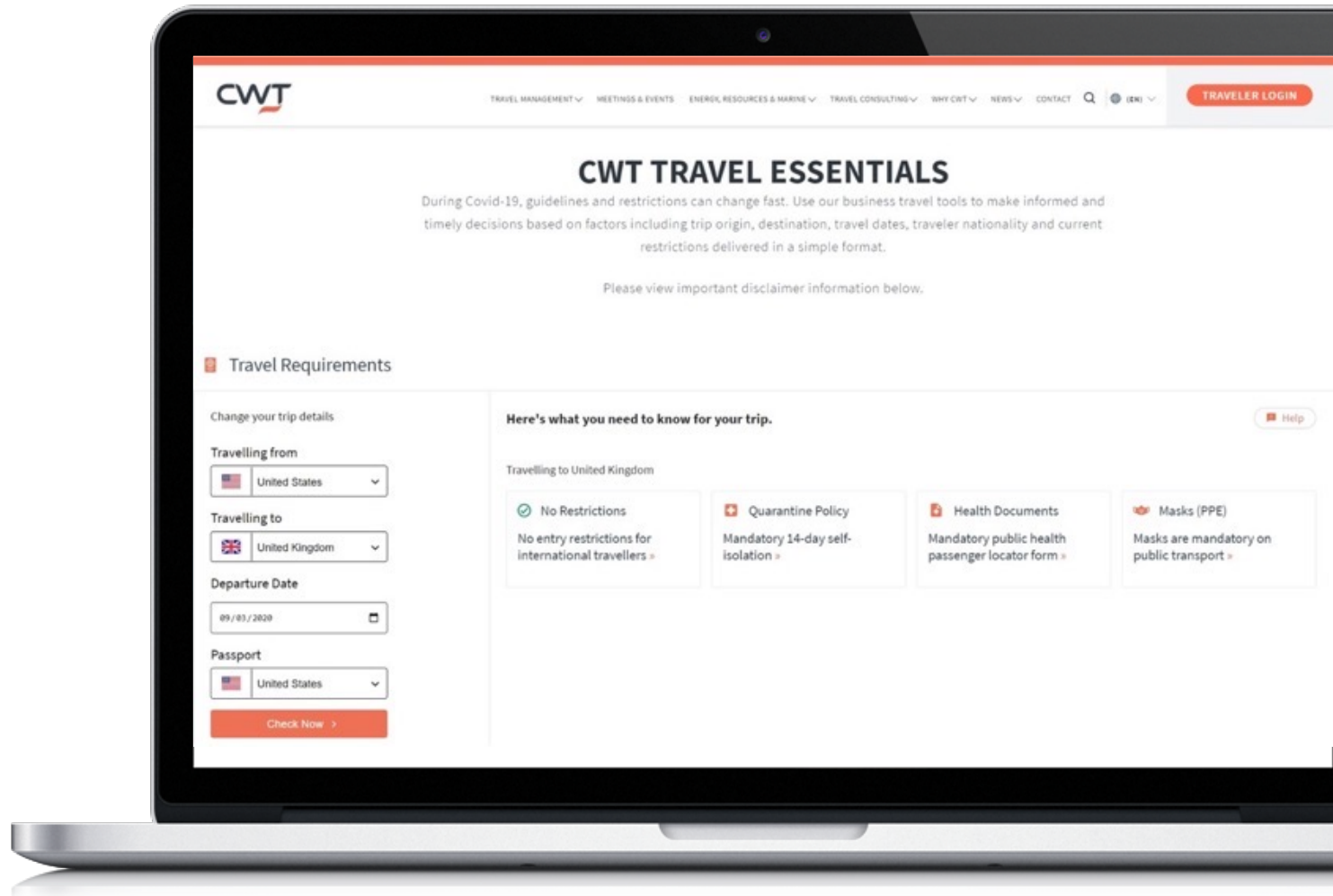
via myCWT platform

Quick and easy access

Clear visibility

Regular updates

Global accessibility



# Return to travel microsites

Interactive travel  
resources

Efficiency

Stewardship

Movement

