A New Paradigm: Booking Policies, Processes, and Technology in a Post-Pandemic World

March 8th, 2022



Mike Daly
Chair
GBTA Tech Committee

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GBTA and Serko surveyed travel managers response to the pandemic

We wanted to better understand the shift in travel buyers' priorities, and the role that technology needed to play to support the new world of business travel.

This is what we found out…

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Overview: How post-pandemic business travel bookings might look?

Changes to business travel policies due to Covid: What did corporate travel programs look like before the pandemic and what do they look like now?

Travel program leakage: Are there gaps between how travel programs actually communicate and how their business travelers want them to communicate?

Online booking tools: What changes, if any, have companies made in terms of online booking tool (OBT) vendors and options? What do travel managers think of the OBT used by their company?

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Online survey of U.S. and Canada -based business travelers

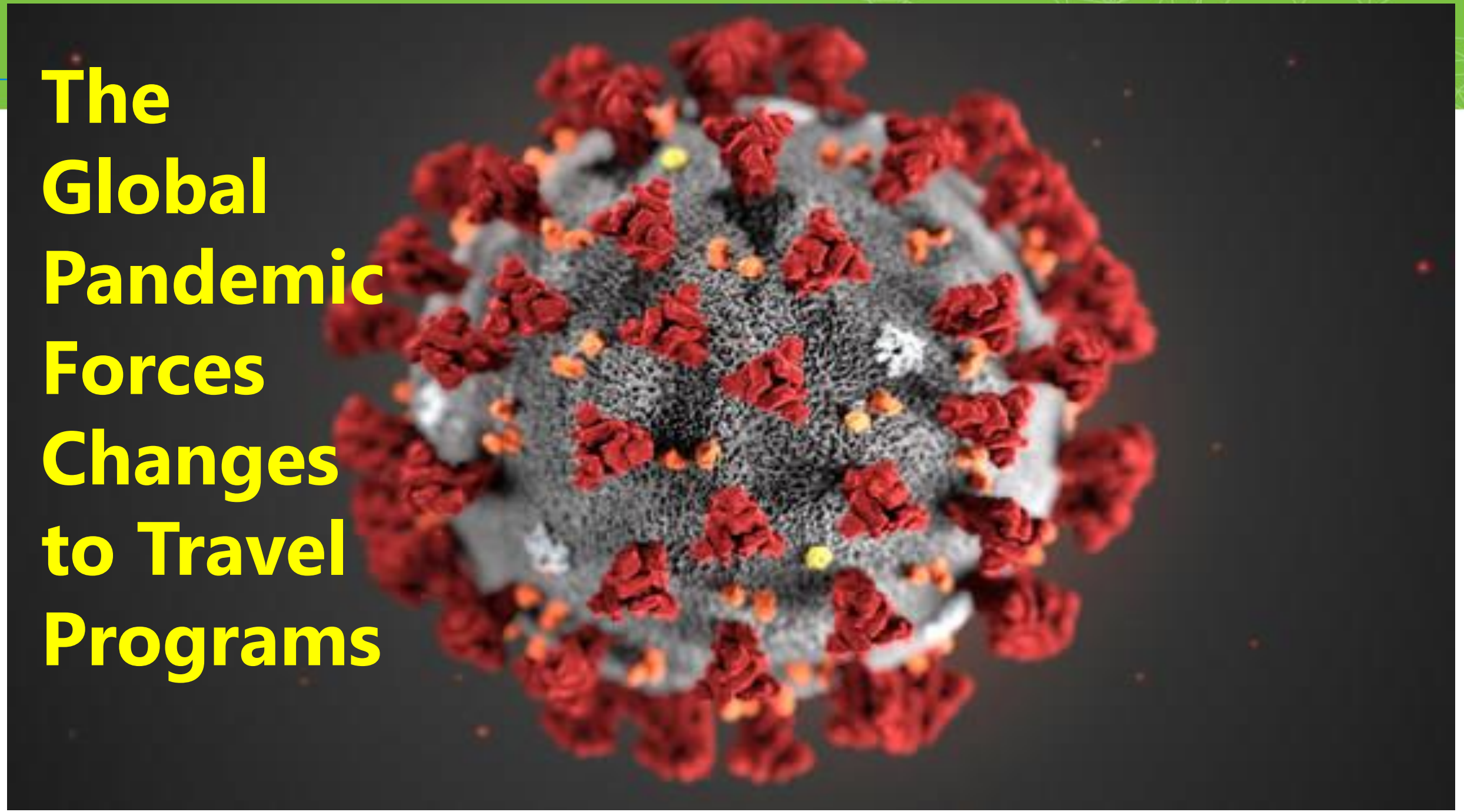
- Data collected from September 20 - October 3, 2021
- An email invitation was sent to 1,895 travel managers
- 161 travel managers based in the US or Canada responded to at least one question
- Among them, 115 travel managers who qualified for the study completed the entire survey for a response rate of 6%

Respondents qualified if:

- They are based in the United States or Canada
- They are involved in managing or procuring travel on behalf of their company
- Their company's business travelers used corporate online booking tools prior to the pandemic

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The Global Pandemic Forces Changes to Travel Programs



Policies are getting tighter



71%

of travel managers say their company's booking-related travel policies are **stricter** today than they were before the pandemic

Of those whose policies are stricter...



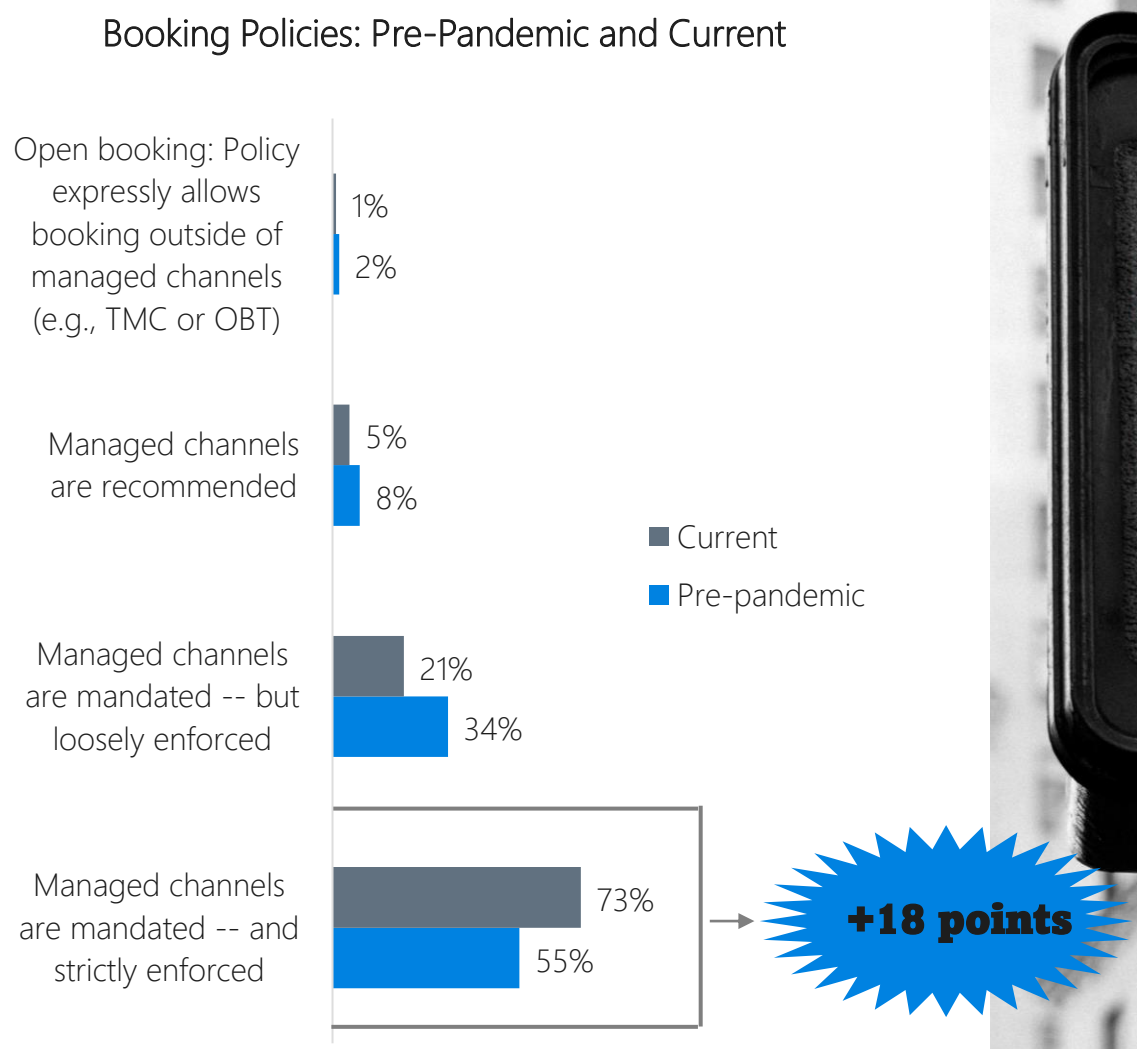
39%

expect these changes will remain in place **permanently**



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And enforcement is stricter

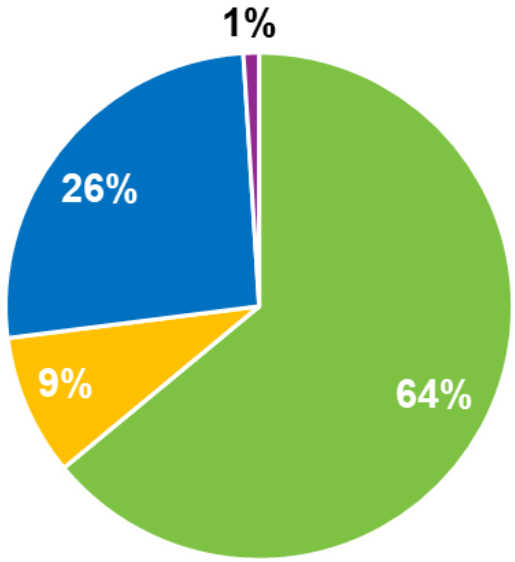




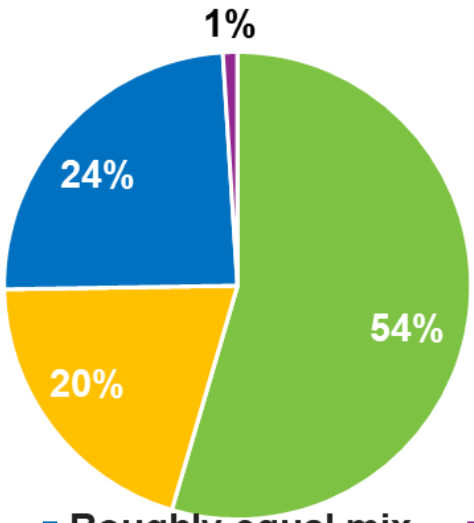
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Pre-Pandemic vs. Current Booking Behavior

Booking-Related Travel Policies: Pre-Pandemic



Booking-related Travel Policies: Current Environment



High touch: +11 points from pre-pandemic

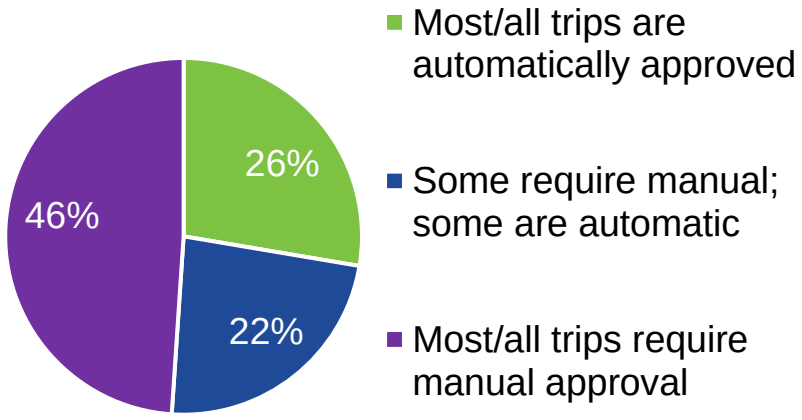
Self-service: -10 points from pre-pandemic

Self-service | High touch | Roughly equal mix | Not sure

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Approvals are keeping the brakes on

Current trip approval process





Driving an uptick in assisted bookings

Pre-pandemic



64% self-service: Travelers make most "managed" bookings through corporate booking tool



9% high touch: Travelers make most "managed" bookings with a travel manager/agent



26% roughly equal mix

Current



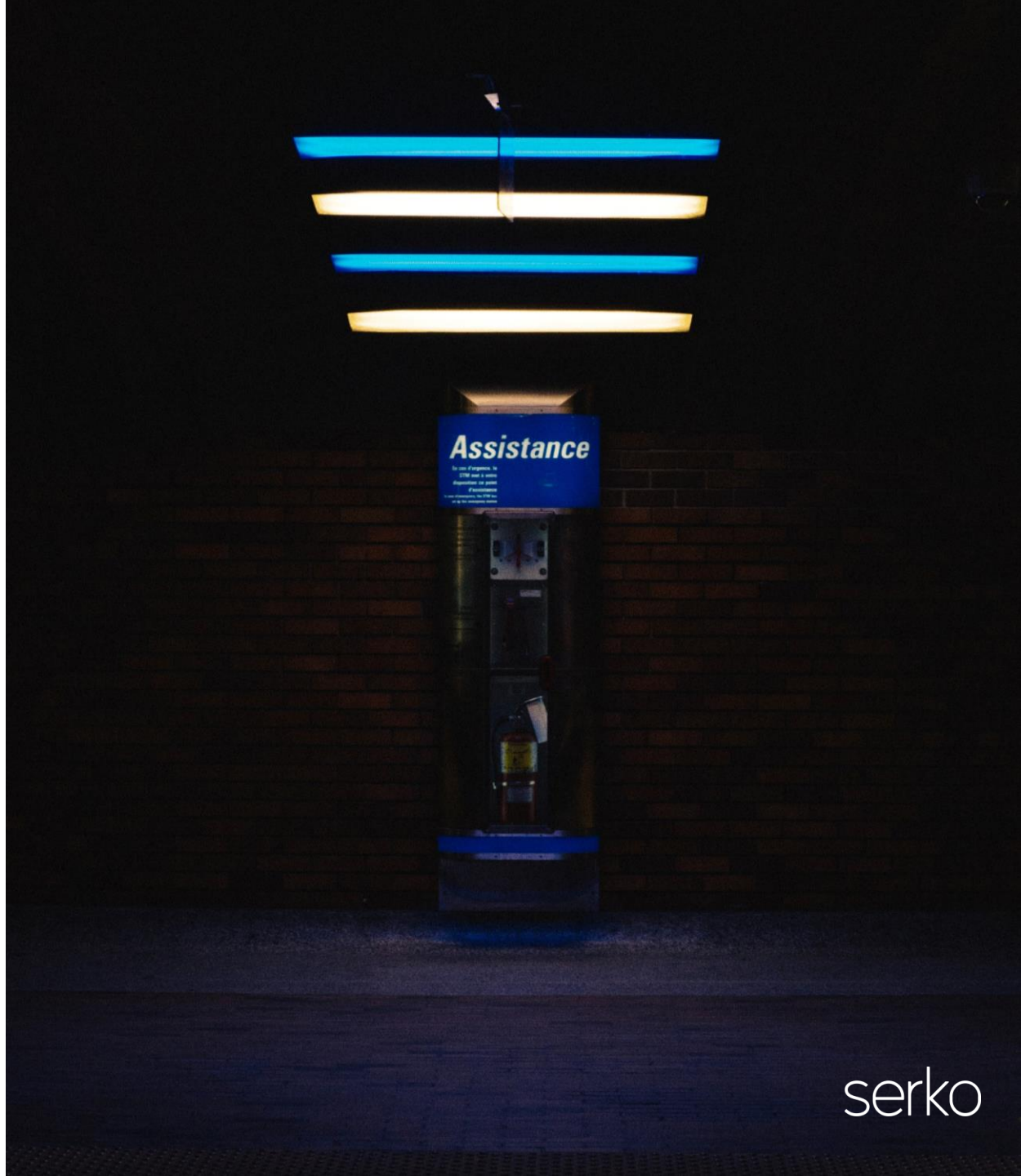
54% self-service: Travelers make most "managed" bookings through corporate booking tool



20% high touch: Travelers make most "managed" bookings with a travel manager/agent

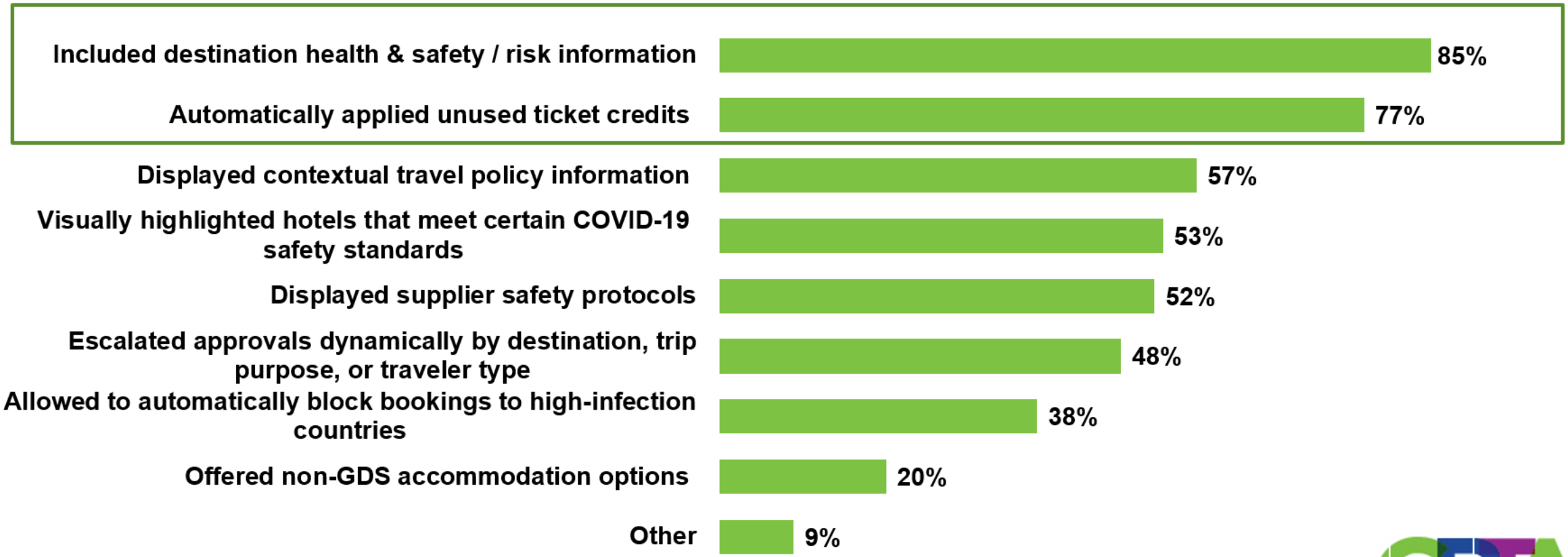


24% roughly equal mix



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Health/Safety Information and Credit Info Critical

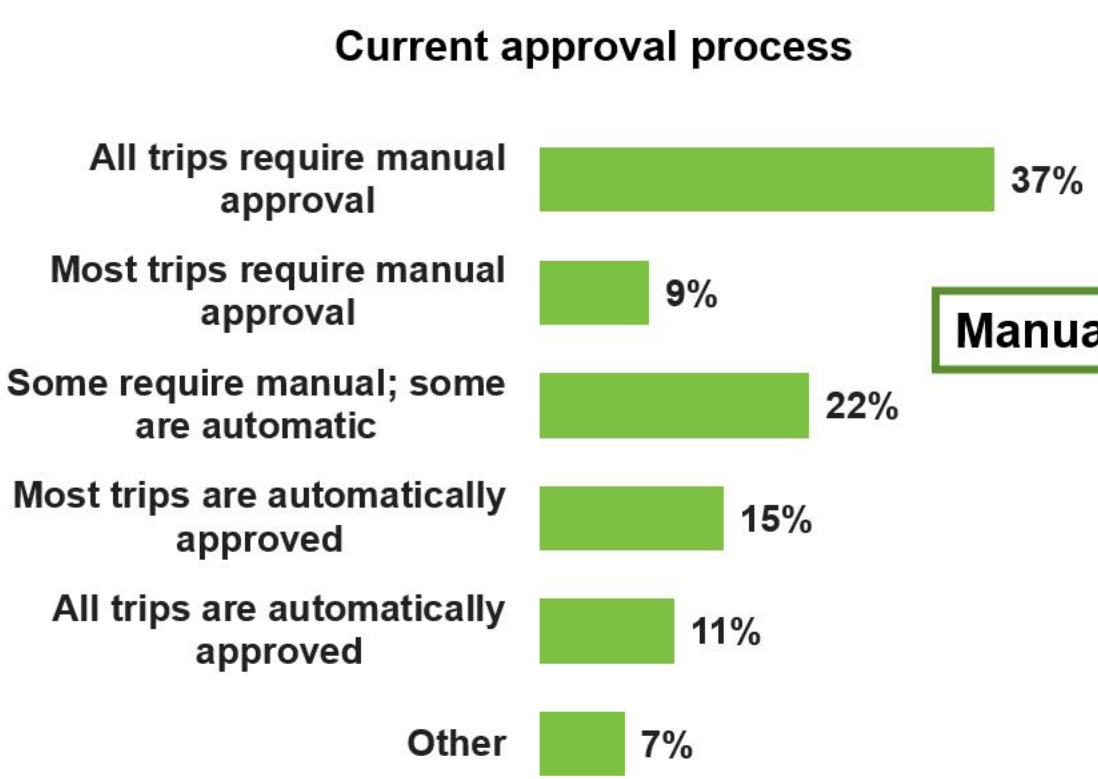


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Q. Which of the following features would make you more comfortable about business travelers at your company making their own bookings through a corporate online booking tool (OBT) in the current environment? (n=119)

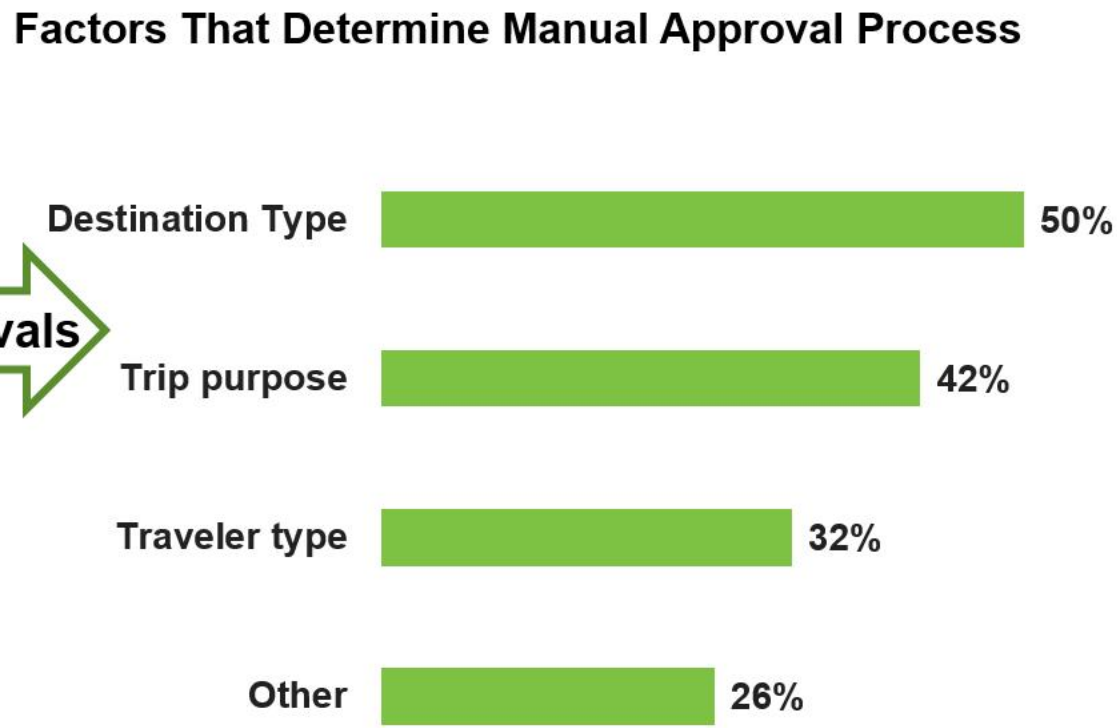
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Trip Approval Process



Q. What best describes your company's current trip approval process? (n=123)

Manual Approvals



Q. You mentioned your company's business travel policy requires manual approval for some business trips, but not others. Thinking about the manual approval process, which of the following factors does your company use to decide if trips need manual approval? (n=38)

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Changes to business travel policies due to Covid

- Has the pandemic changed business models to the point where business travel is not perceived as being as important?
- What did corporate travel programs look like before the pandemic and what do they look like now?
- Have travel booking policies changed due to the pandemic and if so, how?

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Houston,
we have
a problem
(and not just in Houston....
and not just one problem)

Pre-Pandemic Bookings Made Outside Managed Channels



29% hotel bookings



12% airline bookings



17% of overall bookings

Q. Prior to the pandemic, approximately what percentage of your company's **overall bookings** were made outside of managed channels (i.e., TMC or OBT)? Please enter a number. Your best estimate is fine. (n=121)
Q. Prior to the pandemic, approximately what percentage of your company's **airline bookings** were made outside of managed channels (i.e., TMC or OBT)? Please enter a number. Your best estimate is fine. (n=117)
Q. Prior to the pandemic, approximately what percentage of your company's **hotel bookings** were made outside of managed channels (i.e., TMC or OBT)? Please enter a number. Your best estimate is fine. (n=122)

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Almost half of Business Travel is booked outside of program!!

24% of airline tickets



37% of car rentals

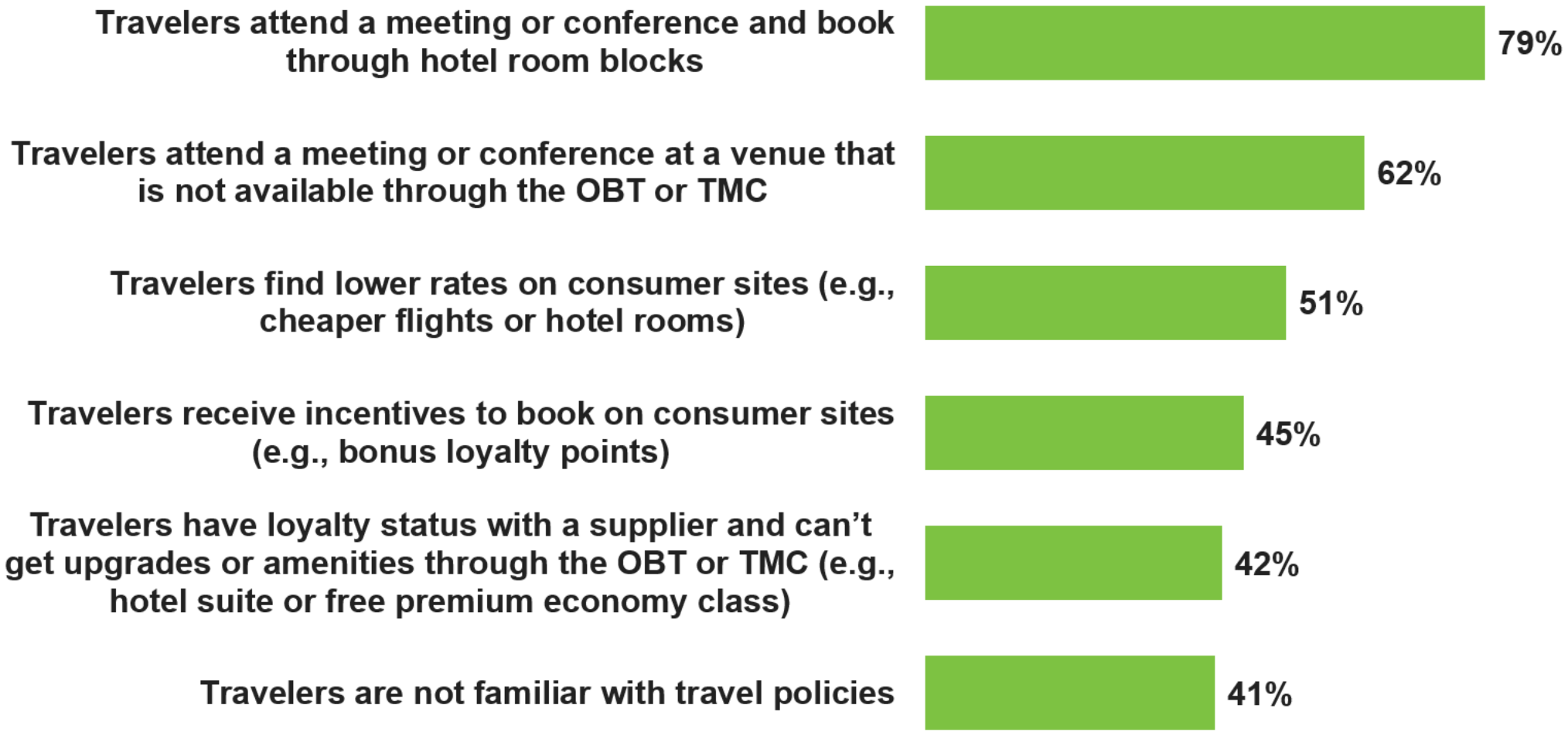
More than 50% of hotels

Addressing leakage has become more important than ever

- 46% a greater priority today than it was before the pandemic
- 50% an equal priority today as it was before the pandemic
- 3% a lesser priority today as it was before the pandemic



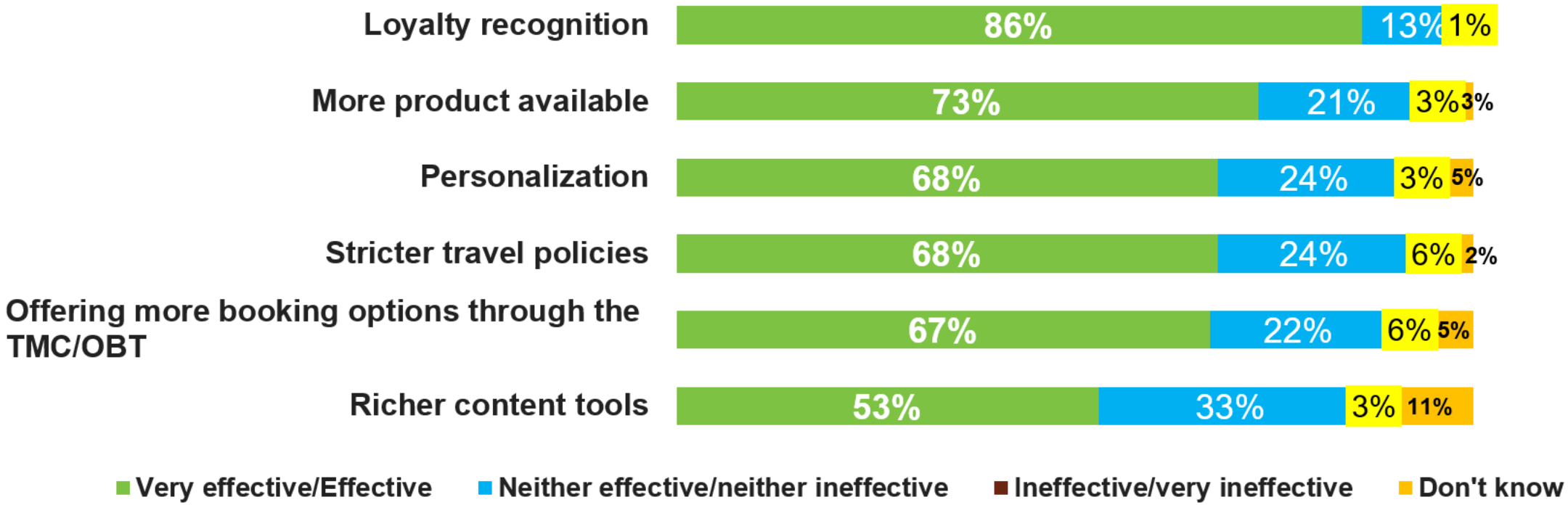
Reasons for Leakage Vary



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Q. Which of the following are common reasons why employees at your company book outside of managed booking channels (e.g., TMC/OBT)? **Please select top 5.** (n=122)

What Can Reduce Leakage?

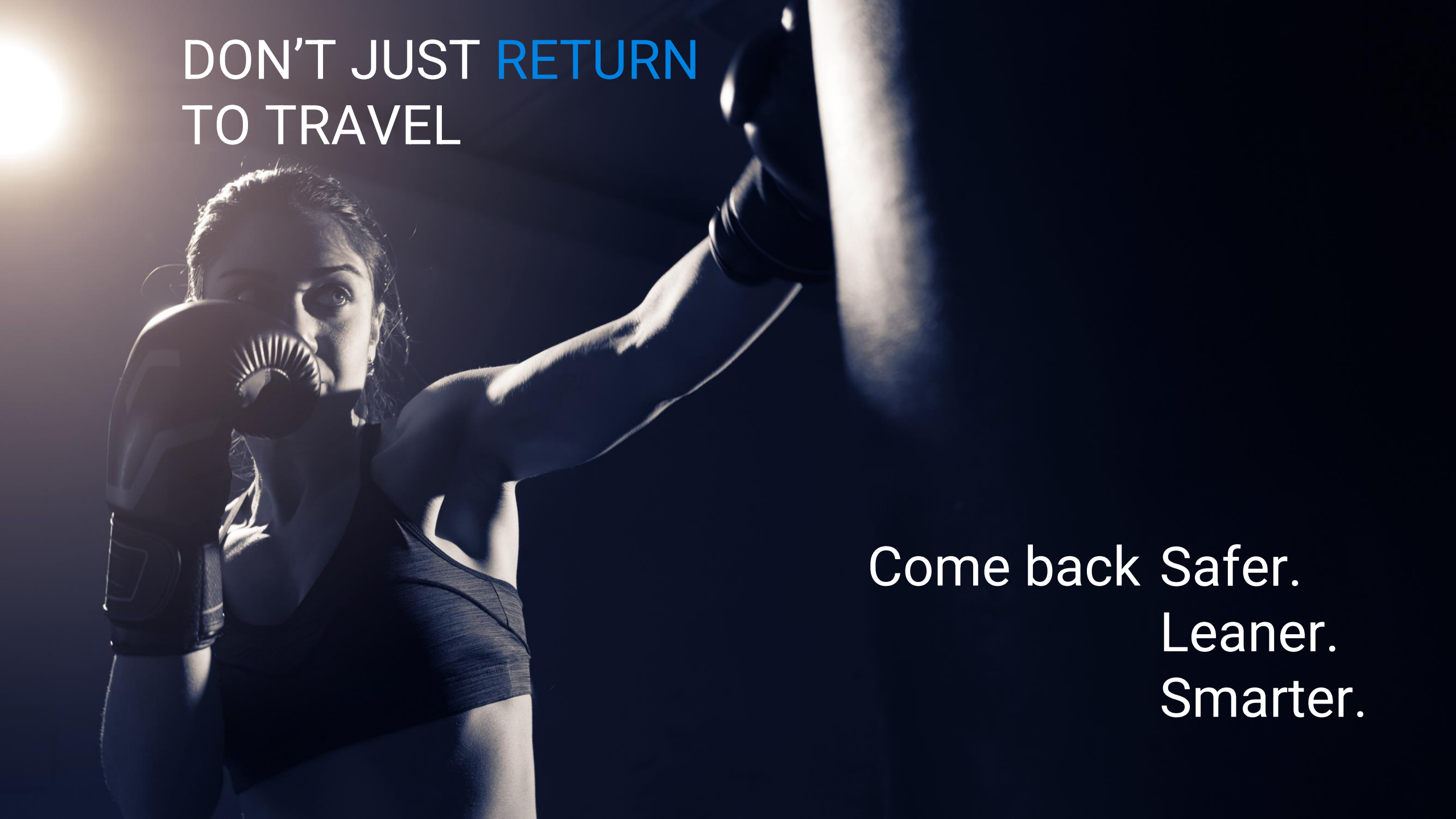


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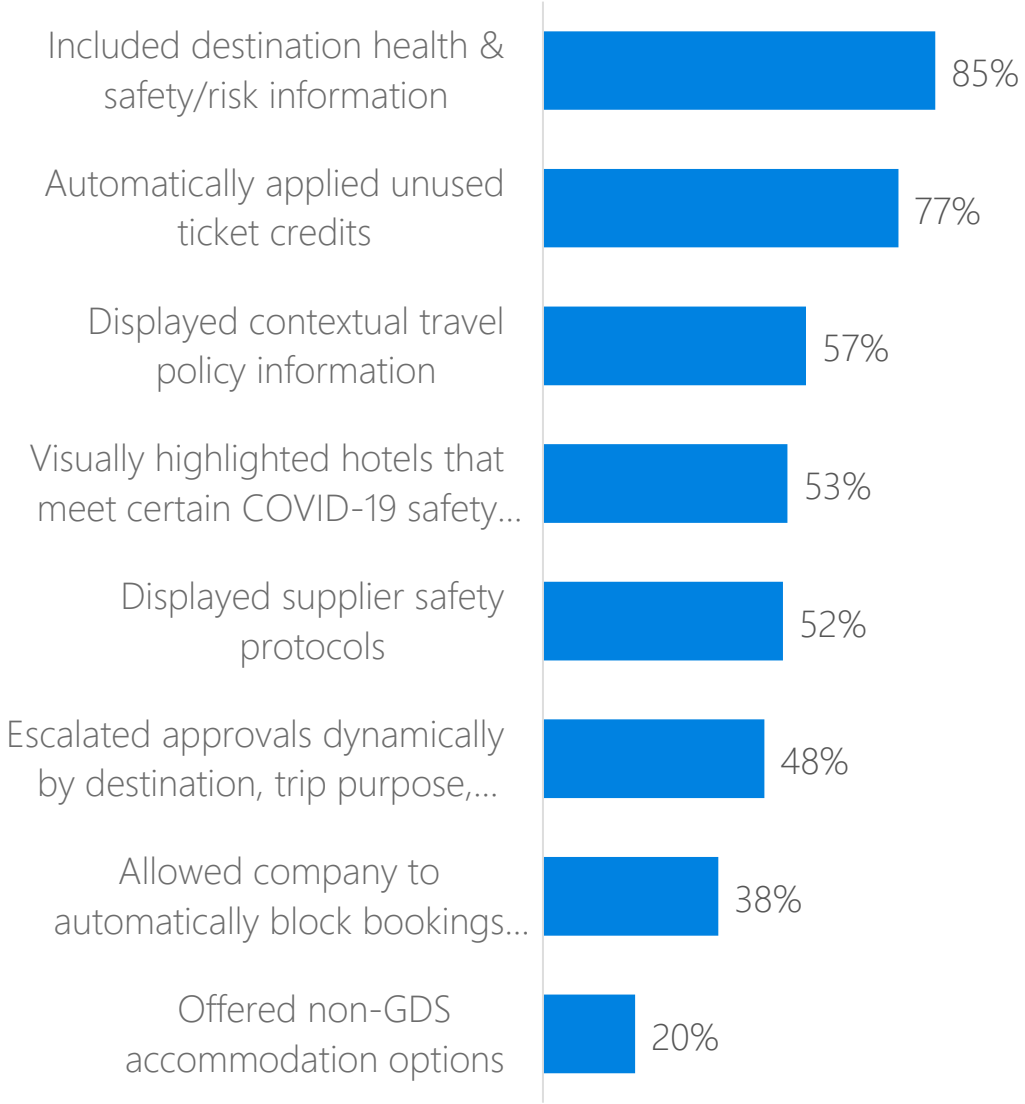
Travel Program Leakage

- How do business travelers want their company to communicate with them?
- How do they feel about a range of different communication methods, including infographics and on-demand videos?
- Are there gaps between how travel programs actually communicate and how their business travelers want them to communicate?

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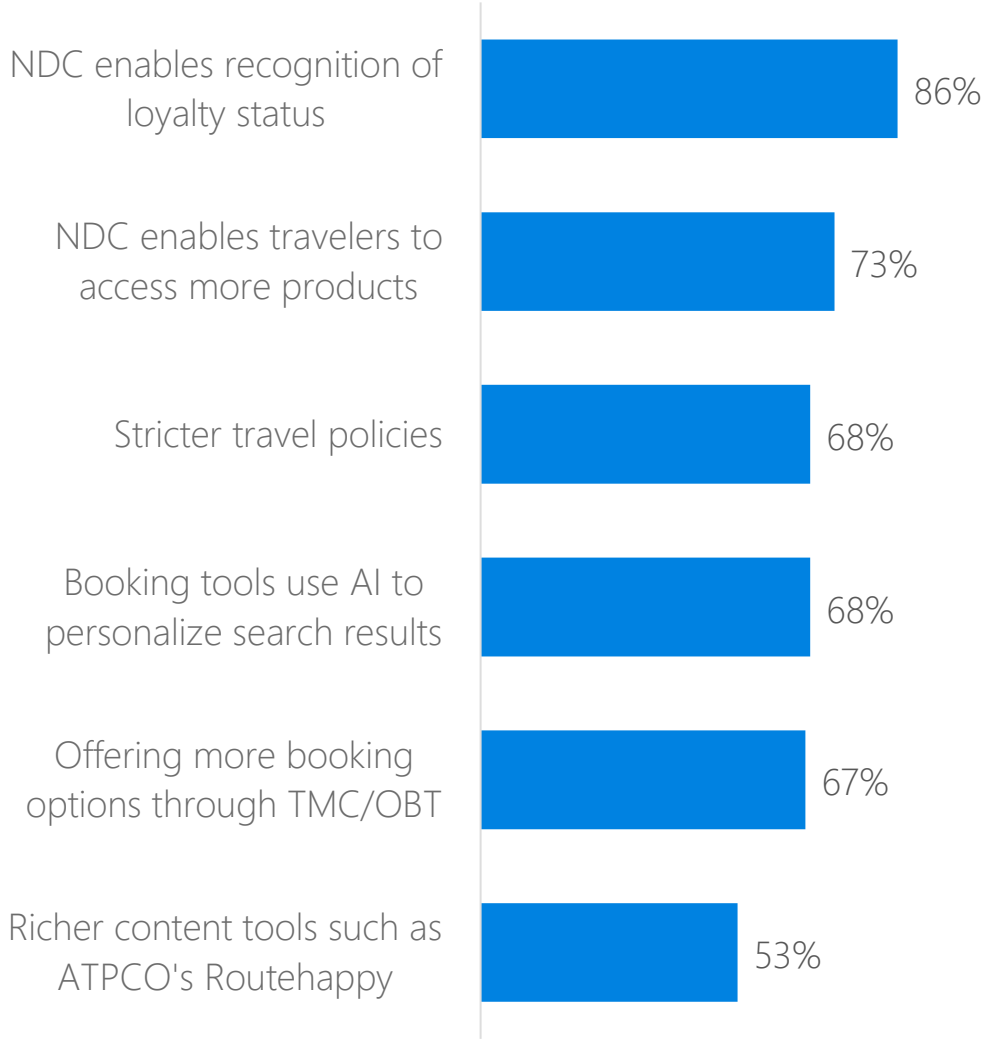

DON’T JUST RETURN
TO TRAVEL
Come back Safer.
Leaner.
Smarter.

Travel managers are clear on their needs for OBTs





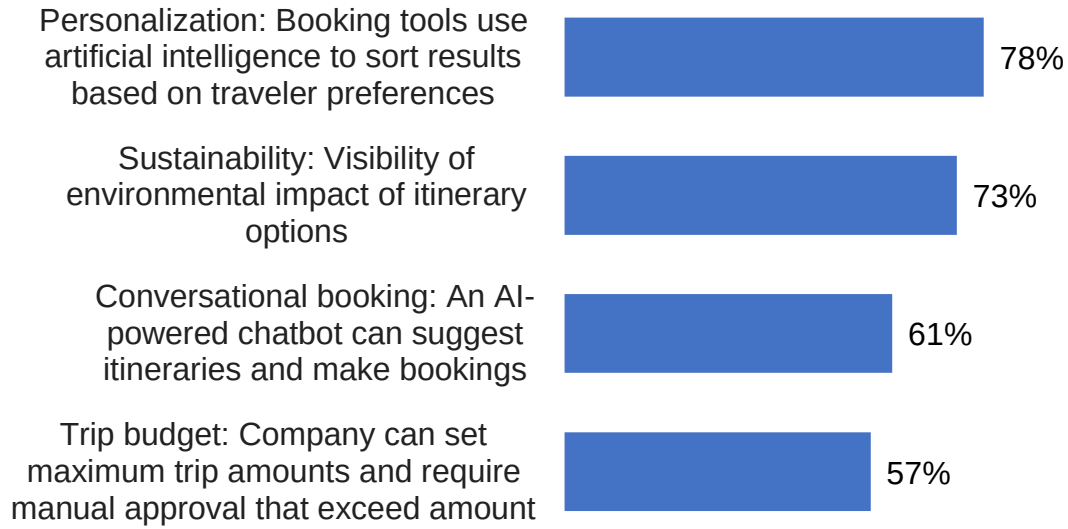
And travel managers know what works

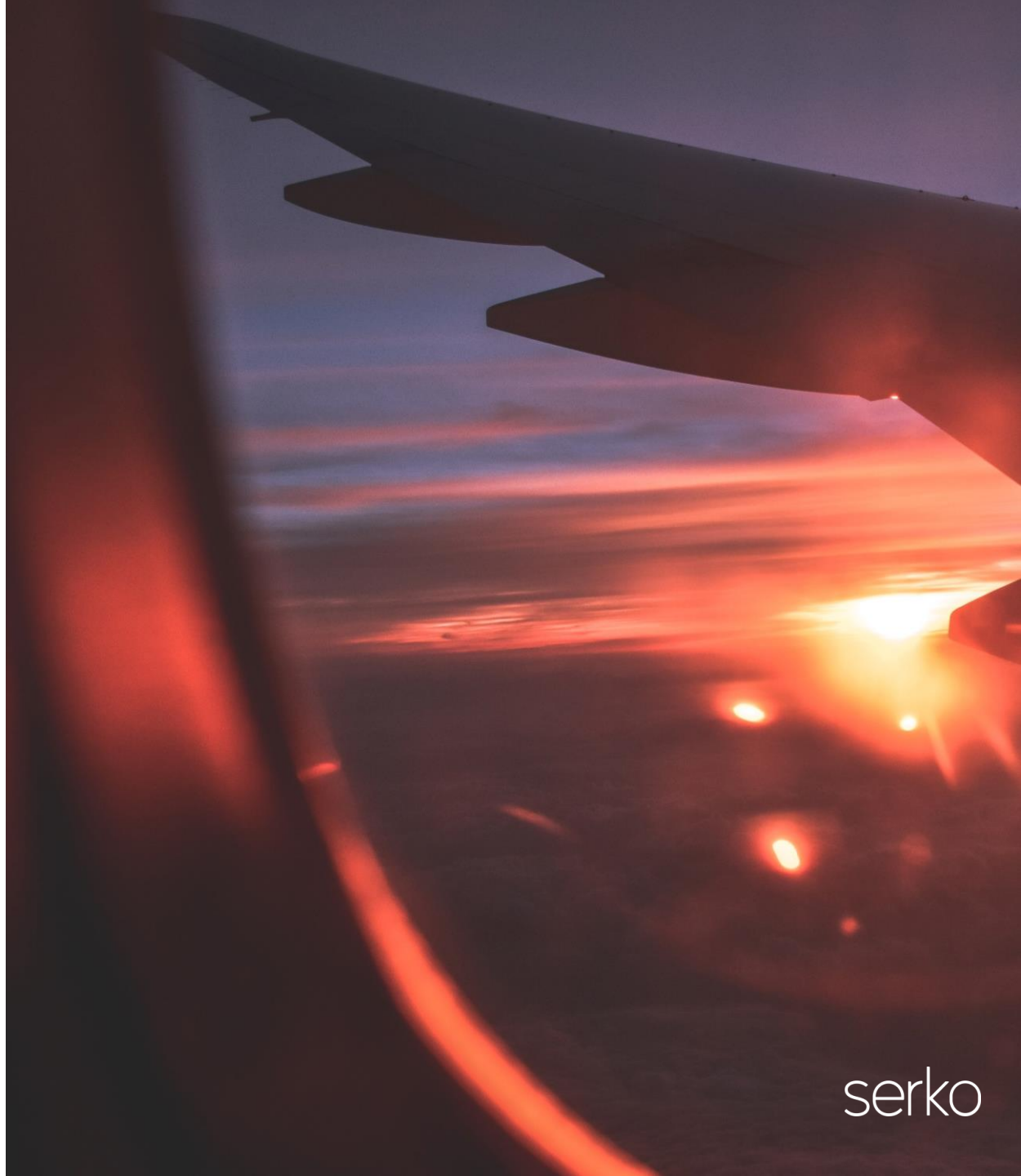




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Innovations that are driving the biggest interest





Come back safer.

Instill confidence in your stakeholders with a travel program that puts your travelers' safety first and supports your organization's duty of care requirements.

- Airline & hotel safety measures visually highlighted within the booking flow
- Visually track your travellers current & upcoming trips on a dashboard
- Multi-tier approval workflows dynamically assigned based on trip parameters



Come back leaner.

Empower your organization with an efficient travel program that delivers heightened cost control without sacrificing your travelers' preferences.

- Mitigate lost fares with unused ticket credits surfaced within the booking flow
- Enhanced spend control and visibility – Right to Travel, Approval Threshold
- Multi-source content engine for a greater selection of booking choices



Come back smarter.

Lead the way in delivering an effective travel program that drives adoption and responds to today's rapidly changing environment.

- Personalised UI that gets to know your travellers' preferences. Loyalty!
- Rich airline content delivers a frictionless booking experience
- Stay up to date with regulatory requirements during the shopping process.
- Sustainability – reduce and keep track of your organisation's carbon footprint



Thank you

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