



The changing face of Business Travel

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Who is Corrado Simontacchi

- Executive Board Member BATM
- Former Senior Manager, Corporate Procurement, Goods & Services, EAME region for a multi-billions multinational Company
- Business Traveler

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What about BATM

BATM

(Belgian Association of Travel Management)

A non-profit making organization created in 2002.

We represent the interests of the Corporate Travel Professional within the Belgian travel industry by promoting **best practice, education and providing forums for networking and knowledge sharing.**

For more visit www.batm.be

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This presentation

- Understanding the Business Travel landscape
- Business Travel Market Outlook
- Key trends in Business Travel
- Added value to Business Travel

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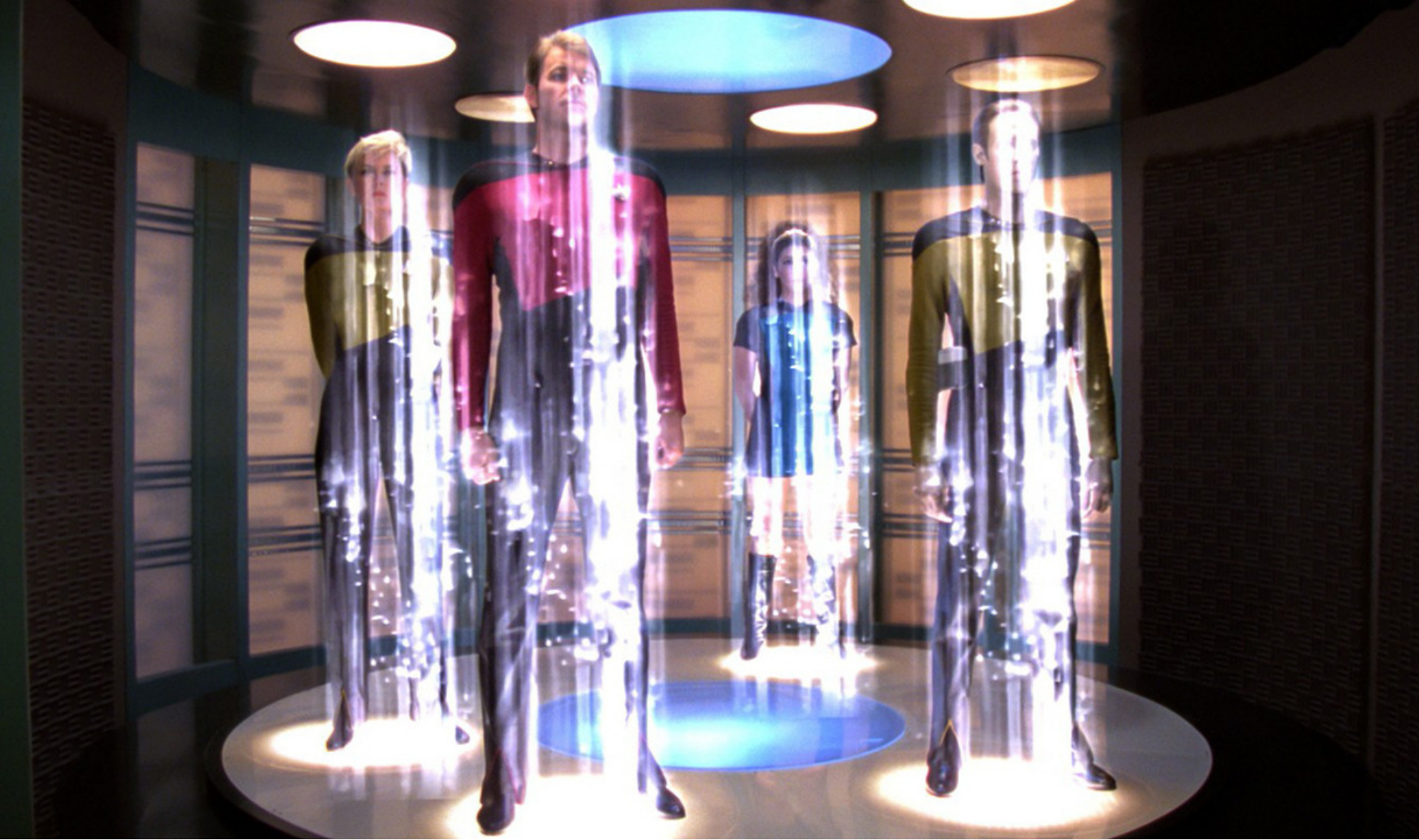
DISCLAMER

The material used during this presentation is not intended for commercial but educational purpose only.

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Business Travel Tomorrow – The vision



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Understanding the Business Travel landscape



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Key stakeholders of Business Travel



Travelers



Travel Managers

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Why a Managed Travel Program ?

Benefits of a Managed Travel Program: Traveler Safety and Savings



With a consolidated travel managed program a company gain:

- visibility of travelers
- comprehensive data
- uniform platform to develop travel policy parameters and workflow to manage compliance and traveler behavior
- Supplier leverage for negotiation

Goals, objectives, values of Corporate Travel Program



Safety & Security oversight



Cost containment



Quality and value of service delivered



Streamlining of travel related processes & integration into the Company's workflow

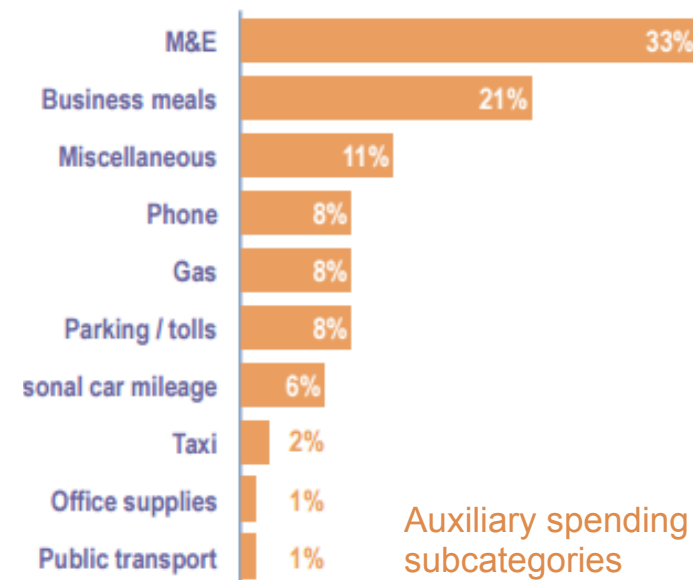
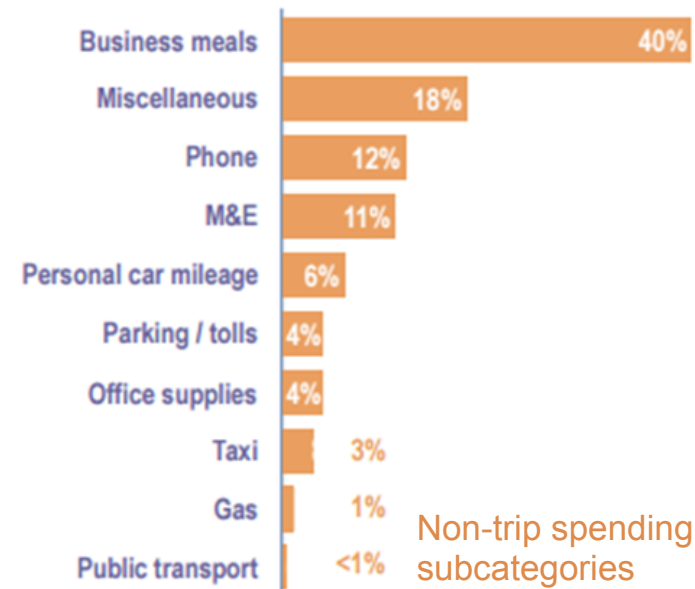
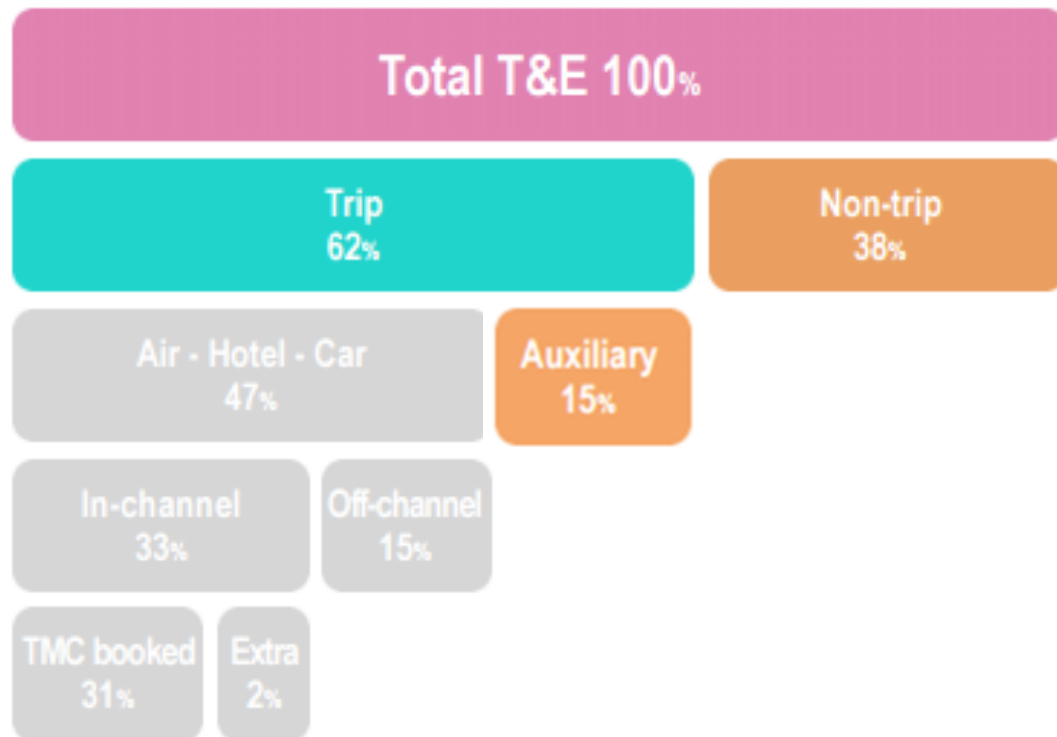


Alignment of corporate strategic goals and travel objectives



T&E Breakdown Analysis

Blocks that contain at least one air travel, lodging or car rental transaction are tagged as **Trip** blocks. All other expense items are labeled **Non-trip**



Source: CWT white paper T&E Decision Tree Understanding corporate spending patterns

Business Travel Market Outlook



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Business Travel - Market Outlook

- Financial market volatility, plus weakened global economic growth and corporate earnings, are the key drivers of the slowed activity.
- This has caused “a growing number of businesses” to re-institute cost controls, and revisit hiring, capital expansion plans, and travel.
- Global Business Travel Association’s (GBTA) education and research arm is forecasting only “moderate” growth in the sector through the rest of this year.

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Key Trends in Business Travel



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Key trends in Business Travel

- Safety and security
- Improve Efficiency of Business Travel related processes
- The Business Traveler evolution
- Use of mobile technology to support the trip experience
- The travel experience (“Traveler Centricity”)
- The “empowered” traveler

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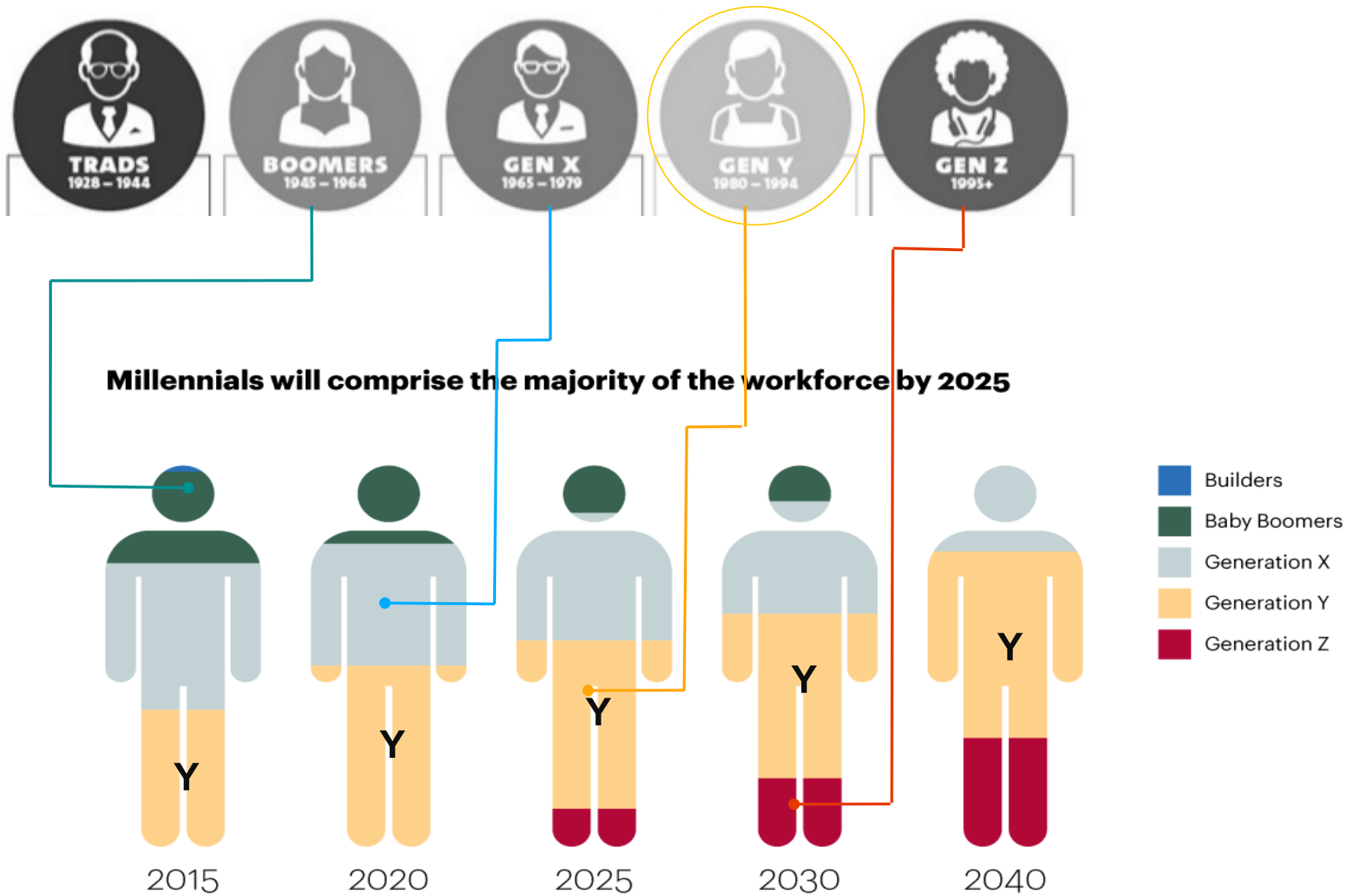
The Traveler Evolution



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The evolution of the Business Traveler



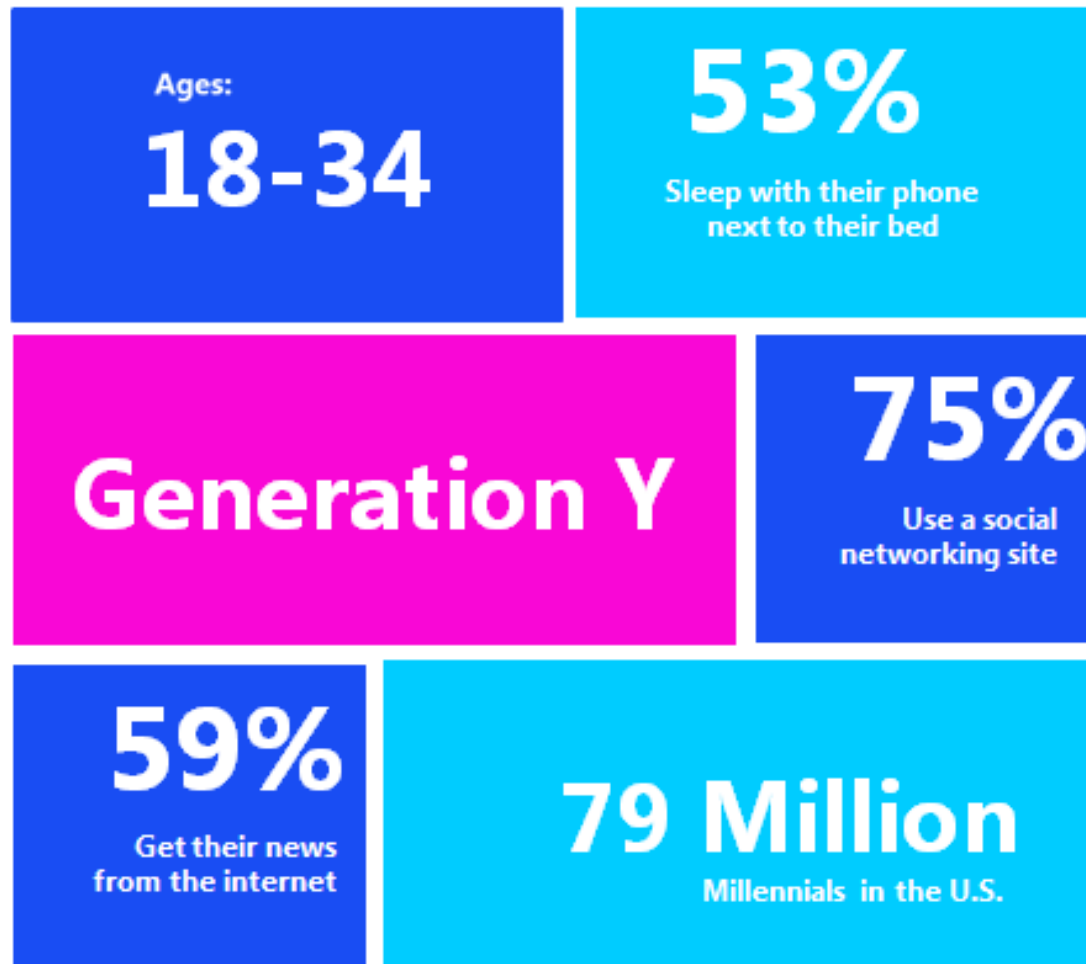
Source: U.S. Census Bureau

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The evolution of the Business Traveler

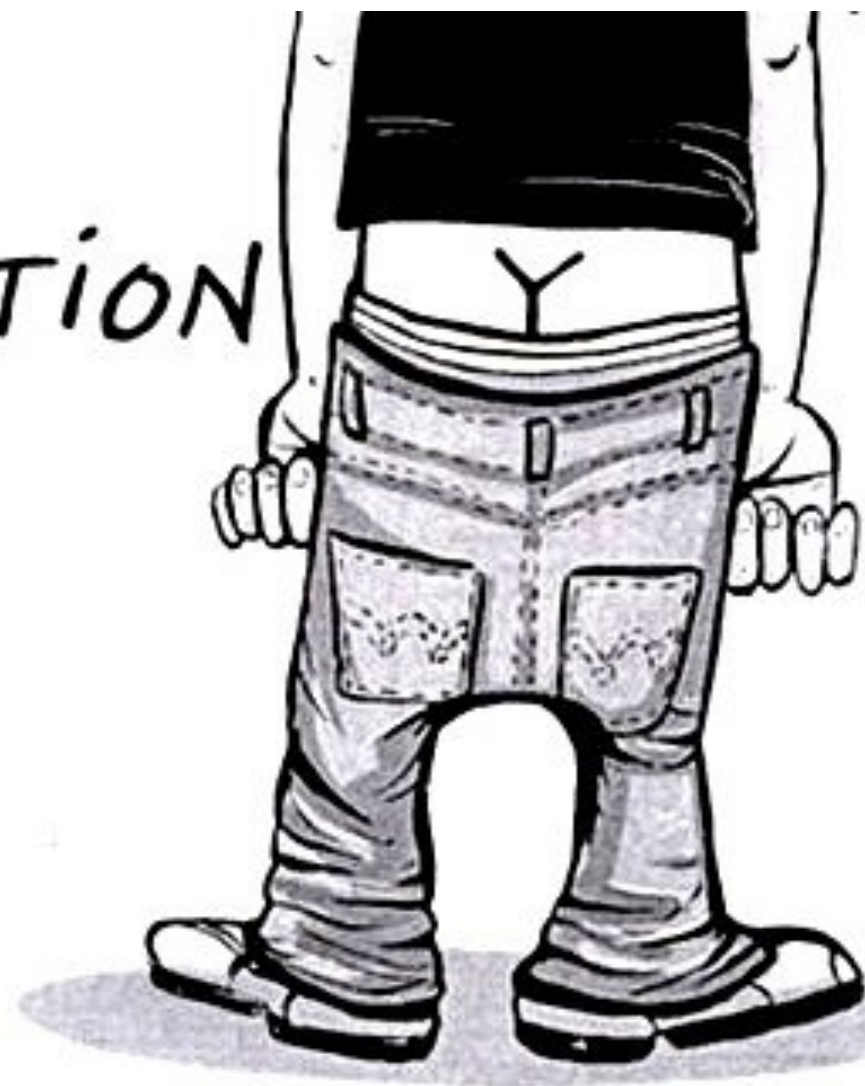
2014 Statistics from Pew Research:
Millennials: Confident. Connected. Open to Change



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GÉNÉRATION



Beaudet
2008

The evolution of the Business Traveler

Segmentation of the travel market (The past)

Business travellers



Leisure travellers



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The evolution of the Business Traveler

The Business Travellers



The Business Travel Market



The evolution of the Business Traveler

The Leisure Travel Market

The Leisure Travellers

easyJet

RYANAIR

vueling

Eurowings

HOTEL
FORMULE1

ibis
HOTELS

HRS

H
Hotels.com

venere.com
book hotels, B&Bs and apartments

airbnb

Thrifty
Car Rental

DOLLAR
RENT A CAR

Budget

Booking.com

UBER

tripadvisor

Expedia



The evolution of the Business Traveler

The Business Travellers

The Leisure Travellers



The evolution of the Business Traveler

The (New) Travellers and The (new) Travel Market Place



Use of mobile technology to support the trip experience



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Travellers want to do more on the road.....

..... and they want to do it with their smartphone.



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A silhouette of a man in a suit stands in an airport terminal, holding a suitcase. He is looking out a large window at an airplane flying in the sky. The scene is bathed in a cool, blue light, suggesting dawn or dusk. The man's reflection is visible on the polished floor.

**The perfect business trip.
Myth or reality ?**

Added value to Business Travel



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Added value to Business Travel

PRE TRAVEL	IN TRANSIT	POST TRAVEL
<p>Buyer wants Access to content and fares to be presented in a seamless, integrated fashion and complaint with policy</p>	<p>Buyer wants Health, safety, well-being and security of the traveller, and the reputation of the company, to be assured</p>	<p>Buyer wants Analytics that enable travel patterns and behaviours to be explored, and business opportunities and risks identified</p>
<p>Traveller wants A simple, efficient booking process that presents the information needed to make an informed decision</p>	<p>Traveller wants A hassle free travel experience, in a safe and secure environment</p>	<p>Traveller does not want A complex or time consuming administration processes or have to think about the anything that distracts them from the business trip</p>

Source: Mobility #8



Quality/shopping booking tool (*)



Quality support during travel disruption (*)
Convenience of travel solutions (*)
Reliable internet/data connection (*)



Easy of expense reporting (*)

**What is your value proposition
to Business Travel?**

Added value to Business Travel

A better price

or

**a better trip experience for
travelers and an integrated
solution that can meet the
requirements of a modern
Travel Managed program?**

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THANK YOU FOR YOUR ATTENTION! :)