Leveraging Data and Employee-Centric KPIs to Improve the Traveler’s Experience and Drive Business Success

Highlights from a Survey of North American Travel Buyers
Percentages shown represent the share of North American travel buyers who agree or strongly agree that “companies can improve employee retention or reduce turnover” through the specified measure.
MOST TRAVEL PROGRAMS TRACK ROAD WARRIORS – BUT DON’T HAVE SPECIAL POLICIES

59% of programs actively track or report on their most frequent travelers.

WHY ROAD WARRIORS?

ARC recently surveyed 742 U.S.-based frequent business travelers. The survey found:
• 48% of road warriors hope to travel much less in two years
• 23% report high anxiety or depression

What about retention?
• 85% of road warriors would be interested in a job from a different firm if it offers a very attractive travel policy
• 64% believe they could get a good job that doesn’t require much travel


DO PROGRAMS HAVE SPECIAL POLICIES FOR...?

C-Suite: 75%
Senior Management: 41%
Frequent Travelers: 14%
81% of buyers survey travelers regularly but only 44% survey about trip quality (e.g., sleep or mishaps)* and 34% survey about trip success (e.g., business goals)*.

Only some survey about trip “quality” or “success”.

Most buyers share cost metrics with stakeholders:
- 71% share cost-focused metrics.
- 24% share traveler-focused metrics.
- 14% share trip success metrics.

Only 32% share traveler survey results with internal stakeholders.
TRAVEL PROGRAMS DON’T TRACK RETENTION – BUT MANY INTERESTED

71% of travel programs receive data from HR

% tracked with HR data  % interested*

Retention/turnover of frequent travelers  6%  56%
Retention/turnover of all travelers  6%  50%
“Value” of travelers (i.e., based on salary or performance reviews)  1%  46%

*percentages are among those that don't already track the specified metric
ABOUT GBTA

The Global Business Travel Association (GBTA) is the world’s premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. GBTA’s 9,000-plus members manage more than $345 billion of global business travel and meetings expenditures annually. GBTA delivers world-class education, events, research, advocacy and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts. To learn how business travel drives lasting business growth, visit gbta.org

ABOUT ARC

An industry leader in air travel distribution and intelligence, ARC settled $94.8 billion in ticket transactions in 2018 between airlines and travel agencies, representing more than 295 million passenger trips. ARC provides flexible distribution solutions, innovative technology and access to the world’s most comprehensive air ticket transaction data, helping the global air travel community connect, grow and thrive. For more information, please visit arccorp.com

METHODOLOGY

- Online survey of North American travel buyers who are GBTA members.
- Data collection took place between May 7, 2019 and May 17, 2019.
- Email invitation sent to 1,675 GBTA buyer members in the U.S. and 296 buyer members in Canada
- One hundred and forty-three (143) buyers completed at least one question, for a response rate of 7%. Of these, 114 completed the entire survey.