

# 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

# WHAT CAN IMPROVE EMPLOYEE RETENTION?



**80%**

Upgrades such as business class



**80%**

Better quality technology



**77%**

More traveler-centric policies



**73%**

Additional time off for frequent travel



**68%**

Better service from TMC/travel program



**63%**

Better quality vendors/suppliers

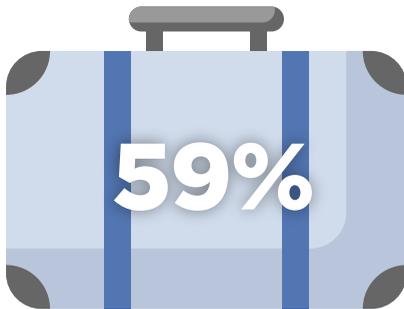


**53%**

Less strict rules

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



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

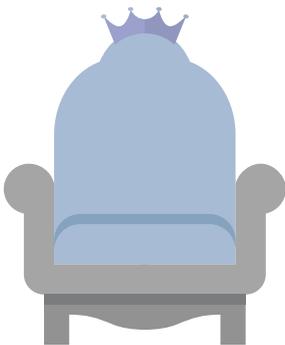
What about retention?

- **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

Source: ARC, *Achieving Better Business Results: Insights From U.S. Road Warriors*, 2018.

## DO PROGRAMS HAVE SPECIAL POLICIES FOR...?

C-Suite



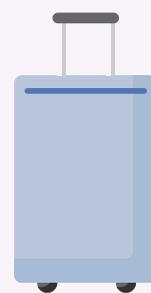
**75%**

Senior Management



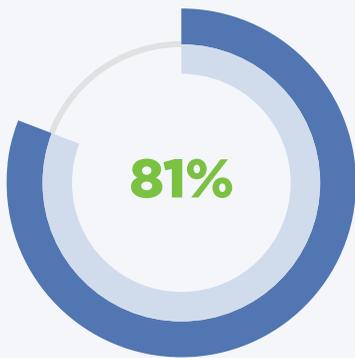
**41%**

Frequent Travelers



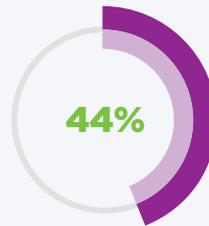
**14%**

## ONLY SOME SURVEY ABOUT TRIP “QUALITY” OR “SUCCESS”

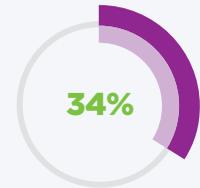


of buyers  
survey travelers  
regularly

-- but only --



survey about  
**trip quality**  
(e.g., sleep  
or mishaps)\*



survey about  
**trip success**  
(e.g., business  
goals)\*

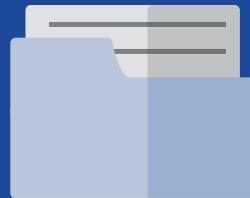
## MOST BUYERS SHARE COST METRICS WITH STAKEHOLDERS

metrics always+often shared with stakeholders



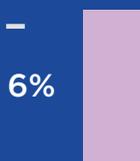
**Only**  
**32%**  
share traveler  
survey results  
with internal  
stakeholders

# TRAVEL PROGRAMS DON'T TRACK RETENTION - BUT MANY INTERESTED

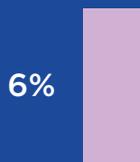


**71%**  
of travel programs  
receive data from HR

% tracked  
with HR data



Retention/turnover  
of frequent travelers



Retention/turnover  
of all travelers



"Value" of travelers  
(i.e., based on salary  
or performance reviews)

% interested\*



56%



50%



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](http://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](http://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.