

BUSINESS TRAVEL FACT SHEET

STRONGER PROFITS, GREATER REVENUE, MORE CUSTOMERS



A new study provides clear evidence that business travel drives corporate revenues and delivers profits to the bottom-line. The report, **The Role of Business Travel in the U.S. Economic Recovery**, shows that companies depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent. In fact, investing in business travel is so critical to a successful corporate strategy that businesses that invested the most in travel during the Great Recession grew faster than those that cut their travel budgets.

Conducted by Oxford Economics, a respected international economic analysis firm, this new study examined 14 business sectors and included an econometric analysis of the past 18 years of available government data on business travel and its impact on productivity and company profits. The study also included an online survey, conducted in November 2012, of 300 frequent business travelers who took at least four trips per year.

BUSINESS TRAVEL DELIVERS A SUBSTANTIAL, MEASURABLE RETURN ON INVESTMENT

- Business travel fuels growth. For every dollar U.S. companies invest in business travel they realize \$9.50 in new revenue.
- Business travel boosts the bottom-line. That same dollar spent on business travel produces \$2.90 in profits.

BUSINESS TRAVEL IS CORE TO A SUCCESSFUL CORPORATE STRATEGY

- Companies that invested the most on business travel during the Great Recession grew faster than those that cut back. Data from 2007-2011 for 61 industries shows sectors that spent the most on business travel throughout the recession posted higher profit growth.

- A clear majority (57%) of all surveyed business leaders stated that cutting back on their travel budgets during the economic downturn hurt their company's performance. Only 4% said that it helped.

FACE-TO-FACE MEETINGS ARE ESSENTIAL FOR KEEPING CUSTOMERS AND WINNING NEW BUSINESS

- Nearly three-in-four (74%) frequent business travelers surveyed reported that in-person meetings with clients deliver a high impact on customer retention.
- Business travelers also reported that they are nearly twice as likely to convert prospects into customers with an in-person meeting than without one.
- More than two-in-five (42%) executives stated that they would lose their customers without face-to-face meetings.

BUSINESS TRAVEL BOOSTS CORPORATE PERFORMANCE

- Nearly three-in-five frequent travelers (59%) say that higher spending on business travel would have a positive impact on their company's revenue and profitability.
- A vast majority of business executives surveyed identify travel for internal company meetings as crucial for sharing ideas (76%), staff communication (74%), and job performance (70%).

CONFERENCES AND CONVENTIONS ARE VITAL FOR GAINING NEW INSIGHTS AND FOR IMPROVING SALES

- More than three-quarters of survey respondents believe conferences and conventions provide a high impact on gaining industry insights (78%) and developing industry partnerships (76%).