Coronavirus Poll Results

Connecting the people that connect the world™
Methodology

An online flash poll was conducted of GBTA members worldwide

- Fielding took place on February 25th, 2020 and February 26th, 2020
- An email invitation was sent to 5,777 GBTA members worldwide
  - Of these, 574 completed at least one question, for a response rate of 9.9%
  - Of those who responded, 401 completed the entire poll
Key Highlights/Talking Points
### Business Travel Grounded to a Halt

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>95%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>73%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>54%</td>
</tr>
<tr>
<td>European countries</td>
<td>23%</td>
</tr>
<tr>
<td>Other Asia Pacific</td>
<td>45%</td>
</tr>
</tbody>
</table>

- 95% of companies have canceled or suspended most (11%) or all (84%) trips to China.
- 73% of companies have canceled or suspended most (19%) or all (54%) trips to Hong Kong.
- 54% of companies have canceled or suspended most (19%) or all (35%) trips to Taiwan.
- 45% of companies have canceled or suspended most (23%) or all (22%) trips to other Asia Pacific countries (e.g., Japan, South Korea, Malaysia).
- 23% of companies have canceled or suspended some (15%), most (5%), or all (3%) trips to European countries.
Many Companies Have Canceled Meetings

Has your company taken the following actions in response to the coronavirus?

- Canceled already scheduled meetings, events, or conferences:
  - No: 35%
  - Yes - a few meetings/events: 22%
  - Yes - some meetings/events: 25%
  - Yes - many meetings/events: 18%
  - % some + many: 43%

- Postponed meetings, events, or conferences:
  - No: 33%
  - Yes - a few meetings/events: 25%
  - Yes - some meetings/events: 24%
  - Yes - many meetings/events: 17%
  - % some + many: 41%

- Moved meetings, events, or conferences to a new venue or location:
  - No: 65%
  - Yes - a few meetings/events: 18%
  - Yes - some meetings/events: 11%
  - Yes - many meetings/events: 6%
  - % some + many: 17%

Note: Some respondents indicated don't know; these responses were excluded from the analysis.
Travel Companies Feel the Pain

How would you characterize the impact of the coronavirus on your company’s revenue?

- No impact at all
- Slight
- Moderate
- Significant

86% of travel companies have felt at least some impact on revenue; 55% have felt a “moderate” or “significant” impact.

Results filtered for suppliers/TMCs
## Potential Industry Business Travel Spend Impact

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Potential Loss $ Billions</th>
<th>% Companies Canceling/Suspending All or Most Trips to Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>($399.9)</td>
<td>94%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>($2.4)</td>
<td>72%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>($2.2)</td>
<td>52%</td>
</tr>
<tr>
<td>Asia Pacific (minus China, Hong Kong and Taiwan)</td>
<td>($33.7)</td>
<td>43%</td>
</tr>
<tr>
<td>Europe</td>
<td>($109.5)</td>
<td>8%</td>
</tr>
<tr>
<td>North America</td>
<td>($7.1)</td>
<td>2%</td>
</tr>
<tr>
<td>Latin America</td>
<td>($1.6)</td>
<td>3%</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>($3.3)</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total 2020 Potential ($ Billions)</strong></td>
<td><strong>($559.7)</strong></td>
<td><strong>37% of 2020 Forecasted Business Travel Spend</strong></td>
</tr>
</tbody>
</table>

Calculated by multiplying the percent of companies who say they have suspended/canceled all or most business travel to the country/region by total forecasted GBTA BTI total 2020 travel spend to that country/region.