Coronavirus Poll Results
March 10, 2020
Methodology

An online flash poll was conducted of travel professionals worldwide, including members and non-members of GBTA

• Fielding took place from March 4-6, 2020
• An email invitation was sent to 8,572 travel professionals
  • Of these, 1,095 completed the survey, for a response rate of 12.3%
Key Highlights/Talking Points
Business Travel Grounded

41% of companies have canceled or suspended most (21%) or all (20%) international business trips.
Business Travel Grounded (Cont.)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>95%</td>
<td>of companies have canceled or suspended <strong>most</strong> (10%) or <strong>all</strong> (85%) trips to China</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>87%</td>
<td>of companies have canceled or suspended <strong>most</strong> (17%) or <strong>all</strong> (70%) trips to Hong Kong</td>
</tr>
<tr>
<td>Taiwan</td>
<td>79%</td>
<td>of companies have canceled or suspended <strong>most</strong> (17%) or <strong>all</strong> (62%) trips to Taiwan</td>
</tr>
<tr>
<td>Europe</td>
<td>51%</td>
<td>of companies have canceled or suspended <strong>most</strong> (26%) or <strong>all</strong> (25%) trips to European countries</td>
</tr>
<tr>
<td>Other APAC</td>
<td>77%</td>
<td>of companies have canceled or suspended <strong>most</strong> (24%) or <strong>all</strong> (53%) trips to other APAC countries (e.g., Japan, S. Korea, Singapore, Malaysia)</td>
</tr>
<tr>
<td>North America</td>
<td>18%</td>
<td>of companies have canceled or suspended <strong>most</strong> (12%) or <strong>all</strong> (6%) trips to North American countries (U.S. and Canada)</td>
</tr>
</tbody>
</table>

Q. Thinking about your company, how has the coronavirus impacted business travel to…?
Companies Have Canceled Meetings

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

<table>
<thead>
<tr>
<th>Action Description</th>
<th>No</th>
<th>Yes - a few meetings/events</th>
<th>Yes - some meetings/events</th>
<th>Yes - many meetings/events</th>
<th>% Some + Many</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canceled already scheduled meetings, events, or conferences</td>
<td>27%</td>
<td>20%</td>
<td>23%</td>
<td>30%</td>
<td>53%</td>
</tr>
<tr>
<td>Postponed meetings events conferences</td>
<td>26%</td>
<td>21%</td>
<td>27%</td>
<td>26%</td>
<td>53%</td>
</tr>
<tr>
<td>Moved meetings, events, or conferences to a new venue or location</td>
<td>71%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Note: Some respondents indicated don’t know; these responses were excluded from the analysis

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

59% of travel suppliers have felt a “significant” impact on revenue

Results filtered for suppliers/TMCs
On average, travel buyers estimate their company has canceled 43% of the bookings it had made for March 2020, as a result of the coronavirus.

Q. Thinking about the business trips that your company had booked for March 2020, approximately what percentage have been cancelled as a result of the coronavirus? Please enter a percentage. Your best estimate is fine.

Note: Question only displayed to travel buyers/procurement professionals.

62% have canceled at least one-quarter of business trips due to coronavirus.

### Percentage of Bookings Cancelled for March 2020 as a Result of Coronavirus

- **Less than 25%**: 38%
- **25% to less than 50%**: 17%
- **50% to less than 75%**: 17%
- **75% or more**: 28%