Preparing, Complying, and Operating in a Live-GDPR World
How Prepared Were Travel Professionals for GDPR?

46% of respondents were “somewhat” or “very” concerned that their organization would be GDPR-compliant by May 25th.

However, many respondents were confident their organization would be compliant in critical processes for GDPR:

- 77% saying they feel “somewhat” or “very” confident of respondents were “somewhat” or “very” concerned that their organization would be GDPR-compliant by May 25th.

| Activity                  | Confidence (% of respondents)
|---------------------------|-------------------------------
| Data Reporting            | 77%                           
| Data Storage              | 77%                           
| Collecting Data           | 75%                           
| Data Removal              | 73%                           
| Obtaining Consent         | 73%                           

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What Did Organizations Do in Preparation for Compliance?

- **60%** had more than one team leading compliance efforts

What Compliance Efforts Looked Like:

- **45%** changed contract language to be compliant
- **39%** designated a Data Protection Officer or Team
- **37%** indicated changed how data was stored
- **35%** changed how data was collected
- **25%** said their organization brought in outside consulting firms
- **18%** incorporated new technology to be compliant

However:

- **29%** of respondents were unaware of their organization’s compliance efforts
Top Concerns for Compliance

**Pre-Compliance Deadline**

“The understanding of GDPR by vendors and their willingness to adapt new language in their contract is the biggest concern.”

“I haven’t seen a lot of information other than that there’s this looming deadline. So what is this regulation, understanding more why it’s being implemented.”

“Right now we don’t have a clear answer as to the exact situations which fall within GDPR jurisdiction...you can’t possibly foresee all possible data collection scenarios in the life cycle of a meeting.”

“It needs to be more understandable by laymen. A lot of different employees deal with data, and if they don’t understand the rules, they will not follow them.”

**Vendor Compliance**

“The multiple exchanges of data from traveler via corporate tool to agency to GDS to vendor can still make some vendors unwilling to engage.”

“The vendors we use need to better communicate their plans.”

“It’s unclear to me how European law regulates in The US.”

“[Compliance requires] new tech requirements but that is not difficult to remedy”

“[I wasn’t adequately prepared for] Impact on small meetings and how to cover thousands of locally sourced meetings with independent hotels/venues.”

**Internal Compliance**

“Getting the C-suite to understand its importance and implications.”

“Internal meeting planners (often admin assistants) are not aware of the requirements.”

**Complexity of Law**

“Internal meeting planners (often admin assistants) are not aware of the requirements.”

**Practical Application**

“Internal meeting planners (often admin assistants) are not aware of the requirements.”
What Can Still Be Done

- Act now. Risk of non-compliance is too high to ignore.
- Work with your teams and outside experts to evaluate your needs.
- Even if you don’t run events with EU attendees today, be aware of GDPR and the way the privacy winds are blowing.
- If not required, consider adopting GDPR guidelines as a best practice.
About GBTA
The Global Business Travel Association (GBTA) is the world's largest professional association representing the $1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than $345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.

About Cvent
Cvent, Inc. is a leading cloud-based enterprise event management platform. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing, and web surveys. Cvent provides hoteliers with an integrated platform, enabling properties to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events.

Methodology

- Mixed methodology approach
- In-depth interviews with veterans in the travel, meetings, and events industry
- Online survey of U.S.-based travel buyers
- Survey fielded between May 3, 2018 and May 11, 2018
- Respondents qualified if they:
  - Were employed at an organization that does business with EU citizens or residents
  - Were at least “somewhat familiar” with GDPR
- Post-GDPR qualitative survey of those who participated in pre-GDPR survey
  - Survey fielded between July 10, 2018 and July 18, 2018