



# Coronavirus Poll Results

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## Methodology

An online flash poll was conducted of GBTA members worldwide

- Fielding took place on February 25<sup>th</sup>, 2020 and February 26<sup>th</sup>, 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



95%

of companies have canceled or suspended **most** (11%) or **all** (84%) trips to China



54%

of companies have canceled or suspended **most** (19%) or **all** (35%) trips to Taiwan



73%

of companies have canceled or suspended **most** (19%) or **all** (54%) trips to Hong Kong



45%

of companies have canceled or suspended **most** (23%) or **all** (22%) trips to other Asia Pacific countries (e.g., Japan, South Korea, Malaysia)

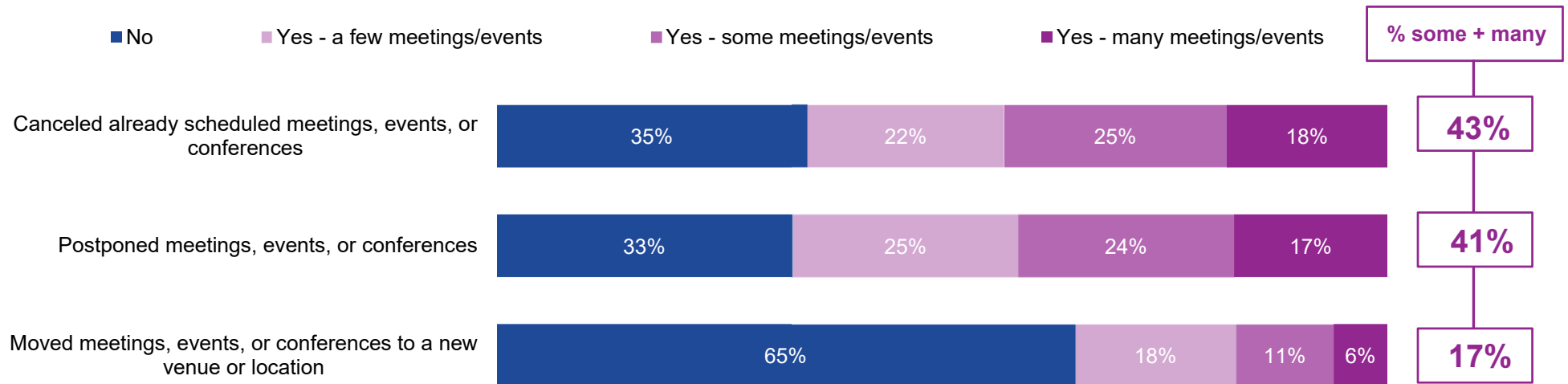


23%

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?



# 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

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

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.