

# Coronavirus Poll Results

October 22, 2020

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# Methodology

**An online flash poll was conducted of GBTA members and non-members worldwide, including corporate travel managers and travel suppliers**

- Fielding took place from October 12 through October 17, 2020
- An email invitation was sent to 16,298 travel professionals including current and inactive members of GBTA; a link to the survey was also included in GBTA's *Daily News Brief* sent to travel professionals worldwide
- In total, 927 companies responded to the poll
- Note: Some totals might not add to 100% because of rounding; each percentage is rounded to the nearest whole number

# Key Highlights



# Times Are Tough – But the Value Proposition Hasn't Changed



82%

of respondents say face-to-face meetings are more effective than virtual meetings when it comes to achieving business outcomes (e.g., sales, client engagement, dealmaking, collaborating with coworkers at another office, etc.)



2%

of respondents say virtual meetings are more effective



14%

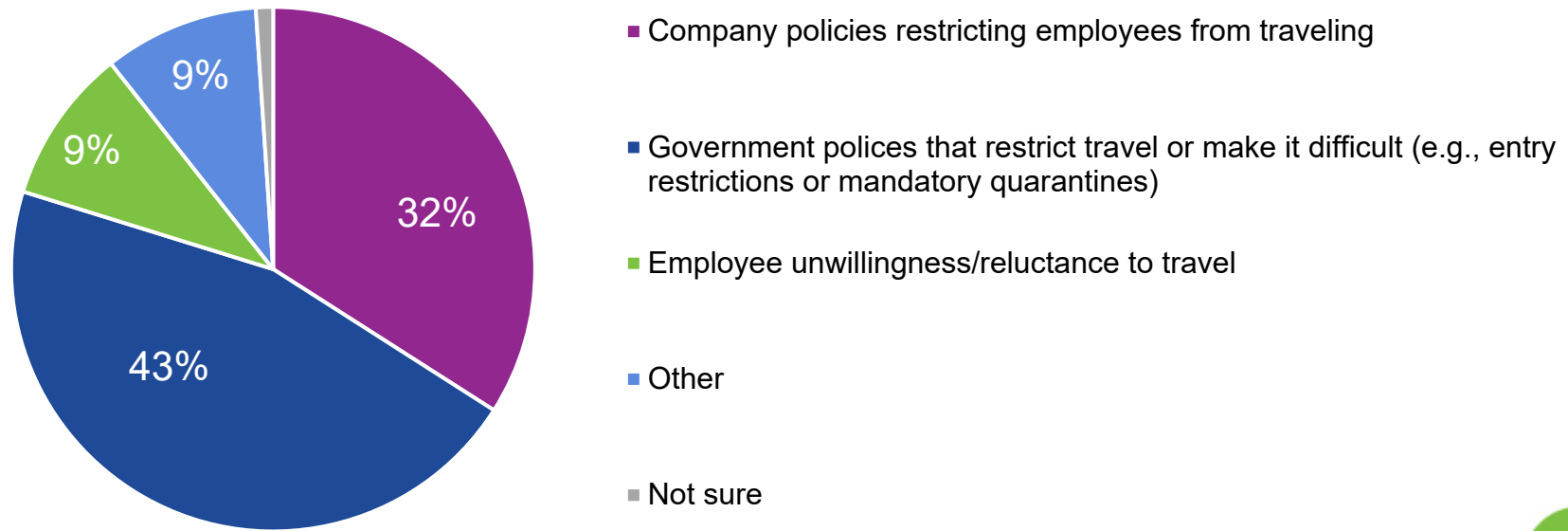
of respondents say both are equally effective

**Note: 2% indicated “not sure”**

Q. The coronavirus has driven rapid growth of virtual meetings. In a normal environment (without a global pandemic), which of the following best describes your view? (n=861)

# Respondents Say Government Policies—More Than Traveler Reluctance—Are the Biggest Barrier to Business Travel

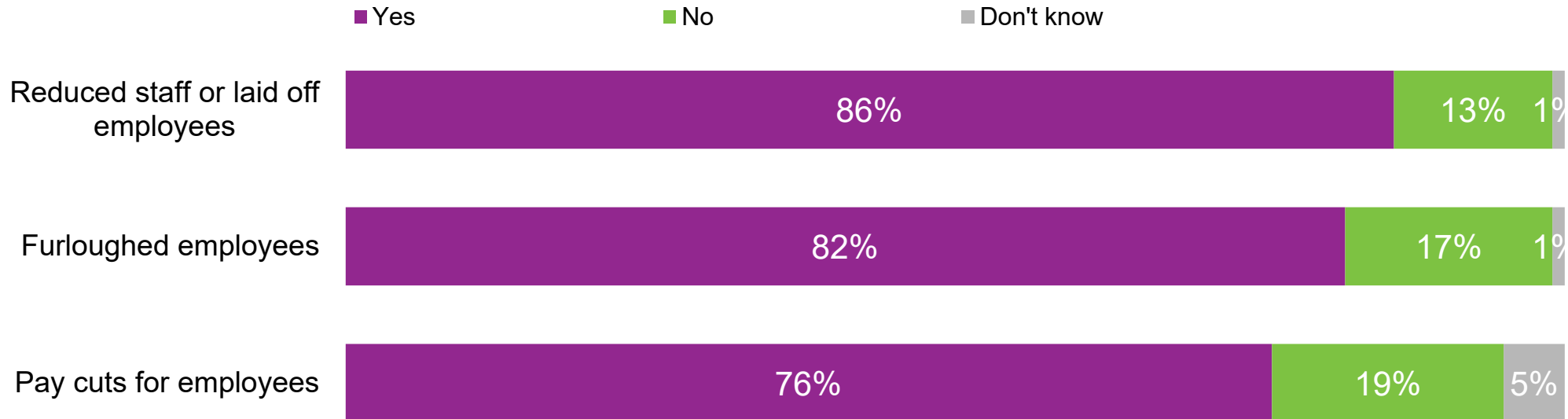
What is the single biggest barrier to business travel?



Q. In the current environment, what do you view as the single greatest barrier to business travel? Please select one. (n=894)

# Most Travel Companies Have Already Implemented Layoffs, Furloughs, and Pay Cuts...

Has your company taken the following actions as a result of the coronavirus?

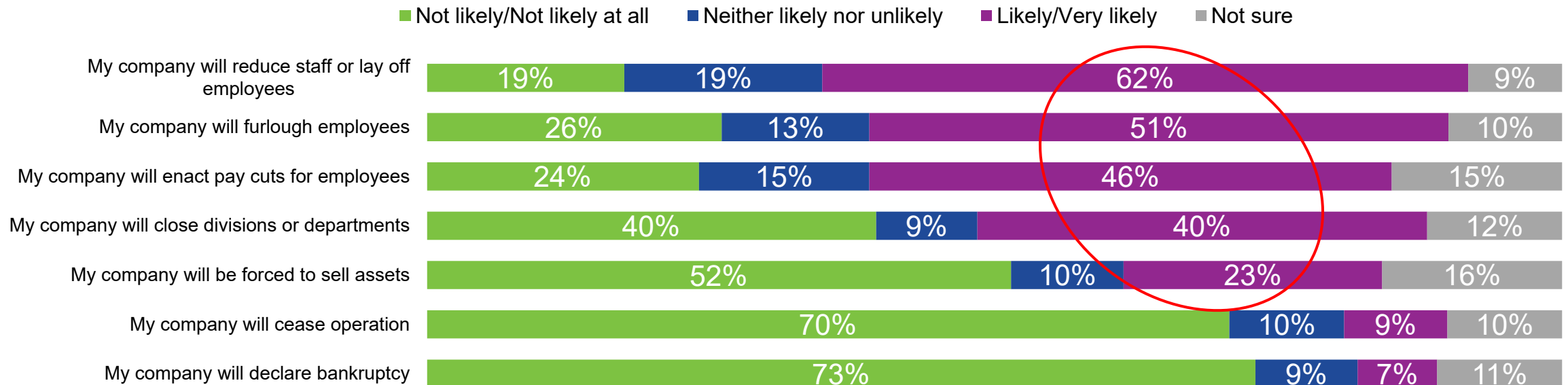


Results filtered for suppliers/TMCs



# ..and Expect Further Difficult Measures Without Government Help

Without adequate government support, how likely are the following in the next 12 months?

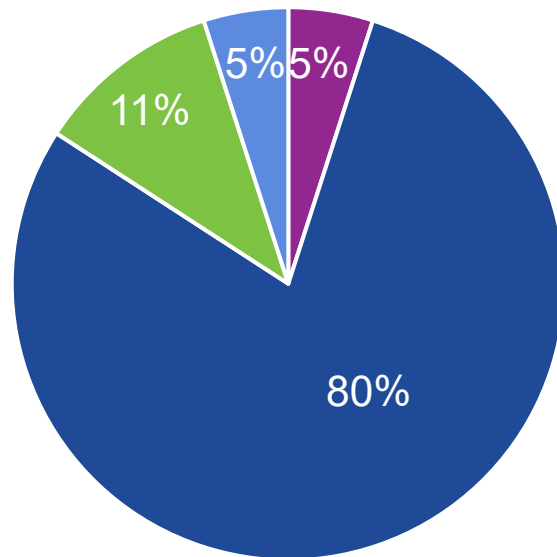


Q. Thinking about the company you work for, how likely are the following scenarios in the next 12 months assuming your company does not receive adequate government support or assistance? If your company has already taken these measures, please rate the likelihood that it will expand these measures (e.g., implement additional layoffs or furloughs)

Note: Only displayed to suppliers/TMC employees (n=349-353)

# Respondents Think Pre-Flight Testing Is a Better Policy Than Mandatory Quarantines

Thinking about international business travel specifically, which of the following public policies would you prefer?



- Travelers face a mandatory period of quarantine upon arrival at their destination
- Travelers take a rapid-results coronavirus test immediately prior to departure and do not need to quarantine if they test negative
- I prefer both equally
- Not sure

Q. Thinking about international business travel specifically, which of the following public policies would you prefer? (n=860)



# Supplier Optimism Remains Muted

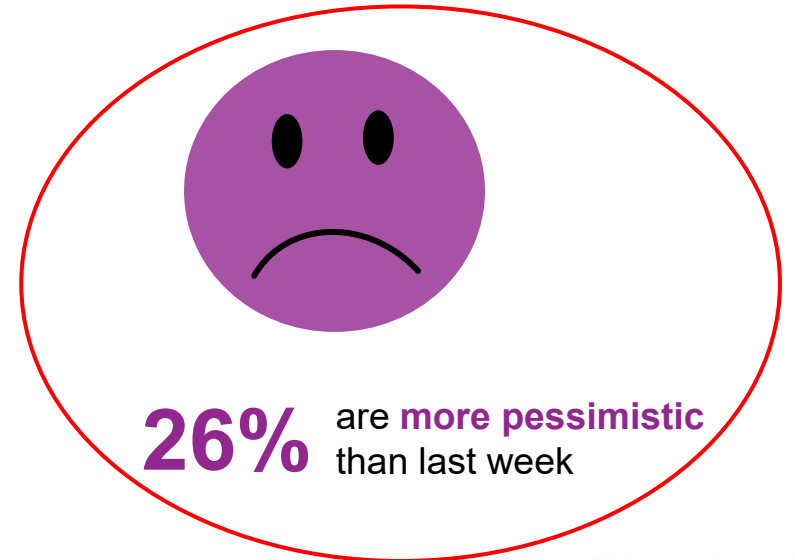
How do suppliers feel about the corporate travel industry's path to recovery?



**16%** are **more optimistic** than last week



**57%** feel the same as last week

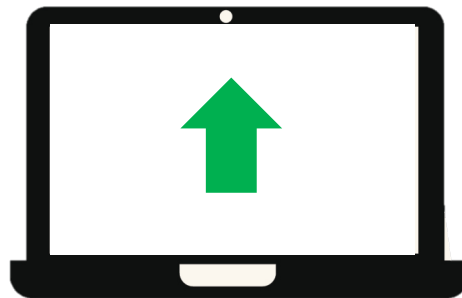


**26%** are **more pessimistic** than last week

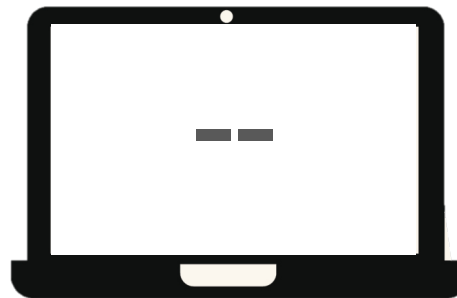
**Note: Question only displayed to travel suppliers/TMCs**

# Bookings Pick Up for Some Suppliers – But Not Others

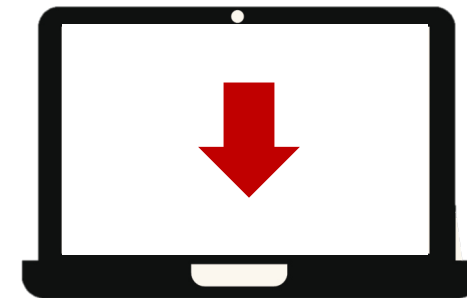
How have bookings from corporate customers changed in the past week?



**31%** Our bookings have increased



**44%** Our bookings have remained the same



**26%** Our bookings have decreased

**Note: Question only displayed to respondents who work for an airline, hotel chain, hotel property, TMC, or ground transportation company**

## Business Travel Still Grounded...



95%

of companies have canceled or suspended **most** (24%) or **all** (71%) trips to China



92%

of companies have canceled or suspended **most** (27%) or **all** (65%) trips to Latin America



88%

of companies have canceled or suspended **most** (31%) or **all** (57%) trips to Canada



90%

of companies have canceled or suspended **most** (39%) or **all** (51%) international trips



93%

of companies have canceled or suspended **most** (28%) or **all** (66%) trips to other APAC countries (e.g., Japan, S. Korea, Singapore, Malaysia)



88%

of companies have canceled or suspended **most** (37%) or **all** (52%) trips to European countries



78%

of companies have canceled or suspended **most** (44%) or **all** (34%) trips to the United States

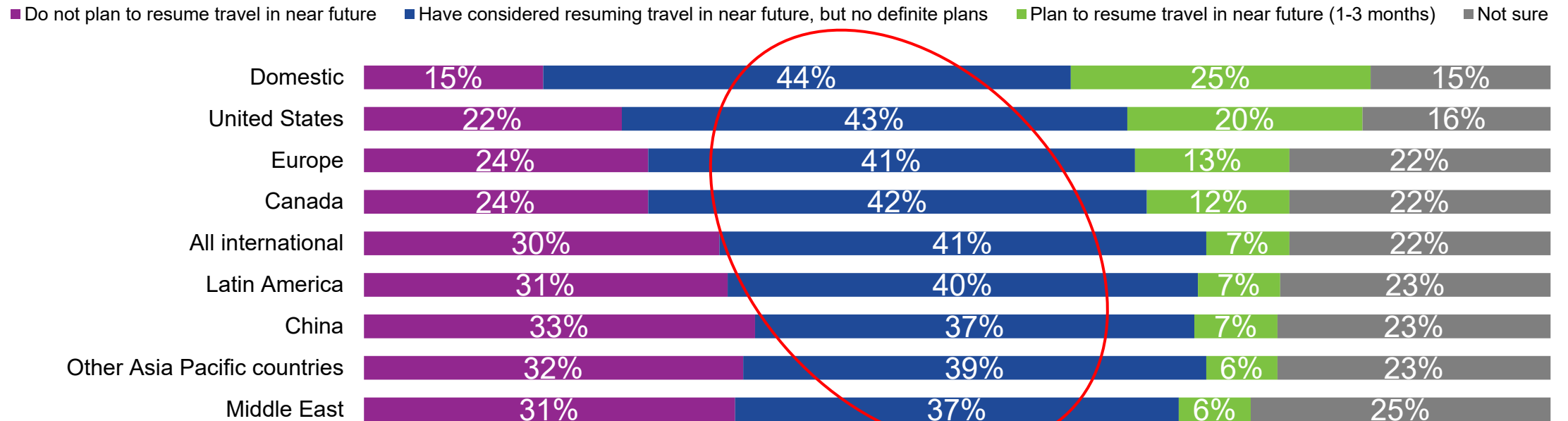


68%

of companies have canceled or suspended **most** (45%) or **all** (23%) domestic travel within their own country

# Companies Consider Resuming Travel

## Are companies planning to resume travel to...?



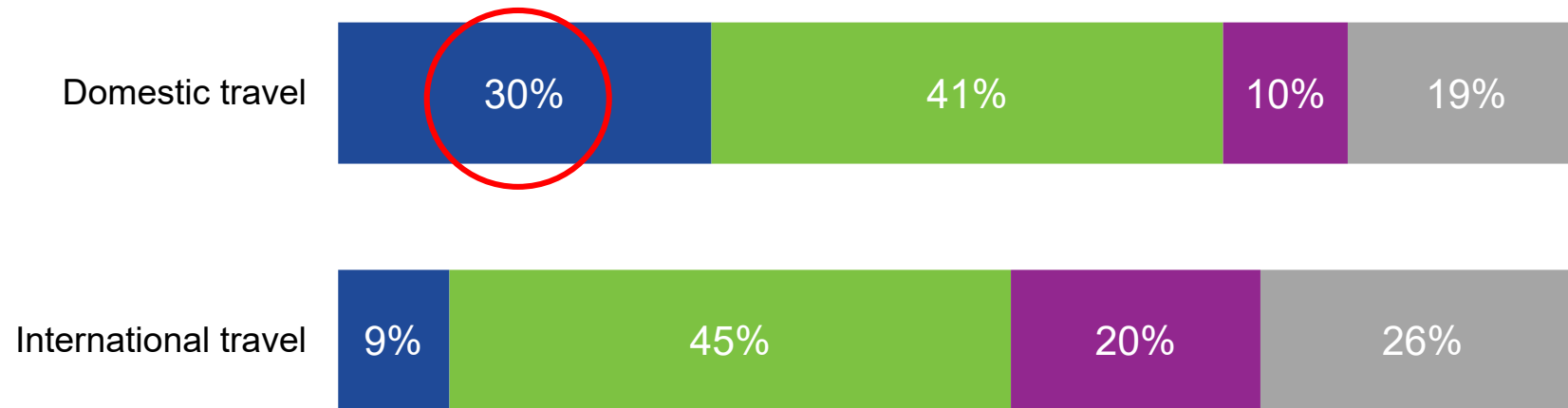
Q. You mentioned your company has canceled or suspended most or all trips to the following regions or countries. Thinking about each region or country, which best describes your company's position?

Note: Respondents only asked about countries/regions where they indicated their company has canceled or suspended most or all business travel (n=334-516)

# What's the Timeline?

## Will travel resume within...?

■ 2-3 months ■ 6-8 months ■ 12 months or longer ■ Unsure



Q. You said your company has canceled or suspended business travel due to the Coronavirus. Do you expect travel to resume within the next. ..?

Note: Question only displayed to respondents who said their company has cancelled at least “a few” domestic or international trips as a result of the coronavirus (n=592-635)