Traveler Satisfaction Outlook
Are Companies Focused on What Matters?
Most Organizations Do Not Have A Traveler Satisfaction Program, But That Is Changing

- **21%** have a traveler satisfaction program in place.
- **50%** do not have nor plan to implement a traveler satisfaction program.
- **29%** are currently in the process of implementing a traveler satisfaction program.

Where are organizations in the planning process?

- **38%** plan to implement within **12 months**.
- **47%** plan to implement within **24 months**.
- **15%** plan to implement in **36 months or more**.
Prioritizing Satisfaction Might Be Used As A Means To Drive Savings And Compliance

- On average, 72% of travel buyers with an established traveler satisfaction program say that their major spend categories (e.g., air, hotel, ground transportation) drive significant traveler satisfaction.

- 81% of organizations with a traveler satisfaction program in place are measuring the effectiveness of their program.

- 92% measure traveler satisfaction by traveler feedback.

- 55% measure traveler satisfaction by cost savings.

- 53% measure traveler satisfaction by compliance.

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Traveler satisfaction programs tend to have more parameters in their policy.

What parameters are included in your company's travel policy?

- Preferred Air Suppliers:
  - Traveler Satisfaction Program in Place: 77%
  - No Plans for Program: 59%

- Corporate Card Mandates:
  - Traveler Satisfaction Program in Place: 79%
  - No Plans for Program: 58%

- Rate and Per Diem Maximus for Certain Cities:
  - Traveler Satisfaction Program in Place: 60%
  - No Plans for Program: 46%

Traveler satisfaction might be less about letting travelers do as they please, and more about providing travelers with clear policies and parameters to follow.
Which Ancillaries Are Travelers Allowed To Expense?

* % always allow

- **Airport Parking**: 90%
- **Room Service**: 57%
- **In-air WiFi**: 52%
- **Food Delivery**: 44%
- **Hotel Premium WiFi**: 41%
- **Alcoholic Drinks**: 26%

While providing travelers with more parameters to follow, organizations with satisfaction programs tend to allow ancillary expenses like dining, parking, and WiFi more often.

- **Traveler Satisfaction Program in Place**
- **No Plans for Program**
Where Can Travelers Earn Rewards?

Organizations with traveler satisfaction programs in place also allow travelers to earn rewards on ancillaries more often.

- **78%** of organizations with **traveler satisfaction programs** in place allow travelers to earn rewards on **parking** compared to **55%** of organizations **without** plans to implement a traveler satisfaction program.

- **68%** of organizations with **traveler satisfaction programs** in place allow travelers to earn rewards on **dining** compared to **46%** of organizations **without** plans to implement a traveler satisfaction program.
Providing Travelers With Resources And Apps Might Also Be Key In Driving Satisfaction

What types of travel-related apps do companies actively promote?

- **Parking Apps**: 56% vs 38%
- **Ground Transport Providers**: 46% vs 34%
- **Dining Apps**: 37% vs 15%
- **Preferred Air Providers**: 56% vs 36%
- **Preferred Hotel Providers**: 44% vs 32%
What Does The Future Of Traveler Satisfaction Look Like?

In looking toward the future, buyers plan to focus on technology and process efficiency to drive satisfaction, with few adjustments to travel policy.

- **50%** of all travel buyers plan to integrate more technology into the travel experience.
- **35%** plan to improve the expense management process.
- **26%** plan to use employee data to offer a more personalized booking and travel experience.
- Less than **20%** plan to implement changes like city-specific adjustments to per diems, providing added incentives to frequent travelers, and integrating a healthy traveler program.
METHODOLOGY

- An online survey was conducted of U.S.-based Travel Buyers who are GBTA members.
- The survey fielded between February 6, 2019 and February 16, 2019.
- An email invitation was sent to 1,805 travel buyers in the United States. Two hundred and fifty-three recipients answered at least one question for a response rate of 15%.
- Of these, 240 qualified given they are
  - based in the United States
  - a travel buyer or procurement/sourcing
- Of those that qualified, 215 completed the entire survey

About GBTA
The Global Business Travel Association (GBTA) is the world’s premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. GBTA’s 9,000-plus members manage more than $345 billion of global business travel and meetings expenditures annually. GBTA delivers world-class education, events, research, advocacy and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts. To learn how business travel drives lasting business growth, visit www.gbta.org.

About DINOVA
Dinova makes business meals count. As the only total business dining solution, Dinova enables enterprises to offer a preferred dining program that adds value to their bottom line – by providing:
- insight into a rogue spend category,
- the ability to earn rebates on money companies are already spending, and...
- a rewards program that incentivizes employees to make better choices with company money.
With its 18,000+ location nationwide business-grade restaurant network, Dinova helps nourish the connections between enterprises, restaurants, and the business people we serve every day.