

## **British Business Travellers Watch their Company's bottom-line, French Business Travellers are most 'Experience-Hungry' while Germans are Fans of Networking**

*Egencia unveils the results of the first ever worldwide survey exploring the DNA of today's business traveller*

**Paris, London, Munich, September 16, 2008** – Egencia, an Expedia, Inc. company, today announced the results of its most comprehensive research study into business travel and travellers to date. With over 2,400 respondents across France, Germany, the UK, the US and Canada, the survey compares psychographic and demographic groups to provide an unprecedented view of today's business traveller.

Over two out of three surveyed enjoy business trips and 85% state that travelling is a key reason why they like their current job. However, priorities for business travellers are very different and the research identified six key groups or 'tribes' that unite corporate travellers globally.

### **Identifying Global Corporate Traveller Tribes:**

- The largest group, made up of 39 percent of those surveyed, is the '**experience-hungry**' travellers. These people try to balance business travel with personal interests, scheduling in as much free time as possible so they can explore new destinations. In their briefcase, the experience-hungry traveller is most likely to carry a camera, a city map and, most importantly, a shopping list. This group was well represented by all countries surveyed, peaking with 44 percent of French business travellers, it also illustrates that corporate travel now often incorporates personal priorities as well as business. In terms of position within the company, there are interesting differences: 41 percent of employees are experience-hungry, this drops to 29 percent when it comes to top management.
- The '**hyper-connected**' tribe comprises of 23 percent of corporate travellers. This group is most often married and although they don't necessarily enjoy travelling for work, they like the opportunity to develop business networks. Top managers are more likely to fall into this tribe than employees (30% of them vs. 19% of employees). Not surprisingly this 'hyper-connected' tribe tends to carry a BlackBerry and a WiFi-ready laptop, and they are very focused on their business objectives. At the highest, more than one in four (28%) of US corporate travellers belong to this tribe, in other countries that rate drops, the lowest being Canada (19%).
- The third largest group is the '**cost-conscious**' travellers. Making up 14 percent, of travellers, this group is most likely to work for a company with less than 50 employees and they make sure that value for money is the key priority in every business trip. 17% of UK corporate travellers belong to this tribe; more than in any other country. The least cost conscious being the French, with only 9% in this tribe.

Within the remaining 24 percent of travellers, three smaller tribes can be identified. Seven percent make up the **home-focused** group who enjoy travelling the least. 36 to 45 years old are more likely to be in this tribe than any other age group. People with children, often young ones, are also more likely to find themselves in this tribe. **Seasoned travellers** (6 percent) are the most frequent travellers making around 25 business trips a year. For these people, travel is a core part of their work routine and half of them have assistants to help them organise trips. Finally, the smallest, yet potentially the biggest growing tribe are the **green** travellers. At just 4 percent of those surveyed, this group only travel by plane if there is no other option and have frequently considered investing in projects to reduce of CO2 emissions to offset their travel.

Commenting on the research results, Jean-Pierre Remy, President of Egencia said, *"Today's corporate traveller has more demands placed on them than ever before. As a result, the lines between business and leisure travel are blurring as business travellers are driven by balancing personal and professional needs. Egencia's vast hotel content offers not only important amenities such as free Wi-Fi and enhanced check-in for those hyper-connected or seasoned travellers but also the integration of user-generated content so travellers can find ways to enjoy downtime after work. As a result, we have taken action and improved our offering based on the feedback from our travel managers and travellers."*

**Brits Abroad:**

UK business travellers were found to dislike travelling for work more than other business travellers. More than one in two dislike the fact that travel is more tiring than a regular day at work and 55% are unhappy that they often have to wake up early and return home late. In addition, according to the research, Britain plays host to one of the most stressful airports in the world with two-thirds stating that Heathrow caused them the most issues when travelling. However, it's not all bad news: Brits have the most foresight when it comes to a sense of direction with 45% taking a transport map with them (10% above the global average) and three-quarters researching how to travel from the airport to the office or hotel (global average is 67%).

Christophe Pingard, vice president Europe, Egencia commented, *"This study breaks certain myths about how much people dislike travelling for work while reinforcing some of the commonly held ideas about the way we travel. With Egencia's global footprint, we recognise and understand the local and regional differences in corporate traveller needs. All services are tailored to meet the demands of each customer, ensuring that we can provide the best possible service."*

The vast majority of people enjoy their business travel experience, however, it is clear that needs are changing rapidly as corporate travellers take a more holistic view on what they expect from working away from home. In short, corporate travellers are curious and eager not just to go through the places they visit but actually enjoy them as much as business needs would allow. The industry as a whole must keep ahead of this behavioural curve to provide the service customers are now looking for.

Egencia™ currently offers a range of award-winning™ products and services that benefit travel bookers, business travellers and travel managers. It will be using the insights from this research to build on its extensive portfolio of tailor made products and services which help customers maximise their travel experience.

**Research methodology:**

The research was conducted by Strategy One between May and July 2008 across 5 markets: USA, Canada, France, Germany and England with a sample of 2,400 respondents in total. 40% of this sample was existing Egencia customers with 60% being random business travellers. For the purposes of this survey, business travellers were defined as people who work for a company, travel at least three times a year for business and slept at least once outside home.

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### **About Egencia, an Expedia, Inc. Company**

Egencia is the fifth largest travel management company in the world. As part of Expedia, Inc., (NASDAQ: EXPE), the world's largest travel marketplace, Egencia helps business get ahead by offering the only truly integrated corporate travel service. Egencia's industry expertise and the partnerships the company has built help drive results that matter, delivering meaningful advancements that have a real impact. By combining a powerful offline and online service, Egencia delivers a complete corporate travel offering supported by global market expertise and a best-in-class technology platform.

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