



BUSINESS TRAVEL IN TRANSITION – THE TRAVELLERS' VIEW

Presentation of results of the study „RA Business 2022“

INTERNATIONAL SEMINAR ON THE FUTURE OF BUSINESS TRAVEL AND EVENTS FOLLOWING THE COVID-19 PANDEMIC
“UNLOCKING THE SECRETS FOR A SUSTAINABLE TRANSITION”

*September 9th, 2022
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WHAT IS THE DATA ABOUT AND HOW IS IT COLLECTED?

- Since 2019, the “RA Business” annually measures the dynamics in business travel on the German market (outbound and domestic), from the travellers’ perspective.
- The information is gathered by online surveys with persons who took at least one overnight business trip in the last 12 months.
- Step 1: Population representative for the German-speaking population aged 18-75: share of overnight business travellers, travel frequency and travel motives
- Step 2: Ad-hoc online survey with 2,000 overnight business travellers (aged 18-75) regarding travel demand and behaviour, sustainability, and other attitudes and plans

Welcome to the (Post-)COVID world

- Rebound: YES
- Recovery: Not really

→ Volume will remain LESS



VOLUME OF BUSINESS TRAVEL (May 2021-April 2022): Still far from pre-pandemic level



35 million

-56%*

+25%*



24 billion

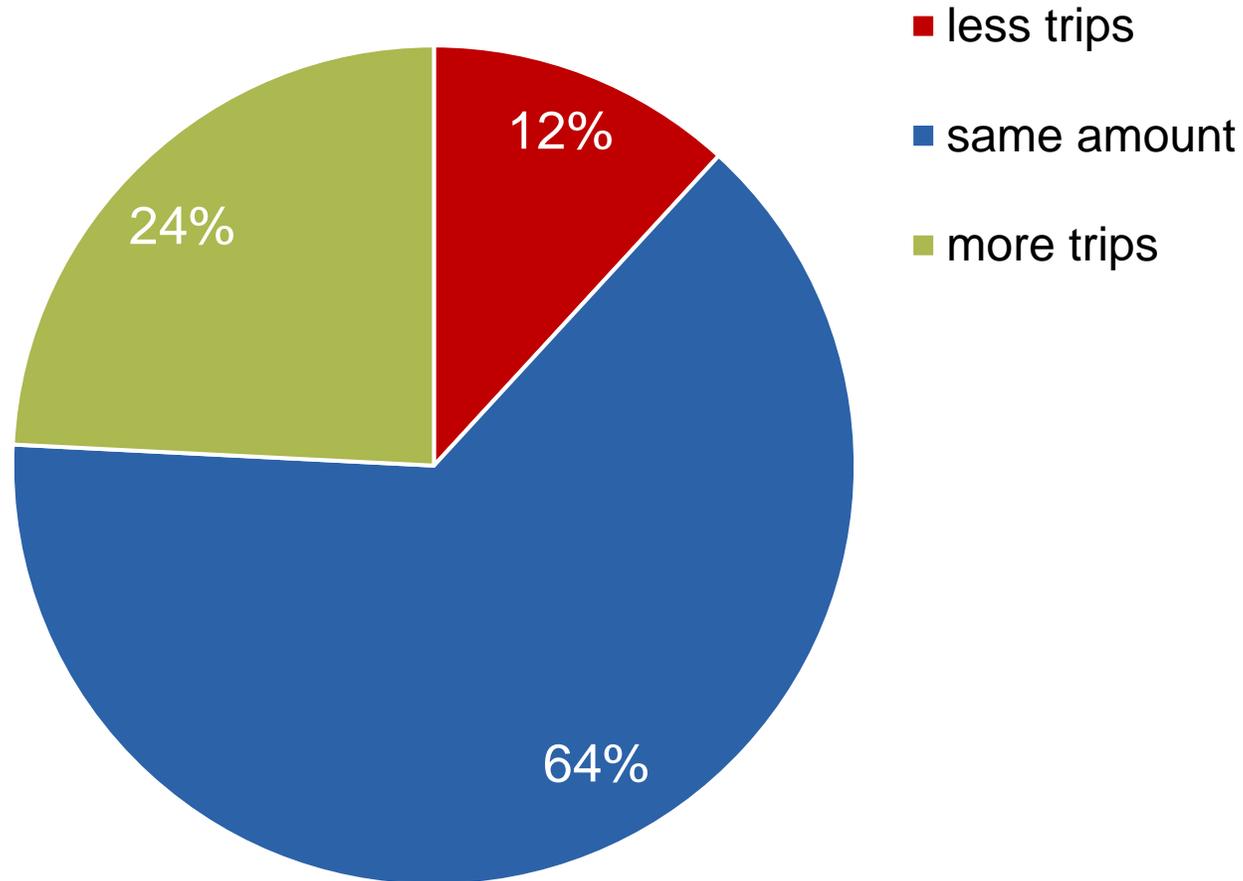
-48%*

+43%*

* Entwicklung von RAB 2019 zu RAB 2022 in rot, von RAB 2021 zu RAB 2022 in grün
Quelle: RA Business 2022, 2021 und 2019

PLANS FOR THE NEXT 12 MONTHS (May 2022-April 2023)

Slow increases most likely



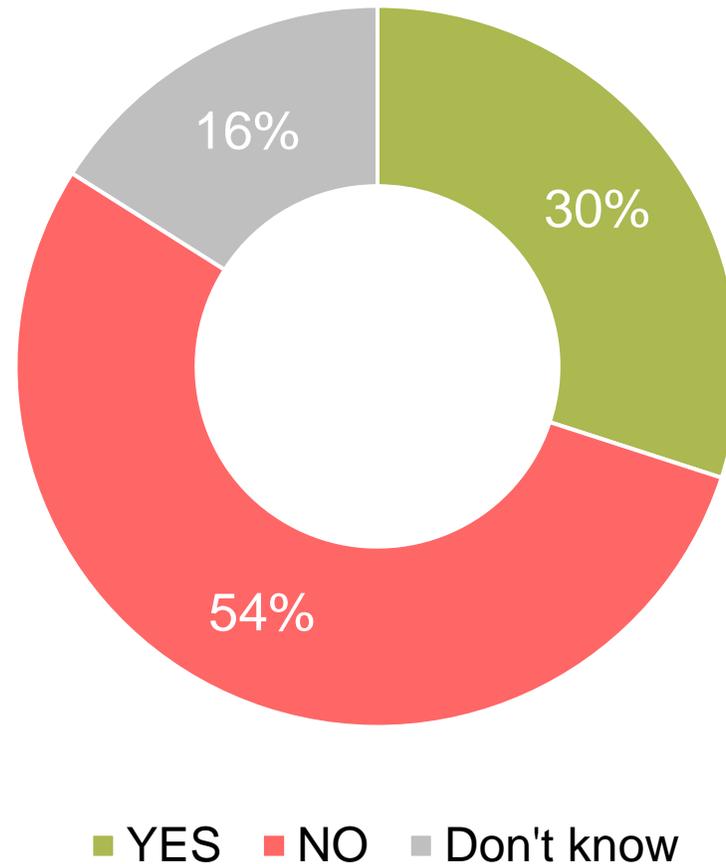
Quelle: RA Business 2022, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende, n=2.093

Business Travel in Transition 1

- Rules of the employers are changing
 - Saving cost and/or sustainability concerns
- this will continue and affect business travel

COMPANY SUSTAINABILITY TRAVEL RULES?

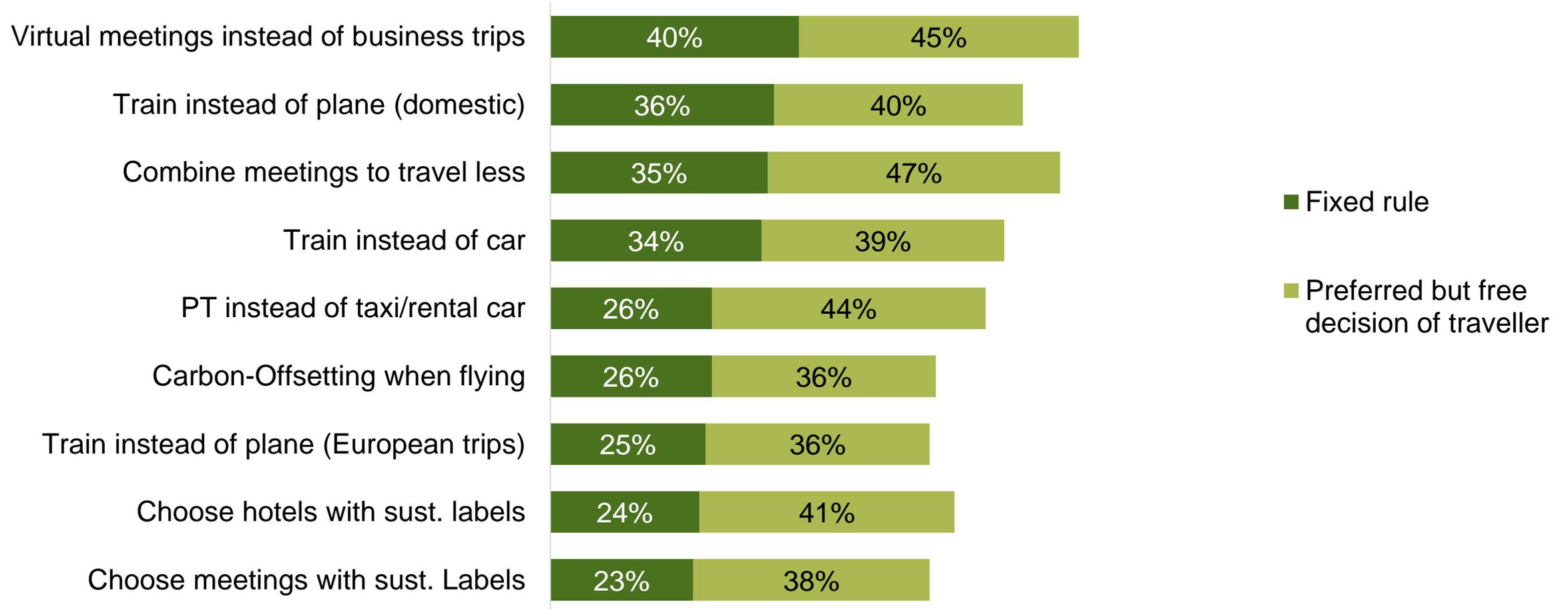
Most travellers' companies without written rules



Quelle: RA Business 2022, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende, n=2.093

WHAT ARE THE RULES?

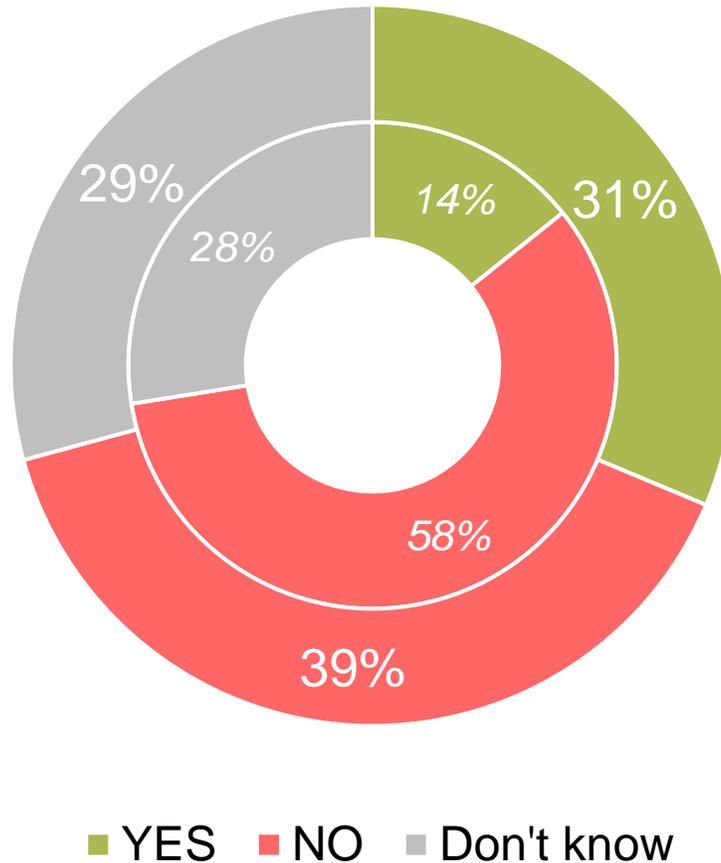
Less trips, more sustainable transport



Quelle: RA Business 2022, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende, n=621

SUSTAINABILITY LABELS DURING BUSINESS TRIPS?

Significant rise since 2019



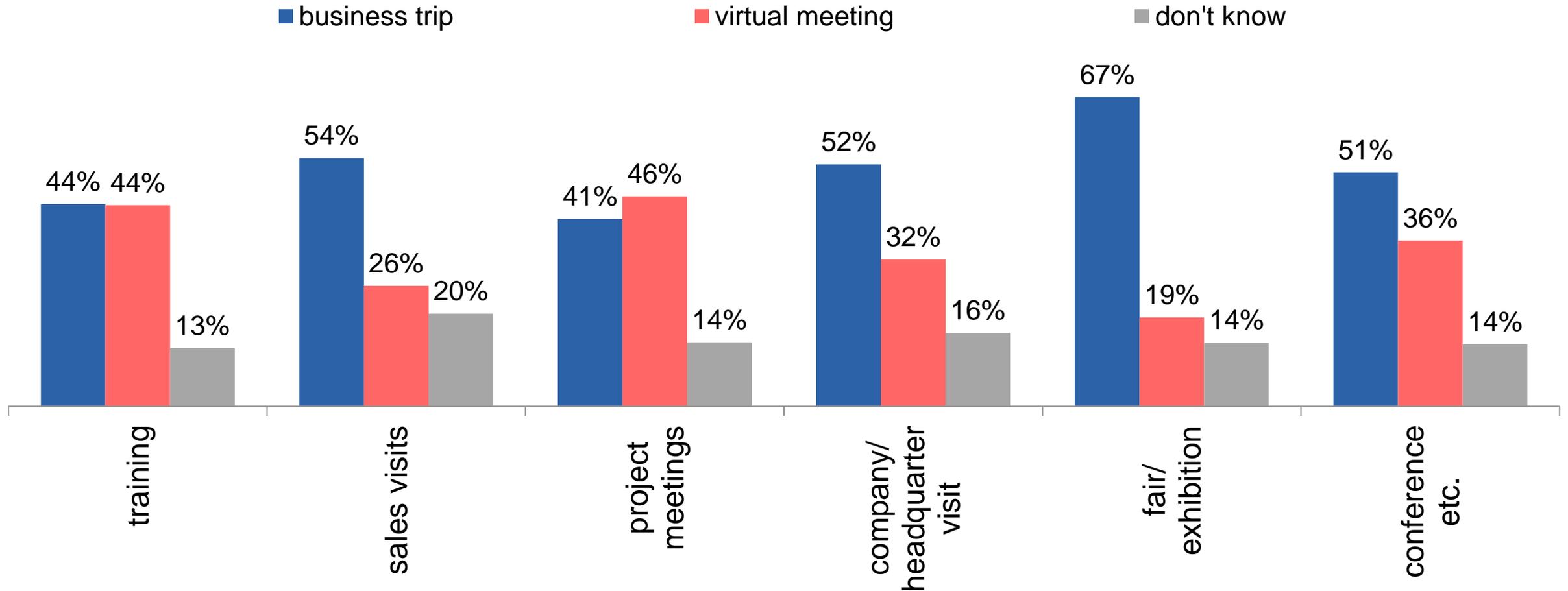
Quelle: RA Business 2022, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisen, n=4.419; Kreisdiagramm: Äußerer Ring: RA Business 2022, Innerer Ring: RA Business 2019

Business Travel in Transition 2

- Digital tools
 - Lessons learnt during the pandemic
- business travel only if it (really) makes sense

FUTURE PREFERENCES: TRAVEL OR VIRTUAL MEETING?

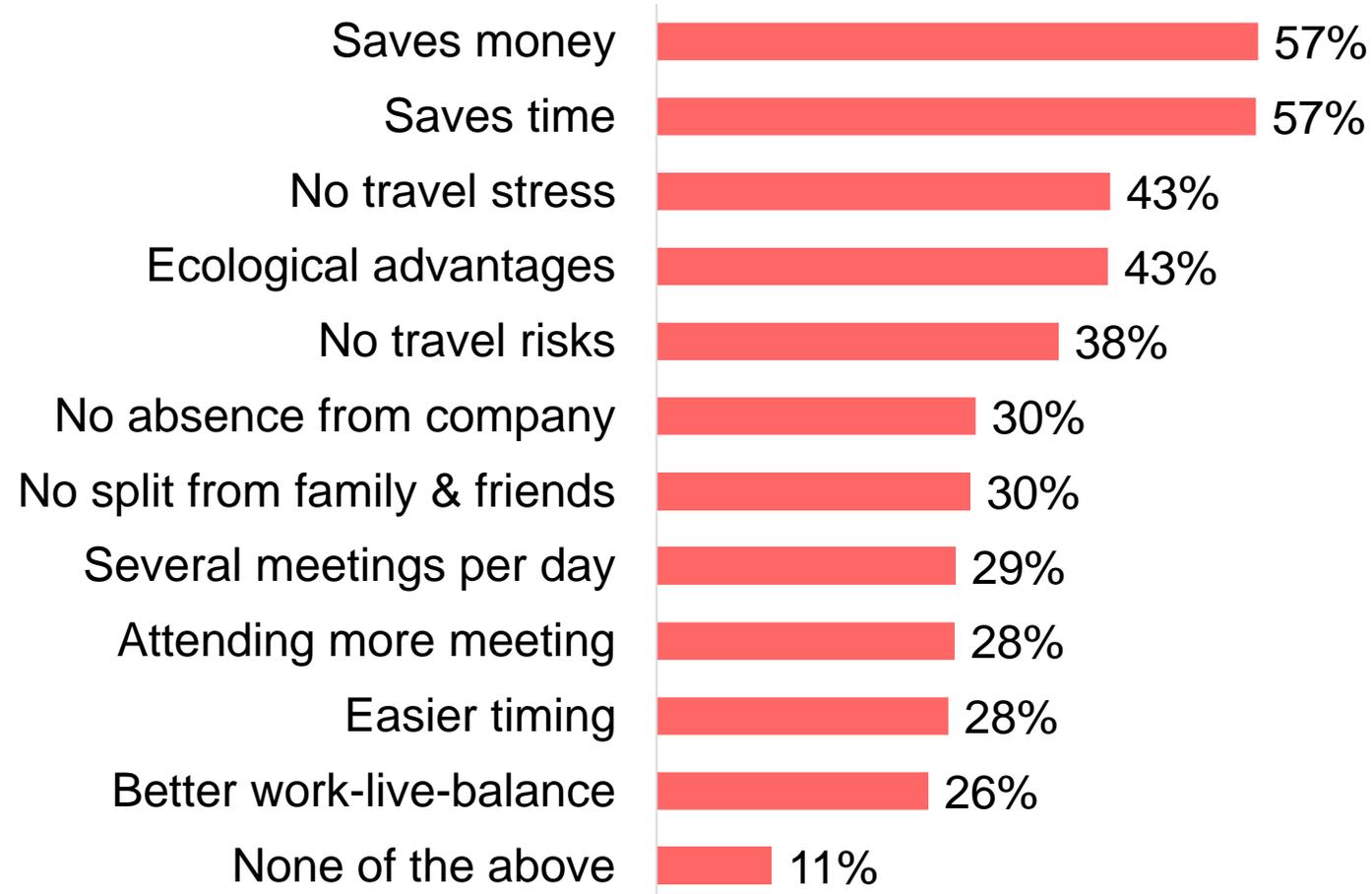
For most occasions, business travel is preferred.



Quelle: RA Business 2021, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende 2018-2021, n=2.100

ADVANTAGES OF VIRTUAL MEETINGS?

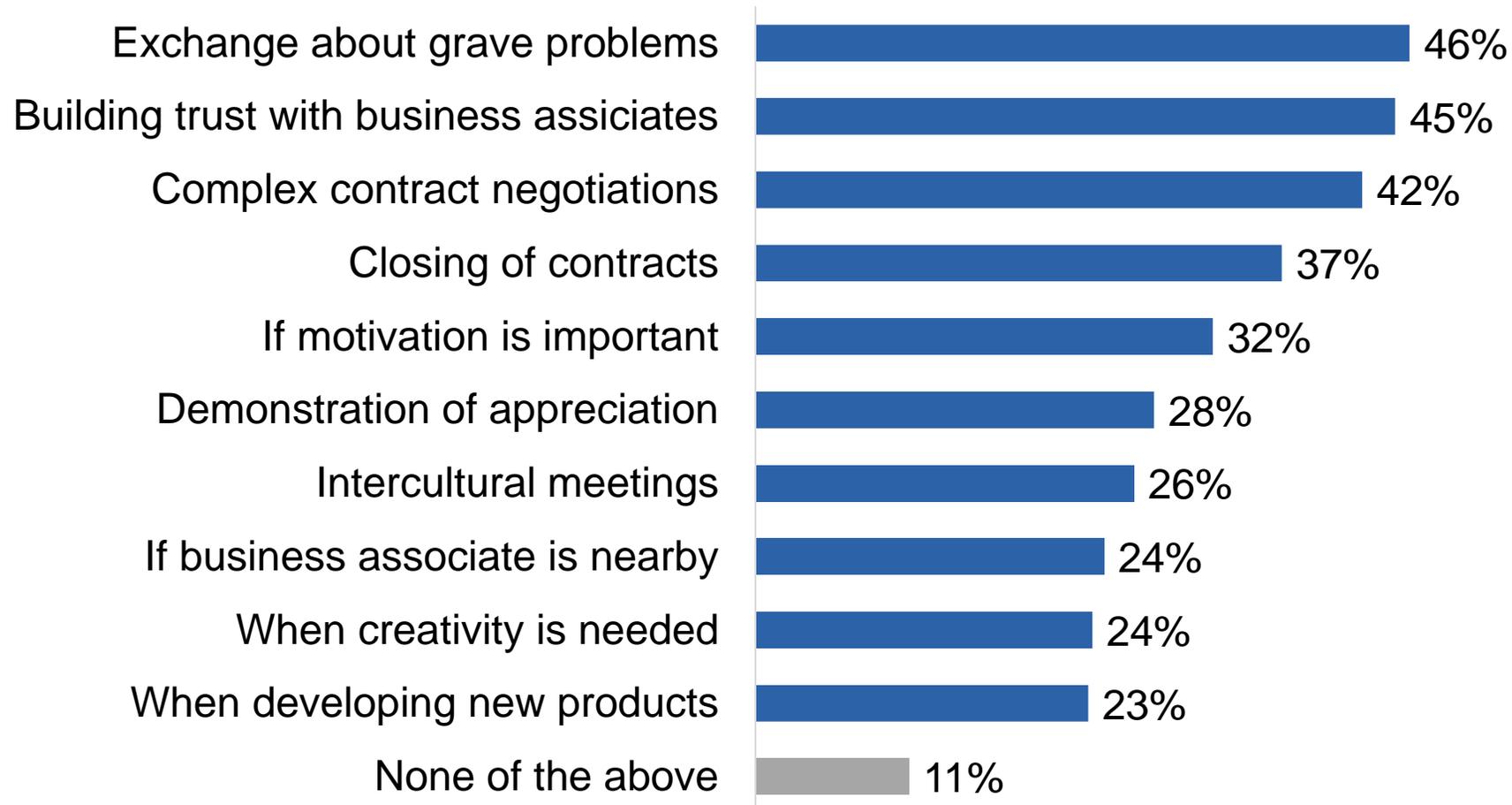
Saves time and money



Quelle: RA Business 2021, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende 2018-2021, n=2.100

GOOD REASONS FOR BUSINESS TRAVEL?

When it becomes complex and trust is important



Quelle: RA Business 2021, Erhebung Norstat Ad-hoc, Übernachtungsgeschäftsreisende 2018-2021, n=2.100

The Future of Business Travel

- Transition will continue
 - Transition about the way we work will become an even stronger factor in the future
- Industry and destinations need to adapt & be ready for the changes to come

THANK YOU!

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