

The state of corporate travel management in 2019.



Corporate travel is an incredibly important part of many businesses. But it's also incredibly difficult to manage effectively. How can these companies balance the needs of their travelers and their budget? What are the common pain points and obstacles that corporate travel managers encounter? What tools are they using to make their travel program more effective and efficient?

We wanted to find out, so we conducted an extensive survey of more than 1,500 people who manage travel for their businesses. We learned a TON about how these people work and what support they would like from their companies.

Read on for hard, never-before-seen data about:

- The value of corporate travel**
- The special needs of SMBs in terms of travel management**
- The disconnect between travel managers and travelers**

Respondent Qualifiers:

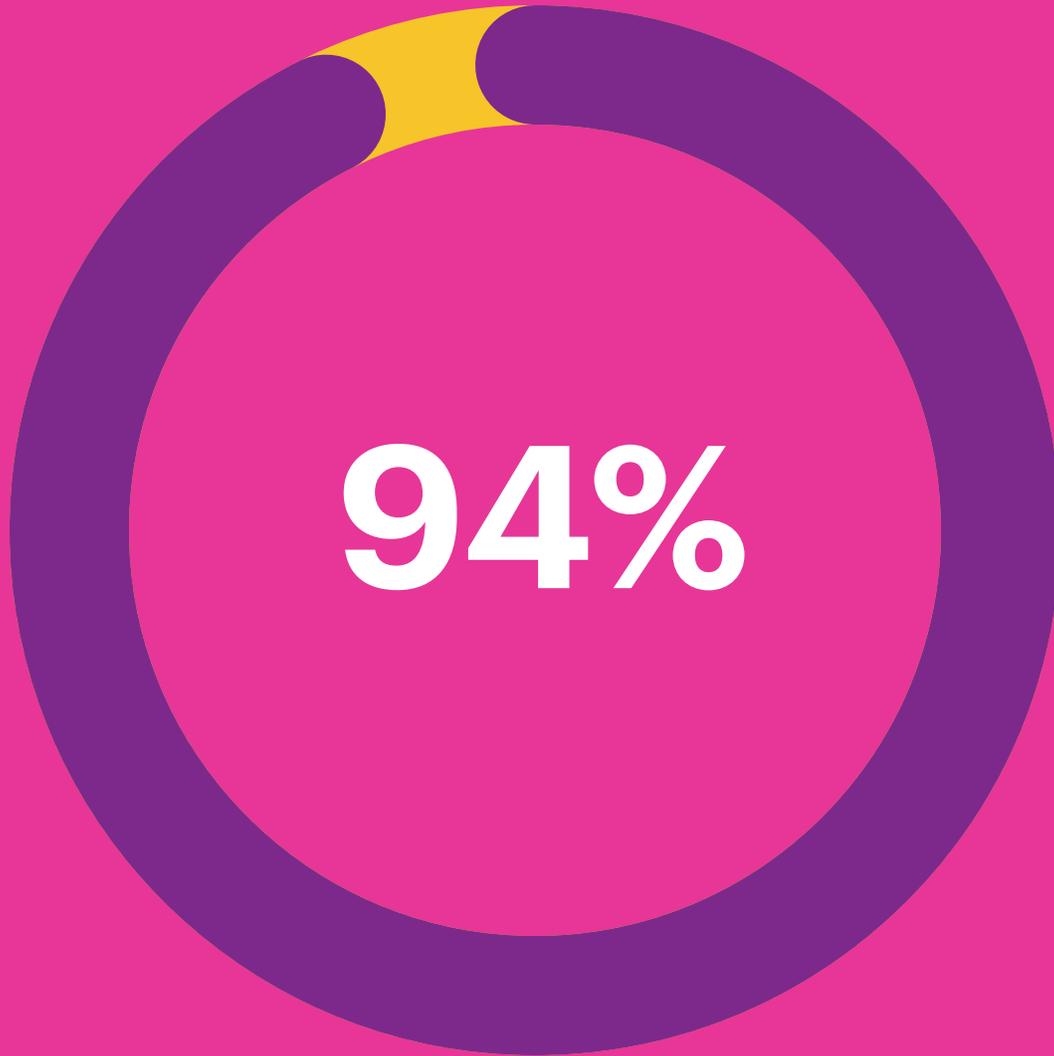
- Live in U.S.**
- Employed full-time**
- Responsible for managing employee travel (including executive assistants)**

1544 total respondents

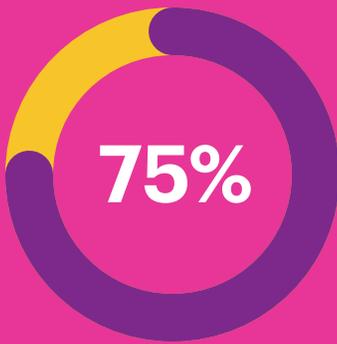
- 355 small (less than 50 employees)**
- 681 midsize (51-500 employees)**
- 500 large (501+ employees)**

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**Business travel
is important**



94% believe corporate travel creates business opportunities and provides the opportunity to meet with new partners, connect with investors and maintain business relationships.



75% Of travel managers say their company invests smartly in travel.



82% Believe the investment in business travel is proportionate to the business opportunity it presents.



80% Believe business travel is done strategically, and only when necessary.



10% more SMBs likely to say the investment is proportionate to the business opportunity, but nearly 10% less likely to make use of alternative solutions like video conferencing.

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**Business travel
is also complicated**



50% the amount of time spent adjusting bookings and travel arrangements.



44% time spent gathering receipts and completing expense reports.



38% difficulty booking travel on behalf of someone else.



37% balancing corporate policies/interests and personal employee preferences/brand loyalty.



36%: getting expense approvals through corporate.



26%: vague corporate travel policies make it difficult to align travel and budget needs with business policies.



19%: lack of visibility into traveler itineraries.

SMB respondents



38% more likely to say “lack of visibility into traveler itineraries.”



17% more likely to say “vague corporate policies make it difficult to align travel/budget needs with policies.”



14% more likely to say “time spent adjusting bookings & travel arrangements.”

Large respondents



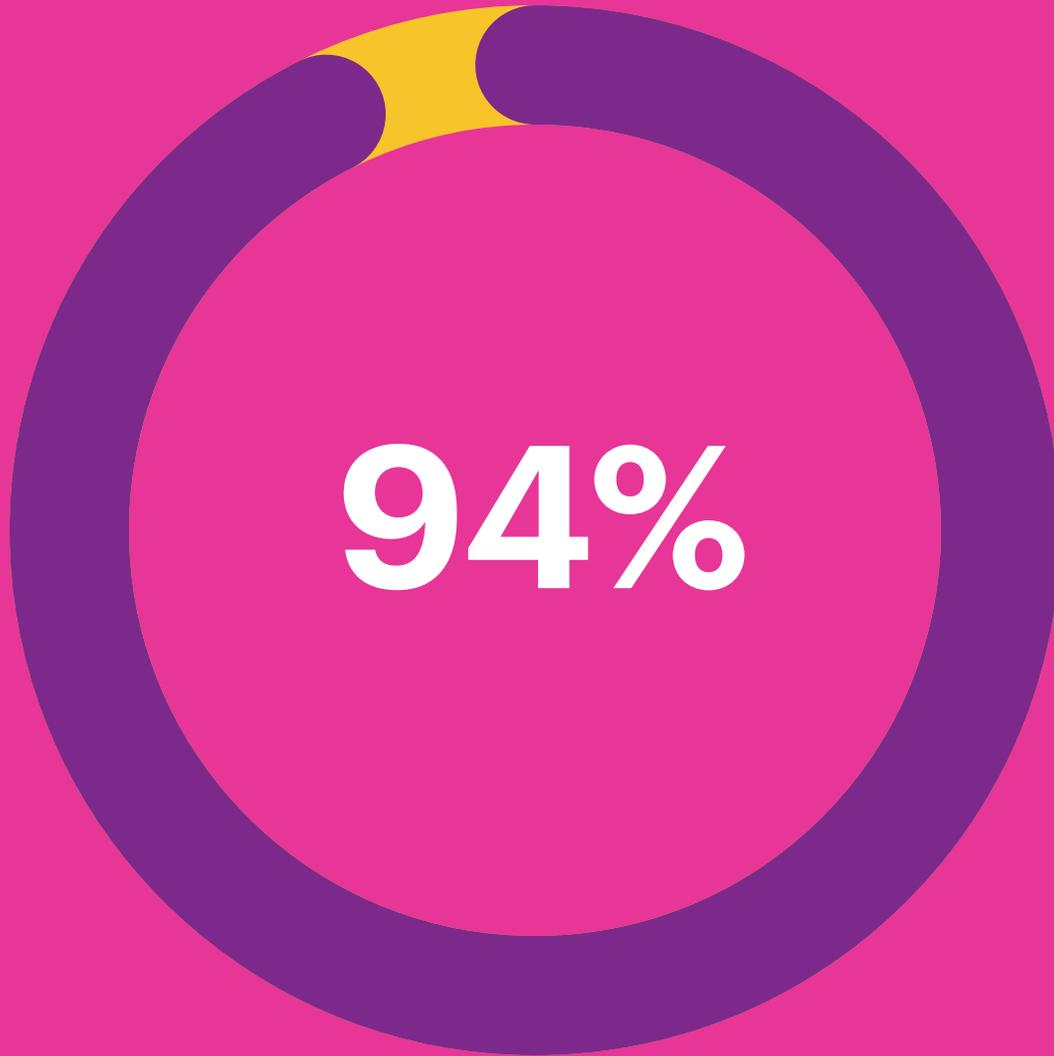
**41% more likely to say
“getting expense approvals
through corporate.”**



**34% more likely to say
“balancing corporate
interests/policies and
personal employee
preferences.”**



**31% more likely to say “time
spent gathering receipts and
completing expense reports.”**



94% believe corporate travel creates business opportunities and provides the opportunity to meet with new partners, connect with investors and maintain business relationships.

Especially SMBs ...



26% more likely to say they lack the needed support/technology to effectively manage their company's travel.



17% less likely to have travel management software today.



8% less likely to have a formal corporate travel policy.

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**SMBs are
well positioned
to fix that**



**60% more likely to have control over setting/
influencing policy change**



50% more likely to have freedom/flexibility when it comes to travel bookings and policies



40% more likely to have the ability to make individualized decisions when booking travel.



29% more likely to say management is open to new ideas and policy changes.



24% more likely to have flexibility with budgets.



22% more likely to say that their company plans to increase investment in travel management software in the next 1-2 years.



As companies grow, attention to travel actually goes down, so SMBs must strike while the opportunity exists.



Large organizations are 22% less likely to say travel management gets the same level of attention/investment as other lines of business like sales or marketing.

4

Disconnect in management



B2B vs consumer data comparison: Missing the mark.

Today, there are several major disconnects between those doing the traveling and those making the travel decisions at SMB organizations.



Disconnect 1: Management.

The way travelers want to book and manage their travel doesn't align with the accessibility/ownership companies provide.



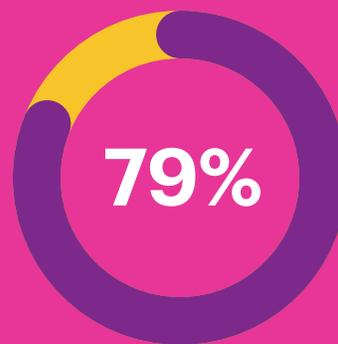
72% of business travelers would prefer to book their own travel ...



but only 62% of companies actually give employees that option.



89% of business travelers want visibility into their travel options ...



but only 79% of companies actually provide it.

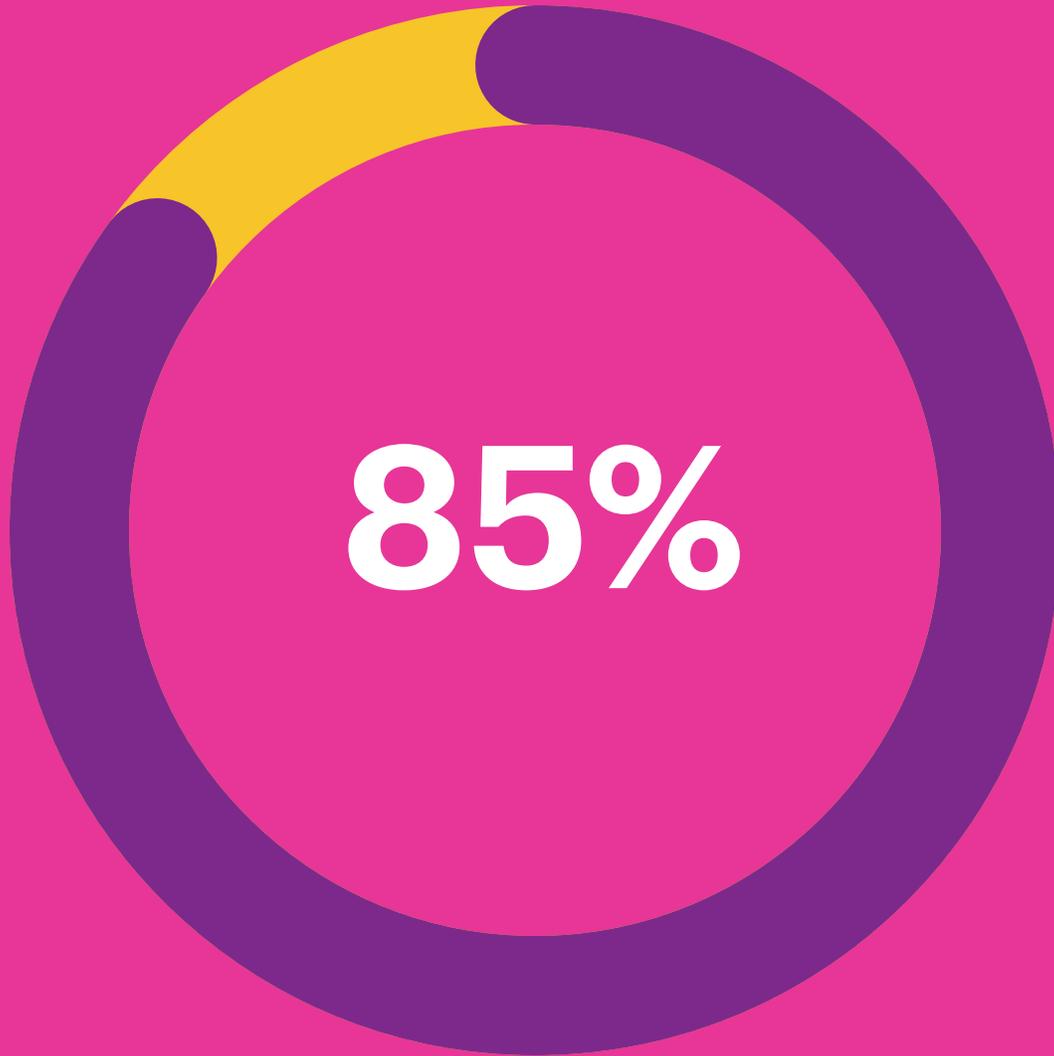
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Disconnect in what employees want



Disconnect 2: What employees want vs. what employees get.

Companies are missing the mark when it comes to delivering on traveler expectations and preferences.



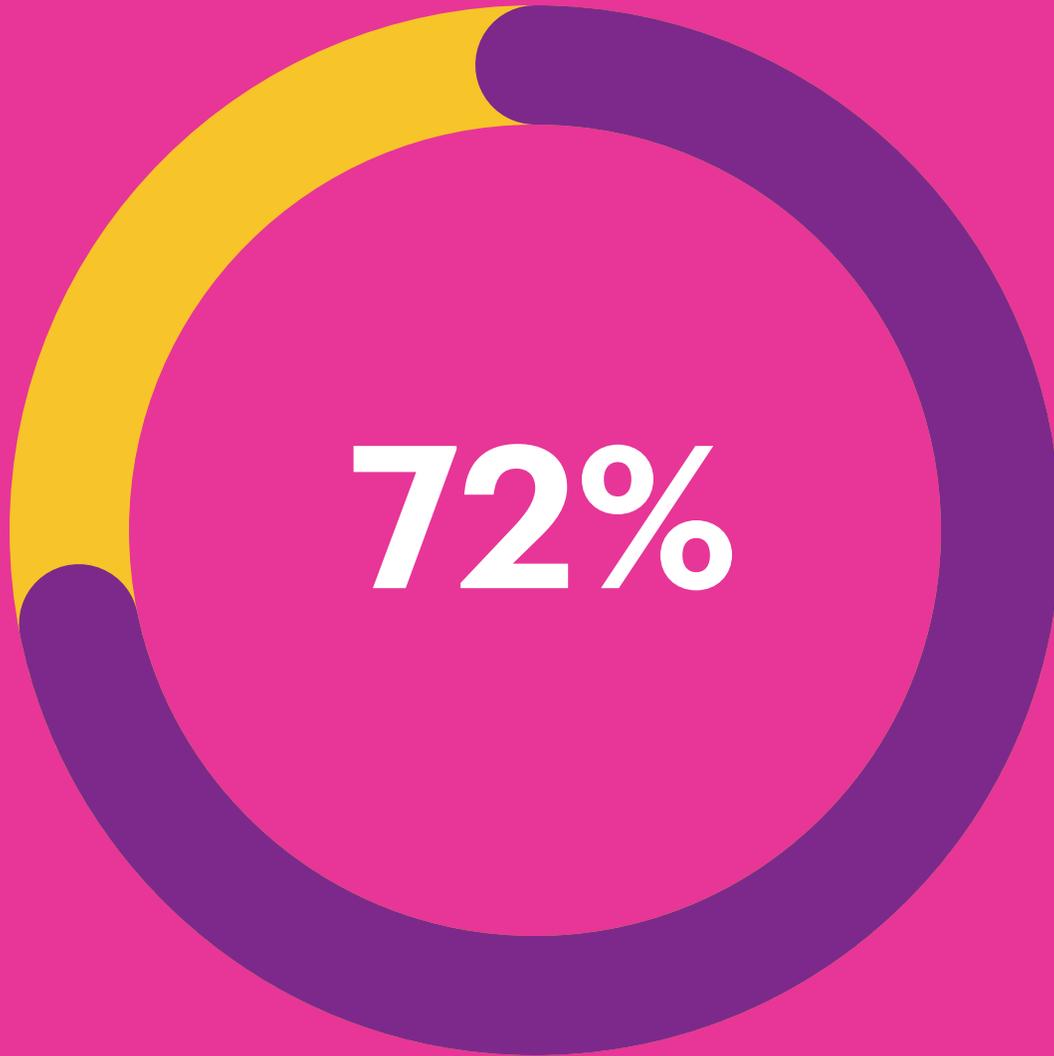
85% Of business travelers say the ability to gain and keep rewards for personal use is important or very important.



80% believe their company should allow them to keep the points they earn for business travel for personal use.



And companies generally agree. 70% of companies let travelers keep and use points for personal use.



72% of travelers say brand loyalty is important or very important to them when traveling

But brands turn a blind eye



Only 42% of companies actually take brand loyalty/preference into consideration when booking travel



While 62% of travelers believe companies should pay more for them to stay at their preferred hotel, for example,



Only 51% of companies actually will pay more to accommodate brand loyalty/preference

Brands missing the mark in a few key areas:



48% of companies think first class travel is important to employees - only 37% of travelers say it is.



86% of travelers say perks are important - only 71% of companies think travelers see this as important



85% of travelers say a personalized experience is important- 76% of companies think travelers care about this.



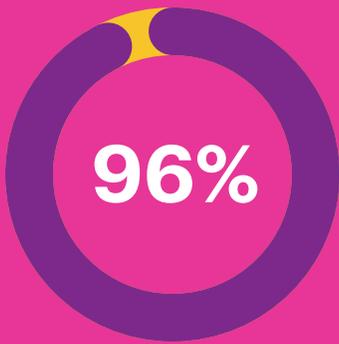
81% of travelers believe their company should pay more for travel options that allow them to be more productive.



68% of travel managers say their company's corporate travel policies are more defined by keeping costs down than enhancing productivity.



74% of travel managers agree their companies could do more to help employees stay productive while traveling.



96% of travelers say direct flights allow them to be more productive. But only 48% of companies will pay more for direct flights.



69% of travelers say traveling via rideshare allows them to be more productive. But only 45% of companies allow ridesharing services to be used.



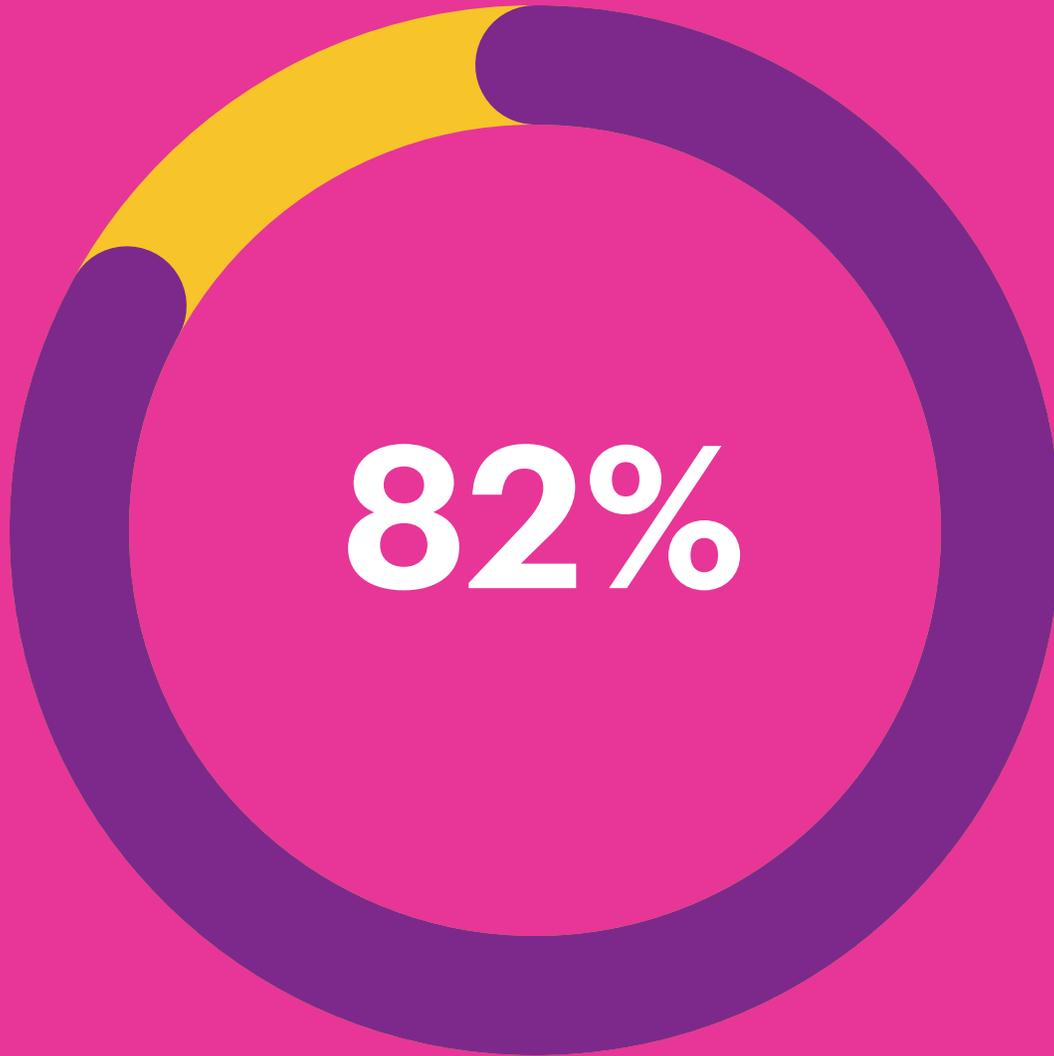
80% of travelers use wifi on flights to get work done - yet only 30% of companies pay for it.



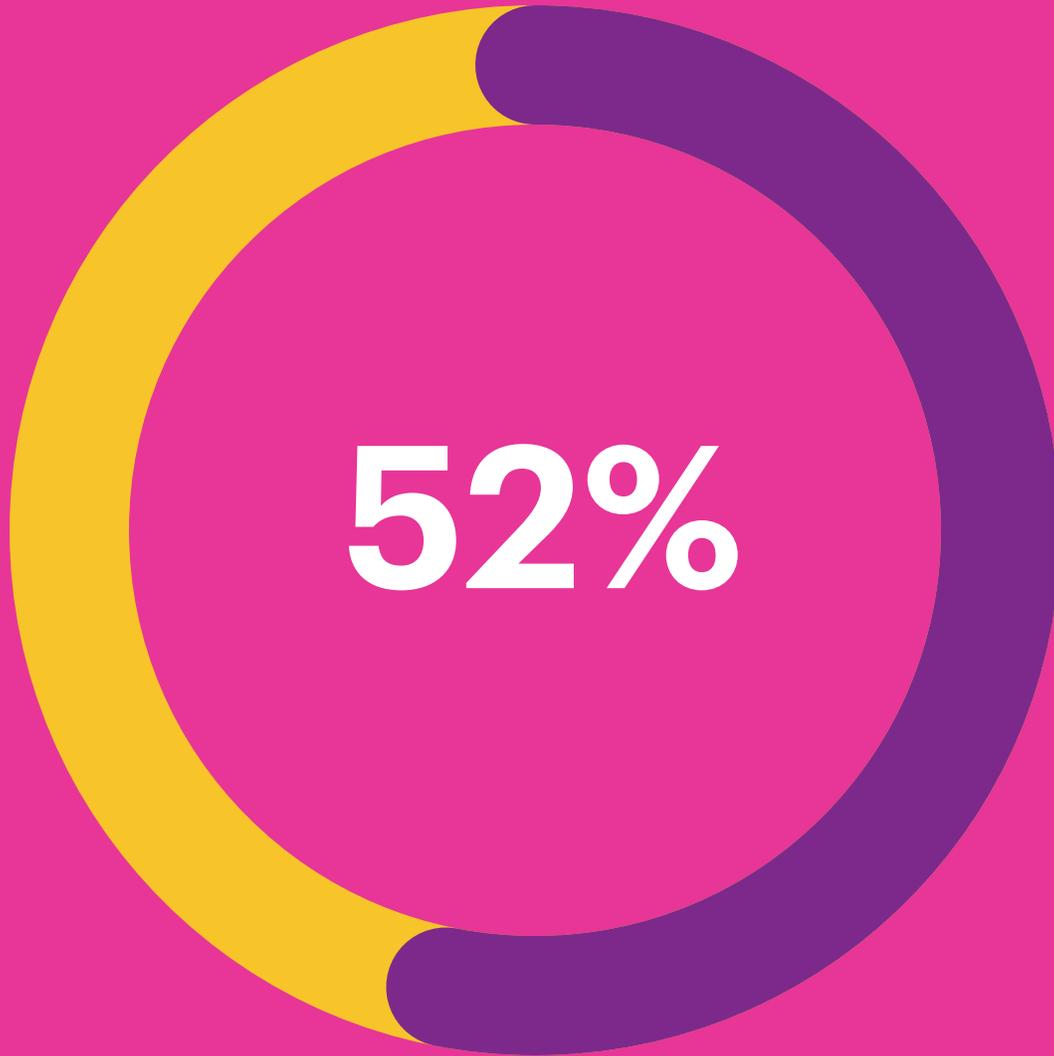
91% of travelers say they're more productive if they stay close to the events they're attending. But only 36% of companies will pay more for hotels in close proximity.

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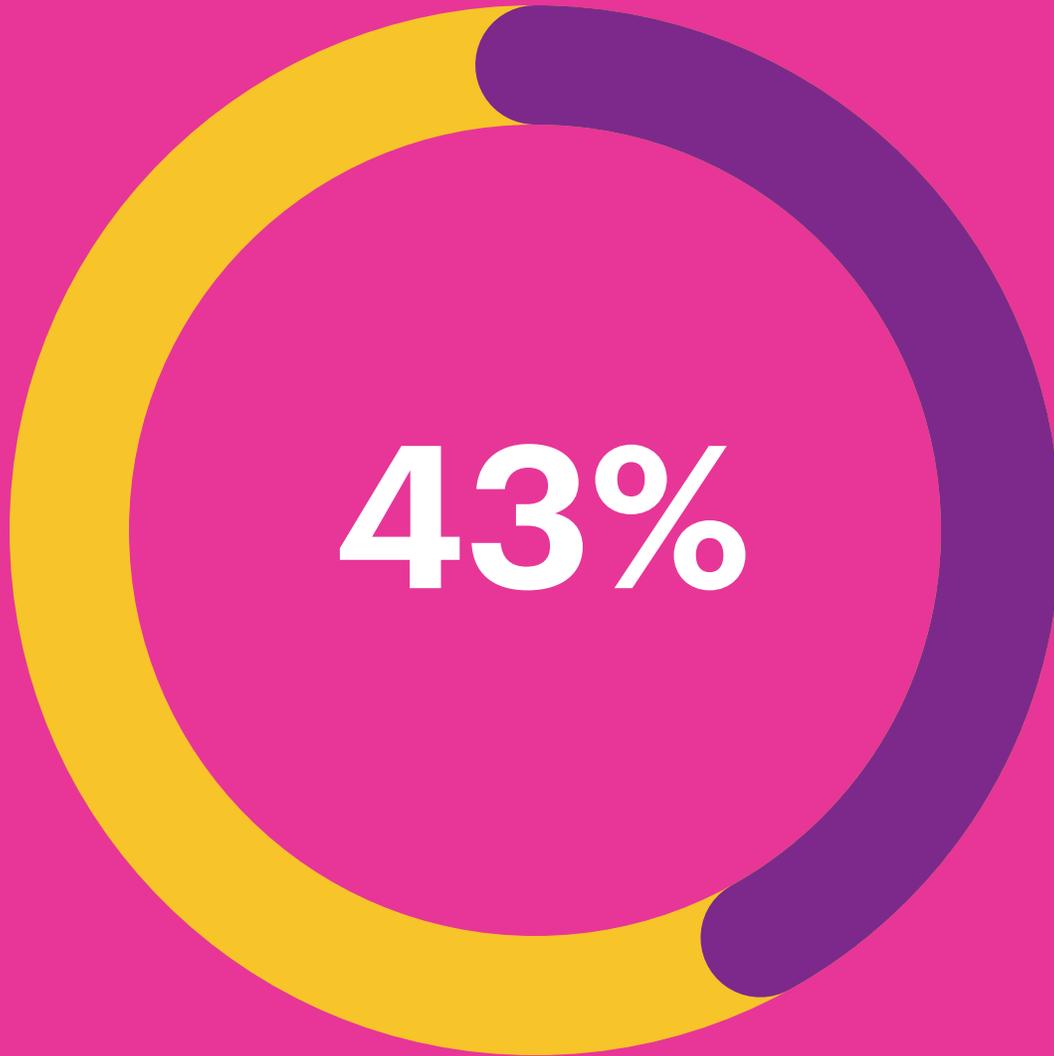
Disconnect in the toll business travel takes



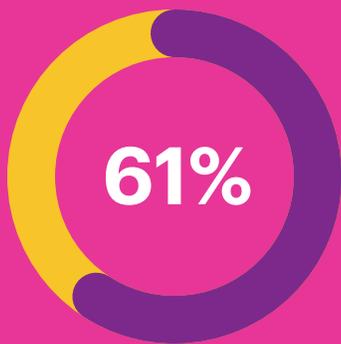
82% of companies recognize that travel puts a burden on employees vs 63% of travelers.



Companies say travel can be a burden because ... 52% say it places an extra burden on travelers' spouses ...



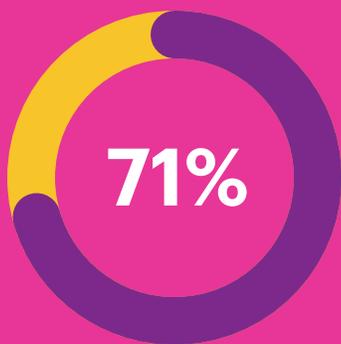
... and 43% travelers make sacrifices in the time they have to spend with their kids.



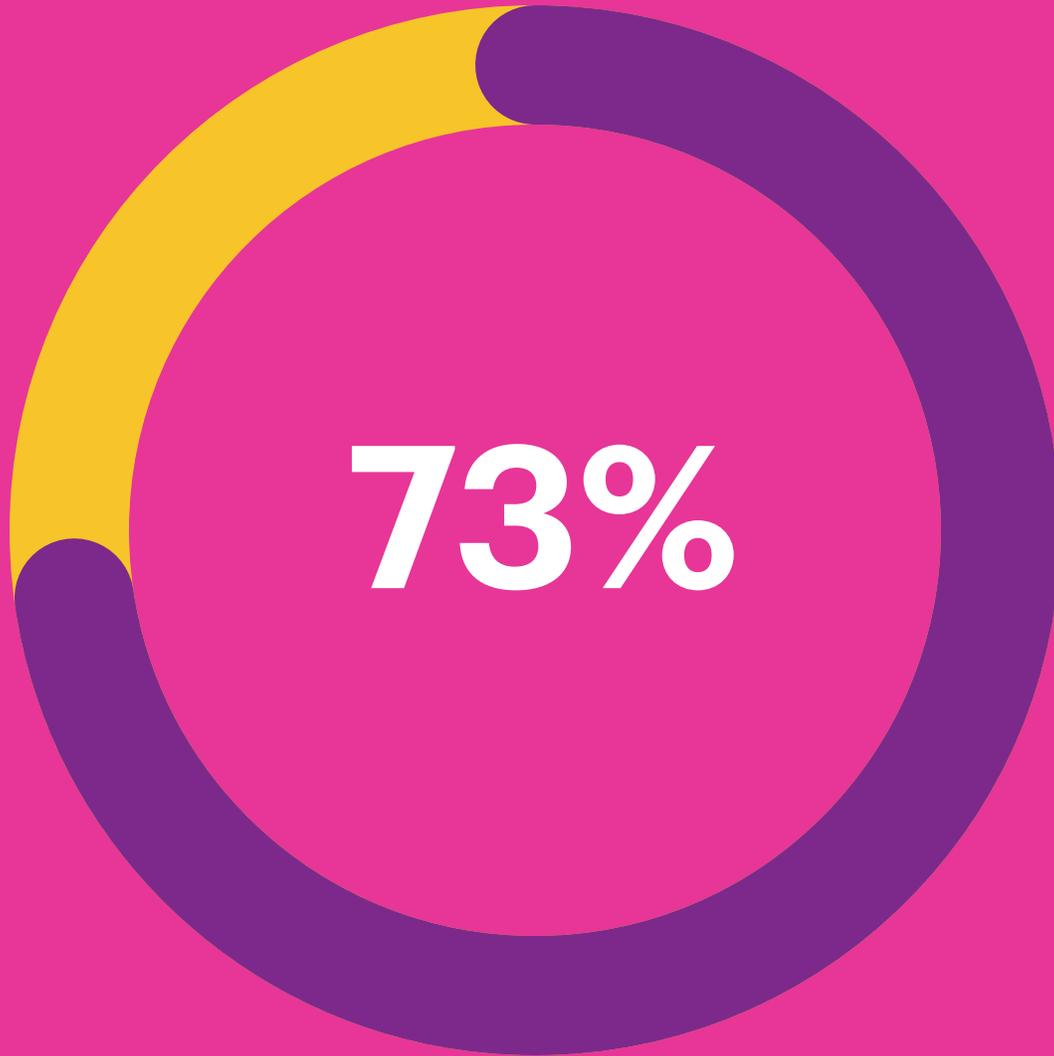
61% of travelers say their company should do more to recognize the sacrifices frequent travelers make.



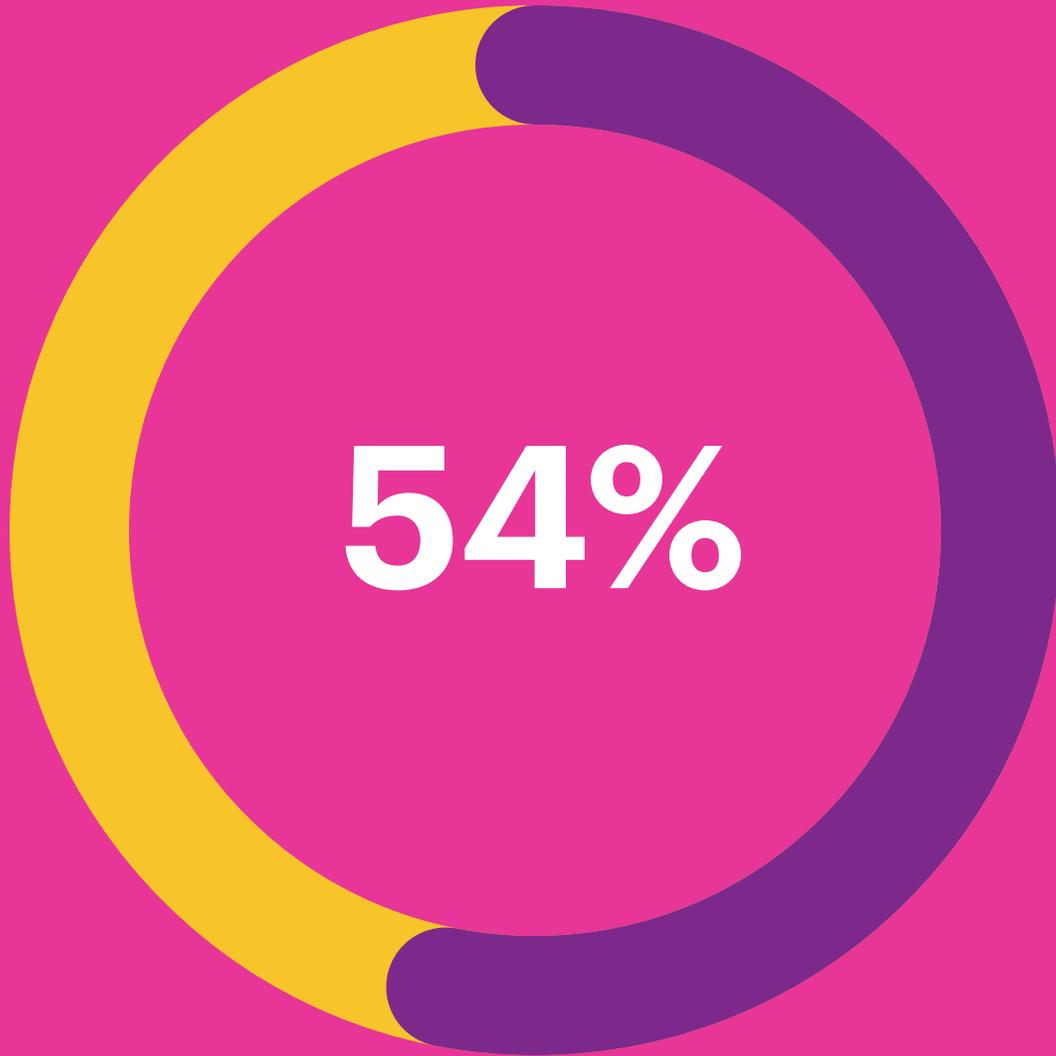
57% of companies admit they don't do enough to recognize the sacrifices of frequent travelers.



71% of companies also admit they could do more to acknowledge the spouses/families of frequent travelers.



73% of travelers say their company should offer personalized benefits that recognize the extra effort it takes to travel.



Only 54% of companies actually offer personalized benefits to frequent travelers, and those that do, require an average of at least 40 travel days per year to qualify.

When asked what perks would add value, requests include:



95%: the ability to work from home/remote more. Only 28% of companies do this.



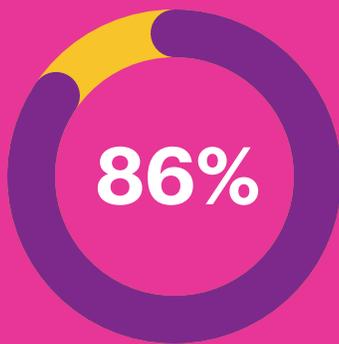
94%: the ability to choose the time of day I want to travel. Only 42% of companies do this.



92% the ability to add personal travel onto work travel. Only 34% of companies do this.



91% willingness to pay more to make my trips shorter. Only 32% of companies do this.



86%: acknowledgment of the sacrifices of my spouse by sending a gift to thank them for support. Only 24% of companies do this.



75%: child care stipend to cover extra expenses incurred. Only 18% of companies do this.

ABOUT LOLA

Lola.com is the super-simple solution for corporate travel management. Perfect for companies big and small, Lola uses powerful AI technology and 24/7 proactive support to help business travelers book trips with ease while providing travel managers with simple tools to create travel policies, view budgets and monitor the business travel of all team members.

Learn more at lola.com/travel-assessment.