

SHARE OF THE CAKE

A look at the latest facts, stats and figures on the use of the sharing economy in business travel



MILLENNIALS STILL WANT HOTELS

A survey of **1,500** active US millennial travellers found hotels are still their top choice of accommodation

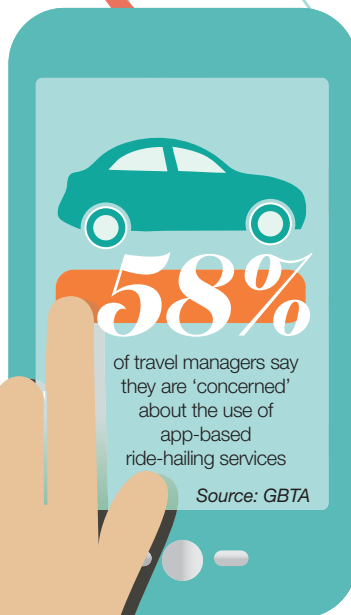
53%
PREFER
FULL-SERVICE
HOTELS



23%
PREFER SHORT-
TERM APARTMENT
ACCOMMODATION



Source: Millennial Travel Report: A survey of America's fastest growing tourism demographic, Resonance Consultancy



58%

of travel managers say they are 'concerned' about the use of app-based ride-hailing services

Source: GBTA



AIRBNB WINS ON PRICE

Airbnb beat hotels on average price per night in several major cities around the world in January 2018

	HOTEL	AIRBNB
	US\$	US\$
NEW YORK	306	187
LONDON	217	179
PARIS	167	110
BERLIN	114	92
TOKYO	220	93

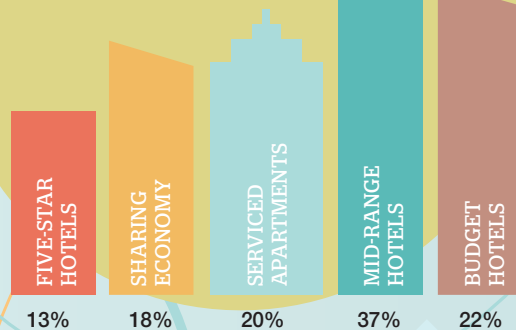
Source: Forbes/Statista/AirDNA/HRS



Source: Certify Spendsmart Report 2017

CHANGING PLACES

Of 243 buyers polled, more reported increasing their use of serviced apartments and mid-range hotels than five-star properties



Source: Association of Serviced Apartment Providers (ASAP)/Business Travel Show



SEEING THE BENEFIT

Of 243 corporate travel buyers polled by the Business Travel Show, half said the sharing economy provides a benefit to their programme



50%
SEE IT AS A
BENEFIT



18%
SEE IT AS A
THREAT



17%
ARE
UNDECIDED

Source: Business Travel Show

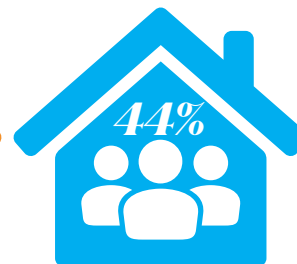


TRIED AND TESTED

Of 4,521 business travellers polled, a quarter had used a sharing economy accommodation provider



25%
OF ROAD WARRIORS
HAVE STAYED IN AN
AIRBNB OR HOMEAWAY
PROPERTY

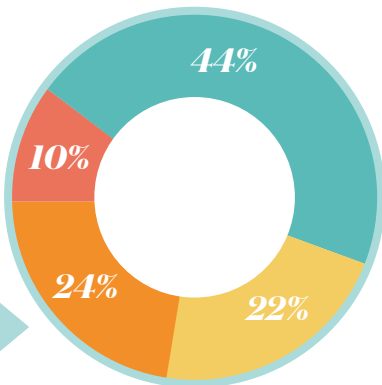


44%
ARE CONSIDERING
BOOKING SHARING
ECONOMY PROVIDERS
FOR FUTURE TRIPS

Source: Fourth annual Egencia Business Travel and Technology Survey

NO SUPPLIERS ALLOWED

Despite seeing the benefits, the majority of travel buyers still haven't included sharing economy providers in their programmes

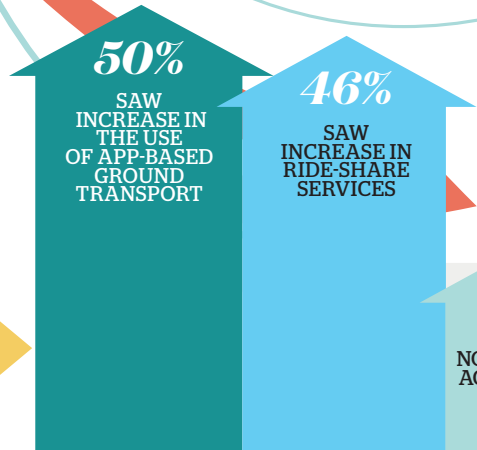


- don't allow it and don't plan to do so
- do allow it
- say travellers can book them independently
- say they plan to include them in policies in the next three years

Source: Business Travel Show

TRAVELLERS WANT IT ALL

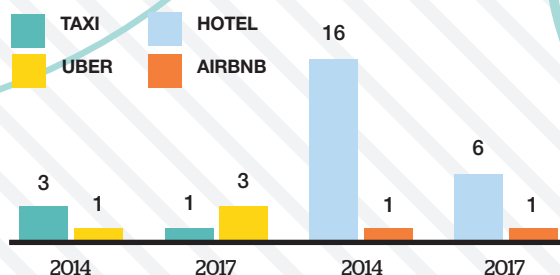
Of 174 travel managers, the majority reported a rise in travellers using non-traditional suppliers for transport and accommodation



Source: American Express Global Business Travel and ACTE Managing the Modern Business Traveller study

ROLE REVERSAL

The ratios of traditional taxis to Uber business travel bookings and hotels to Airbnb show a dramatic switch



Source: Freshbooks