

In association with

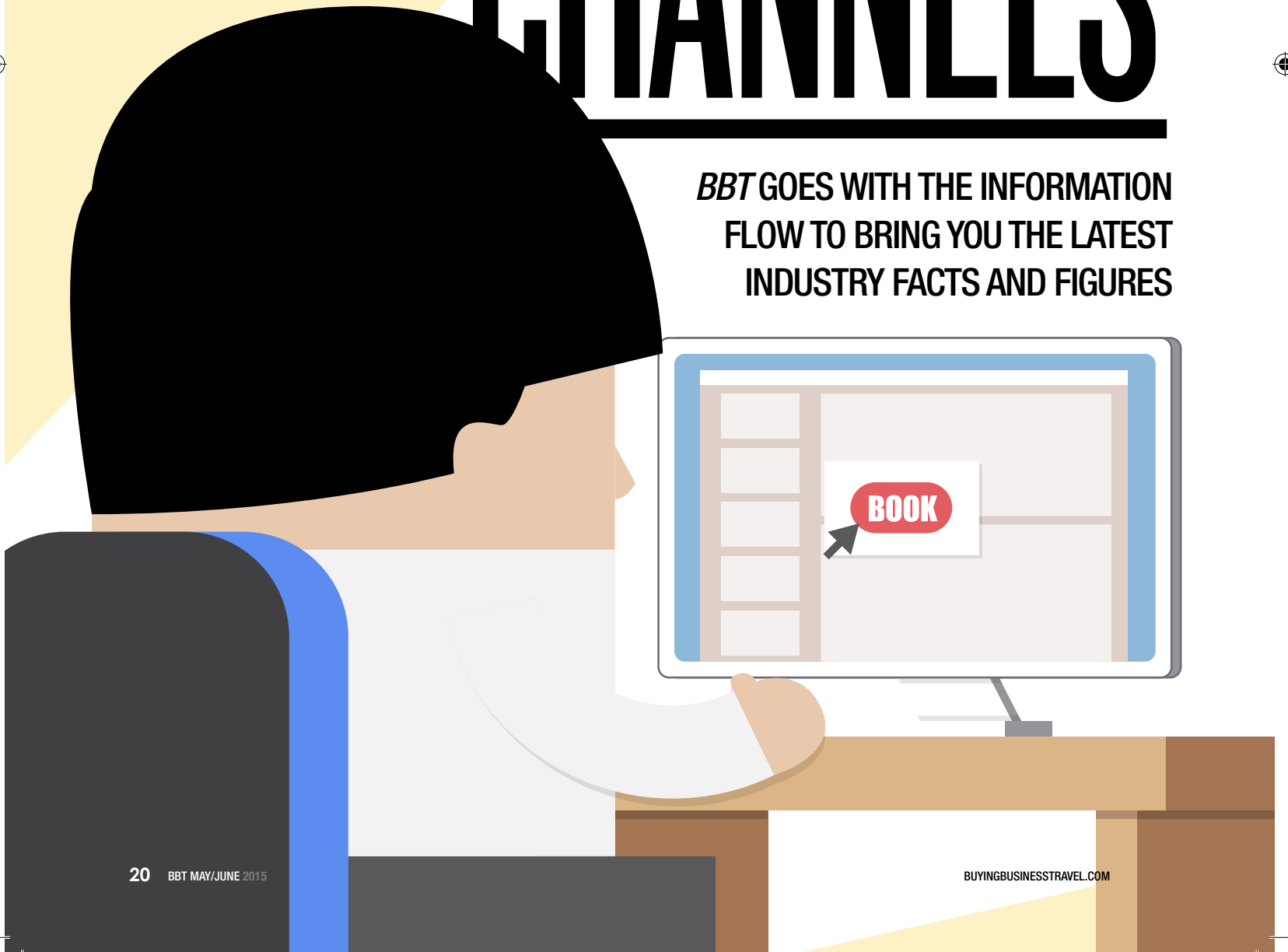


DataBank

DISTRIBUTION

CHANNELS

**BBT GOES WITH THE INFORMATION
FLOW TO BRING YOU THE LATEST
INDUSTRY FACTS AND FIGURES**



EXPECTATIONS



A recent Airplus study revealed the percentage of UK and European travel managers who think bookings will rise in next 12 months (by category).

	UK	Western Europe
Car rental	27%	19%
Rail	29%	20%
Meetings and conventions	27%	23%
Air travel	49%	33%
Hotel	51%	36%

Source: Airplus International Travel Management Study 2015

NDC BY NUMBERS...

- 1 Global standard for airline distribution (NDC)
- 2 Number of airlines that are live on NDC
- 8 New airlines that are estimated to go live in 2015
- 13 NDC Pilot projects/deployments announced since 2013
- 18 Airlines in the steering group of the NDC initiative
- 84 The percentage of flights globally that IATA members represent
- 241 IATA passenger-airline members that have adopted Resolution 787, the foundation for NDC
- 553 Downloads of NDC schemas
- 5 US\$million in NDC Innovation Fund available to support SMEs and start-ups developing NDC-enabled services (see feature, p49)
- 50 US\$billion – estimated airline ancillary annual revenue dollars

Source: IATA

13%

of business travellers have used taxi or car services hailed through an app.

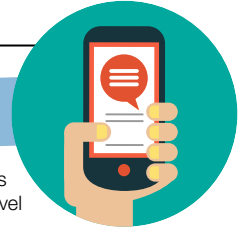
Source: Phocuswright – The Year Ahead in Digital Travel

7%

of business travellers have used ride-sharing services like Uber X, Lyft or Sidecar.

Source: Phocuswright – The Year Ahead in Digital Travel

MOBILE BOOKING



A recent Phocuswright report looked into business travel shopping and booking on smartphone, by travel product and age.

		18-34	35-54	55+
AIRLINE TICKETS	Researched	75%	52%	25%
	Booked	26%	24%	17%
HOTEL ROOMS	Researched	60%	49%	28%
	Booked	43%	31%	18%
CAR RENTALS	Researched	51%	39%	20%
	Booked	42%	26%	12%
LOCAL ACTIVITIES	Researched	56%	46%	31%
	Booked	36%	25%	9%

Source: Travel Technology and the Business Traveller April 2015 – Phocuswright

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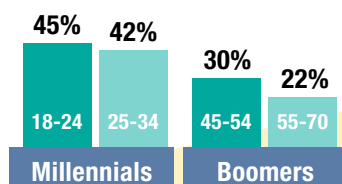
The number of times employees search on average across websites to book a flight.

Source: Expedia's internal research

HUMAN OR ROBOT?

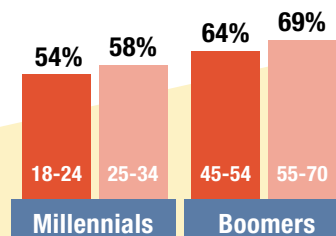
IHG asked a range of travellers how they like to book their hotel

BOOK HOTEL SERVICES FROM A MOBILE DEVICE



Source: 2015 IHG Trends report; IHG data/Lieberman Research Worldwide

CALL HOTEL TO SPEAK TO REAL PEOPLE

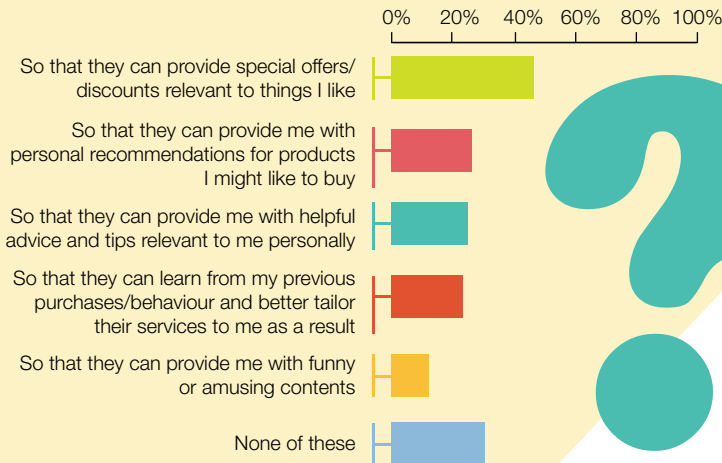


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SHARING YOUR DATA

An Amadeus survey asked 8,000 people: 'For which, if any, of the following reasons would you be happy to give permission to a company to use your personal data?'



Source: Amadeus/Future Travel Foundation report - Future Traveller Tribes 2030



78%

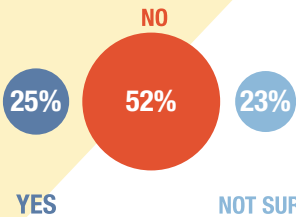
of business travellers have used their smartphone in a travel planning-related capacity.

Source: Mobile Index study, conducted on behalf of Egencia/Expedia by Northstar

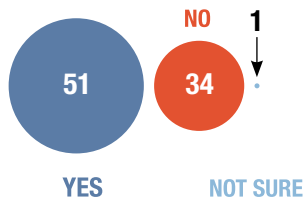
THE FUTURE OF AIRFARE DISTRIBUTION AND NDC

ITM surveyed almost 100 buyers in April 2015 for a white paper on the future of airline distribution and New Distribution Capability.

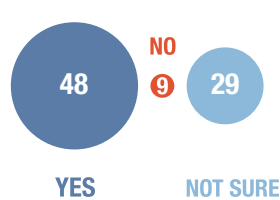
Have compliance levels in your programme been negatively impacted by changes to airline distribution strategies?



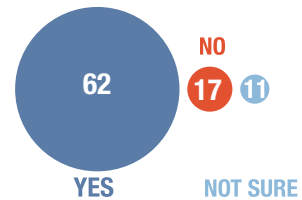
Is mobile technology changing the way your travellers shop and book travel?



By 2020, do you expect Google to play a more significant role in the distribution of air products and services?



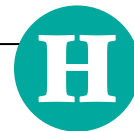
In the past three years, have any of your travellers switched their preferred channel in which to shop and book travel?



Source: ITM



CWT: QUARTERLY SNAPSHOT



Carlson Wagonlit Travel compared Q4 2014 data with the same period in 2013.

AIR TRAVEL: FIRST CLASS BOOKINGS CONTINUE TO FALL

Class	Share of market	Percentage +/-
First	0.4%	18.4% -
Business	15.2%	5.4% -
Prem econ	2.3%	1.1% -
Economy	82.1%	1.3% -

HOTELS: ECONOMY & STANDARD BOOKINGS UP

Class	Share of market	Percentage +/-
Economy	4.2%	9.5% +
Standard	37.9%	17.5% +
First	39.2%	0.4% +
Deluxe	18.7%	4% -

Source: CWT first quarterly business travel industry snapshot