

COVID-19 Traveler Study: Experience & Outlook

About the survey



The goal: With this survey we aimed to explore the **impact of COVID-19 on business travelers** and better understand their needs when travel resumes.



Methodology: The results are based on an online survey of **1,260 business travelers** worldwide conducted May 4-11, 2020.

Respondent profile



66% male and 34% female business travelers.



53% belong to Gen X, 29% represent Baby Boomers, and 18% are Millennials.



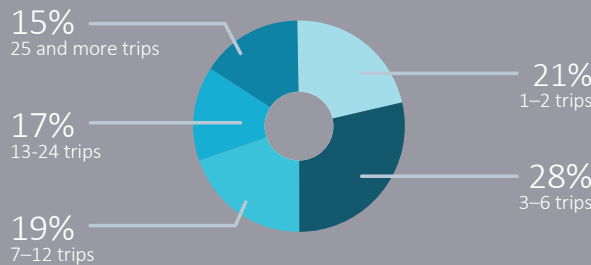
English-speaking business travelers from North America (the US and Canada) 63%, Europe (the Netherlands, UK, Belgium, etc.) 22%, Asia-Pacific (India, Singapore, Australia) 14%.



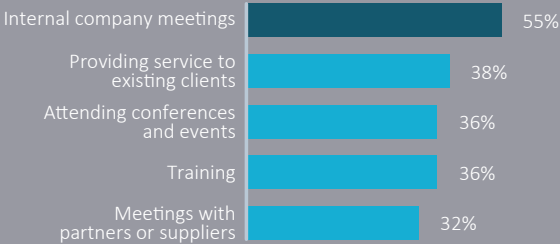
Industries: Health & Pharmaceutical (20%), Manufacturing (14%), IT (10%), Defense (9%), Financial services (8%) and Others (39%).

Traveler profile

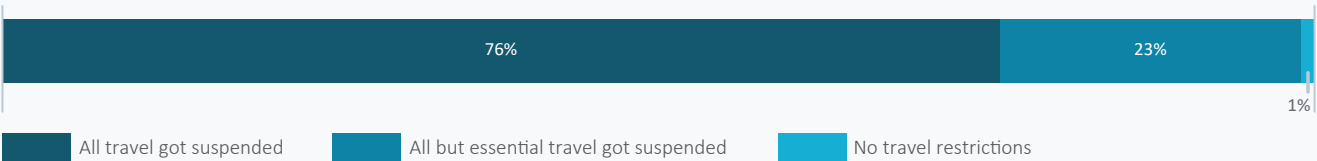
Number of business trips per year



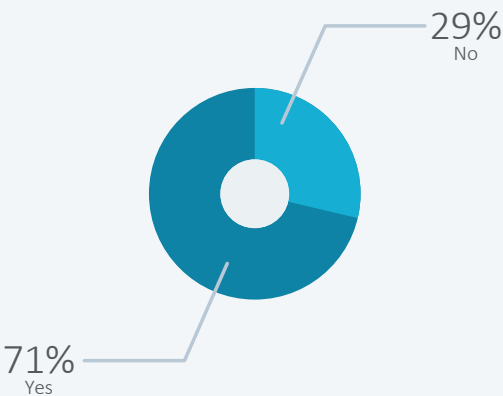
Top 5 reasons for business travel



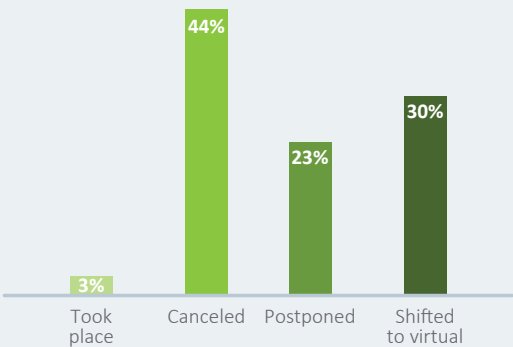
COVID-19 seriously impacted **business travel**: 76% report all business travel being suspended in their companies, while for 23% only essential travel was preserved.



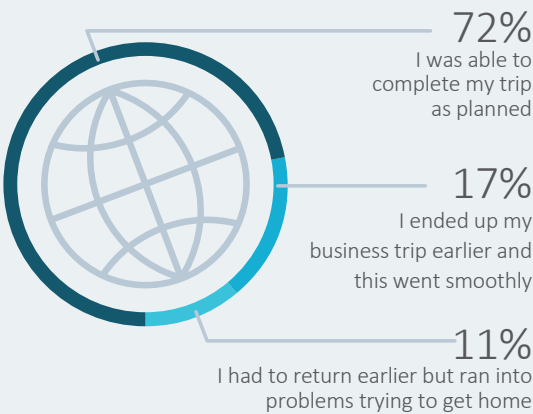
7 in 10 respondents had **business trips planned** for the period of time when COVID-19 started affecting their region.



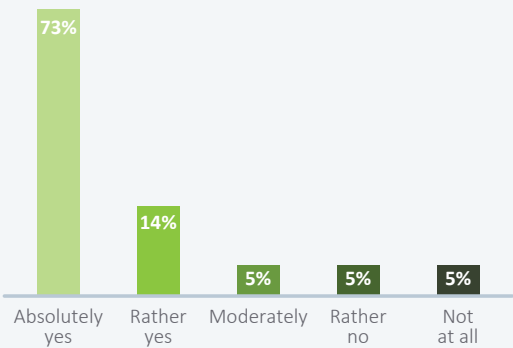
Of these **trips**, 67% were canceled or postponed, 30% got shifted to virtual meetings, and only 3% took place.



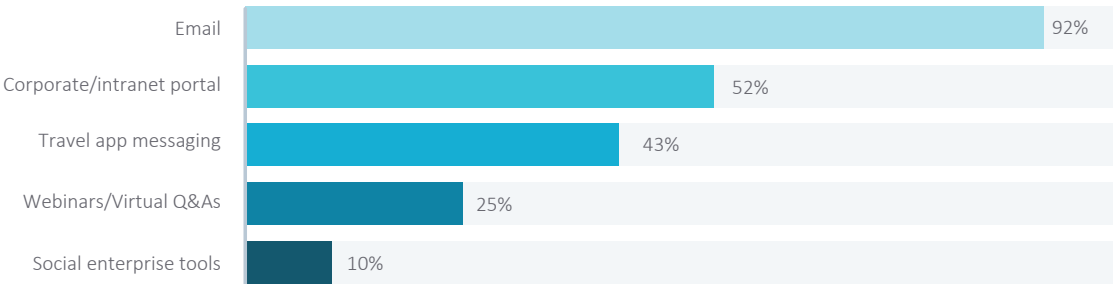
Among the business **travelers who hit the road** during the COVID-19 pandemic, nearly three quarters were able to complete their trips as planned.



Travelers highly rated the assistance provided by their **travel department** during the pandemic.



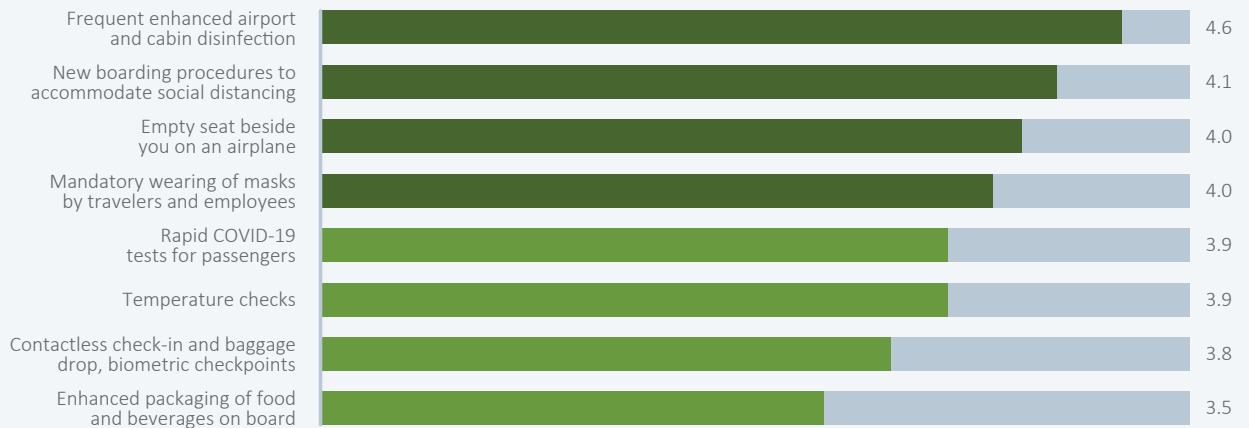
According to 9 in 10, their **preferred channel** for travel departments to use when communicating new policies or actions related to COVID-19 is email.



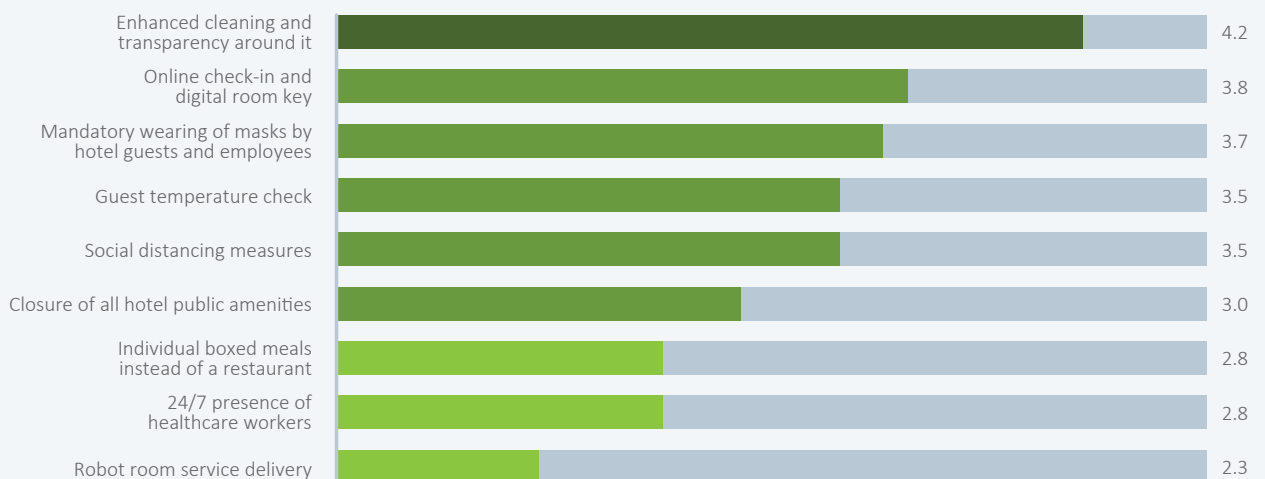
Business travelers shared their views on various **measures** taken by travel suppliers to ensure safe travel in the near future.

The results are based on a weighted average of five-point scale ratings from "not important at all" to "extremely important."

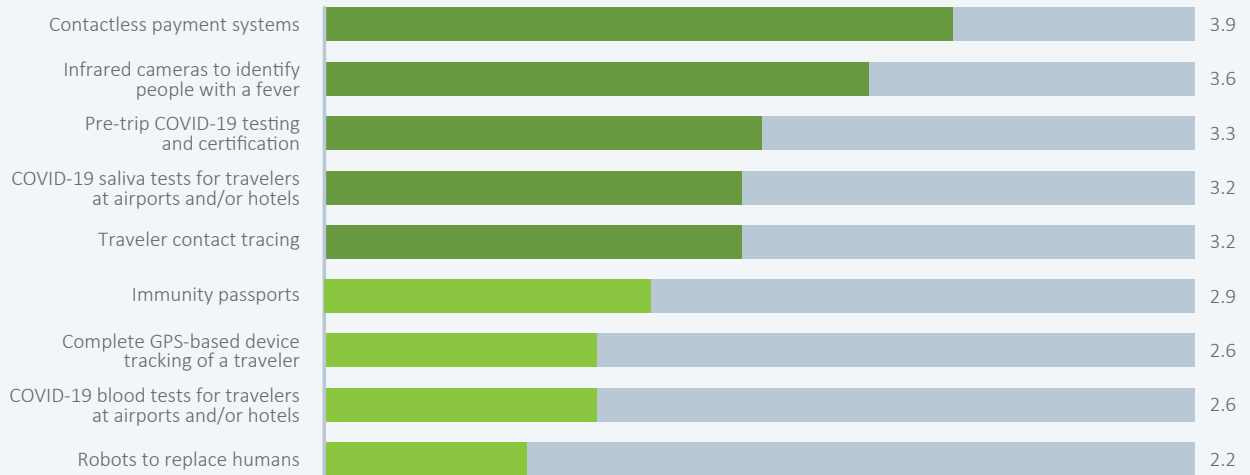
Among the measures that can be implemented **by airports and airlines**, frequent enhanced disinfection was rated extremely or very important by 9 in 10. This was followed by new boarding procedures and empty seats on airplanes to accommodate social distancing.



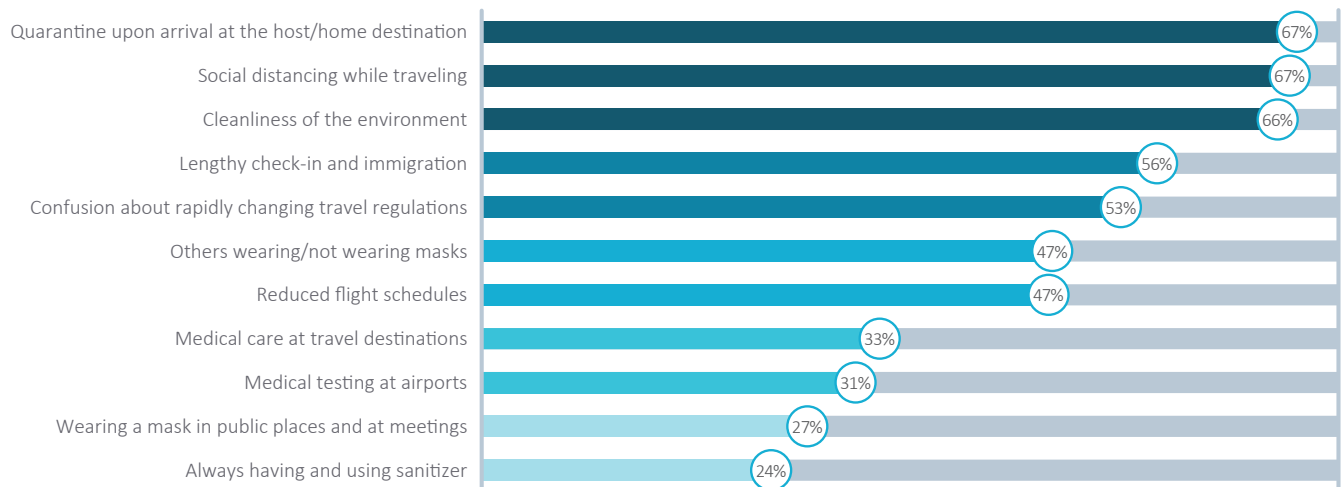
When evaluating measures taken **by hotels**, enhanced cleaning was most important, followed by online check-in and digital key, and mandatory wearing of masks.



The two most important **regulatory measures** were the use of contactless payment systems and infrared cameras to measure body temperature.



The top three **traveler worries** around future travel relate to quarantine measures after travel, social distancing and cleanliness of their environment during trips.



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