



How does
business travel
impact **your**
employees?

Do you know how your employees feel about business travel, the things that can make their journey more comfortable and the measures they take to prepare themselves for their next trip?

It's been said before, 'a happy employee is a productive employee', and when it comes to corporate travel, how your employees feel about stepping away from their daily routine and the impact it has on their lives can make a difference in how engaged they are on their trip.

Our recent research with Artemis Strategy Group revealed some fascinating insights into the preferences, motivations and concerns of employees across Asia Pacific when they travel for work.



Asia Pacific: An overview

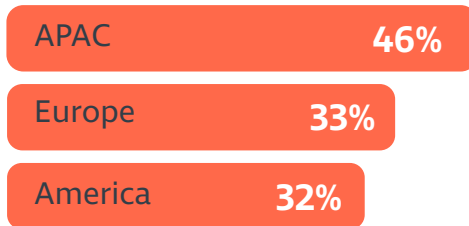
Balancing work and personal life is the best and worst thing about business travel

It's important to remember that business travelers are still travelers – they want to make the most of their trips and see the world. In fact, twice as many employees in Asia Pacific say that what excites them most is the idea of traveling to a brand new destination (34%) on a business trip, compared to meeting a colleague who they have only spoken to on a call or email (16%).

However, missing out on life back home is also a concern. Employees in Asia Pacific are the most likely to schedule their work trips around personal or family obligations (46%) compared to their counterparts in the Americas (32%) and Europe (33%). While the majority feel in control of their responsibilities when traveling for work (60%), one in four (25%) do worry about the impact that traveling has on their co-workers, who are left to pick up the slack.

Travelers in Asia Pacific...

are the most likely to schedule trips so they **do not interfere** with their **personal / family obligations**



It's no wonder then that time is precious while traveling. The biggest concern when on a business trip is facing travel disruptions (24%), and 84% of employees in Asia Pacific prefer to stay connected while flying so they can reach out to family, friends or business colleagues — significantly more than their counterparts in the Americas (68%) and Europe (63%).

Preparation is everything

Businesspeople in Asia Pacific are the most organized when it comes to getting ready for a trip. Travelers across the region are nearly twice as likely (60%) as Europeans (35%) to make sure they book their ground transportation, meeting rooms or dinner reservations. They are also the most likely to connect with colleagues on covering projects and deliverables and to research security issues. More than one in three will also take time to learn key phrases of the language of their destination, while more than two-thirds will research the latest news or weather reports.



They also value convenience and an overwhelming majority — 91% — of business travelers are willing to share their travel preferences with those who help facilitate their travel. 87% say that doing so will “make their life easier” when they are on the road. Such behavior indicates that travelers are willing to share their personal data if it helps to deliver a personalized travel experience, and that there is merit in consolidating this information on a single platform for a better booking experience.

Correspondingly, only 13% of travelers in this region are concerned about privacy issues regarding their data, compared to their counterparts in Europe (25%).

My way or the highway

Globally, two-thirds (66%) of business travelers prefer window seats over aisle seats, and this number rises to 71% of travelers in the Asia Pacific region compared to the Americas (59%), and Europe (65%). Of this, the country with the highest preference is India, with a whopping 79% saying that they prefer a window seat.

Even with the rising number of ridesharing services available, more than half (56%) of APAC business travelers would prefer to use a taxi. However, travelers from India and Singapore are much more inclined to use ridesharing services, such as Uber, Ola and Grab.

Loyalty points is still one of the key considerations among business travelers – 35% in Asia Pacific would rather earn loyalty points than stay in a desirable location.



For a deep dive into business traveler preferences in China, India, Japan, Australia and Singapore, [click on the map below](#).



China: Traveling is exciting, but family is equally important

Of all those surveyed, Chinese business travelers are the most excited about taking advantage of the opportunity business trips provide to network and advance their careers (35%) — in fact it is as important to them as visiting a brand new destination.

They are also aware of cultural differences – Chinese travelers are the most cautious about breaking cultural taboos (59%) and nearly 40% make sure they learn key phrases in the language of the country they are traveling to. Perhaps this can be attributed to the exponential economic growth the country has seen, and how Chinese businesses are becoming increasingly global.



Chinese travelers are the most interested in using business travel to **network** and **advance their careers**



Chinese business travelers are the most **cautious** about breaking **cultural taboos**, and **learning key phrases** for the country they are visiting



While they take business trips seriously, this is not to say that they are willing to leave their family commitments behind – Chinese travelers are the most likely to schedule work trips so they do not clash with family or personal obligations (61%), and almost a quarter (22%) feel that their home and personal relationships suffer when they travel for work.

They are also nearly twice as likely as the average traveler in Asia Pacific to feel out of sync after a business trip, and 19% say they find it difficult to stay in touch with their main office while they are on the road.



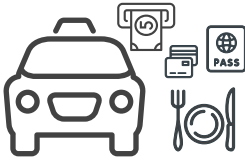
Albert Zhong
General Manager,
CWT China

Business travel brings many opportunities but it's important to understand the impact it has on employees. Organizations should consider how to give employees more flexibility in their travel arrangements, for example being able to make last minute changes or allowing earlier flights, even if it is not the cheapest option. It is about people first and policy second.

India: Preparation is key to make the most of business and leisure

Indian business travelers make the most effort in ensuring that they are well prepared prior to their work trips. From making sure their teams are equipped to cover projects, to booking ground transportation, meeting rooms and dinner reservations, they are above the region's average in this aspect of their business trip.

With all this preparation, an overwhelming majority (91%) say that sharing their travel preferences with those who help facilitate travel, or travel companies and apps, makes their life easier.



Indian travelers like to **make sure they are ready** for their trips by booking their transport, dinner plans etc, making sure their passports and visas are in order, obtaining cash advances and temporary credit cards from employers

They also make sure business trips are not all about work. Indian travelers are the most likely to identify places they would like to visit during their work trip (59%) or reach out to family or friends who might be at the location (48%). It's no wonder then that one third of Indian travelers admit that their families think they enjoy traveling for work more than being at home.

When traveling, Indians are the most likely to request a window seat, and 58% prefer to use ridesharing services such as Uber, Ola and Grab to get around the city.



One third say their families think they **enjoy traveling for work** more than being at home

The survey results show that adding a personal element to a trip is important for Indian travelers. Adding bleisure options to a travel policy can be a boost to employee morale, and in some cases can even lead to potential savings for the business - corporate travel managers should consider how best to incorporate this in to their programs and make sure they also take in to account potential risks and their duty of care.



Vishal Sinha
CEO, CWT India

Japan: Ready to travel at the drop of a hat

Of all the countries surveyed in Asia Pacific, the Japanese are the least concerned about missing family commitments due to business trips – only 2% indicated this was an issue, compared to an average of 11% in the region.

Their commitment also extends to staying healthy while traveling: they are nearly three times more likely to worry about falling ill while away, compared to the rest of the region (38% vs 10%). In addition, they are also most concerned about troubling their co-workers with more work due to their traveling schedules (53% vs 25% Asia Pacific average).



The Japanese are least concerned about **missing family events** for a business trip



Yet they are nearly 3x as likely as their APAC counterparts to **worry about getting sick while away**



The Japanese are most concerned about the **impact** their **business travel** has on their co-workers

They are also the most prepared for business trips – nearly half (48%) “always have a bag pre-packed and ready to go” and 89% feel they can manage their responsibilities when traveling for business.

For on-ground transportation, they are nearly twice as likely to opt for the budget option of public transport, as to take a taxi or use a ridesharing service like Uber or Grab.



Martin Ko
Global Solutions,
JTB-CWT

More than a third of Japanese employees worry about falling sick while traveling for business. Making sure they have emergency contact numbers and comprehensive health coverage can help them to feel more confident while they're away.

Australia: Relax, it's just a business trip

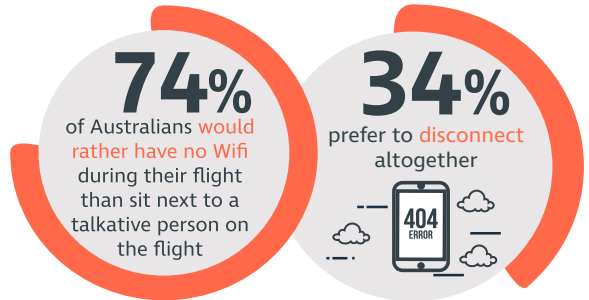
Australian business travelers are the least worried about their personal safety, with only 6% saying it is a concern when traveling for work. They are also the least likely in the region to research security issues (37% vs 50% as the average for Asia Pacific).



Australians are the most **relaxed about their personal safety** – only 6% say it is a concern when traveling for business

This relaxed attitude spills over to other areas as well: they are least worried about researching cultural taboos or cues (29%), and less than one in four bother to learn key phrases in the language of the country they are visiting. When it comes to privacy, however, 22% are worried about sharing their travel preferences compared to an average of 13% across the region. When coordinating the logistics of a trip, Australians are twice as likely as the average traveler in Asia Pacific to find it a hassle.

They also value their downtime as 74% of Australians would rather have no WiFi during their flight than sit next to a talkative person. If given a choice, 34% would prefer to disconnect while traveling, compared to the region's average of 16%.



However, Australian employees are committed to work, with 37% willing to travel for business whenever necessary. They are also the least likely to take family or personal obligations into account when scheduling trips (29%).

Even though the survey shows that duty of care is not high on the agenda of many Australian employees, it should be high on the agenda of companies. Most trips go without a hitch, but sometimes things can happen and it's vital that corporate travel managers have the right safety and security procedures in place when they do.



Mike Ryan
Managing Director,
CWT Australia &
New Zealand

Singapore: Rewards over convenience

Singaporeans are known for loving a deal, and even when traveling for business it is a key consideration. Of the countries surveyed, Singaporeans are the most willing to sacrifice a good hotel location in favor of accruing loyalty points at another accommodation (39% vs 35% Asia Pacific average). They are also most likely to find the idea of being able to expense meals and hotel stays exciting (15% compared to the Asia Pacific average of just 10%).

Corporate travelers from Singapore are quite open to sharing data on their travel preferences. When traveling on business, 91% said they are “extremely” or “somewhat” willing to share information about their travel preferences with travel companies or apps, and 97% said they would share it with those who help facilitate their travel.



Singaporeans are the most willing to sacrifice a good hotel location to accrue **loyalty points**



Singaporeans find the idea of being able to **expense meals and hotel stays** more exciting than their APAC counterparts

They also feel most in control when scheduling business trips and are most likely to pack their suitcases the day before they leave. However, they are nearly five times more likely than Australian business travelers to worry about their personal safety when on a work trip.



Sim Kian Peng
General Manager,
CWT Southeast Asia
& Hong Kong

Singaporeans are open minded about sharing their personal data in exchange for better benefits from their travel providers. They want choice but they also expect a more personalized experience. Making bookings through a business travel app can help providers monitor preferences and deliver what the customer wants.

Speak to us: find out how to improve your employees' travel experience

At CWT, we think about travel differently. Through our years of experience serving our clients, we have realized that travelers are more than just travelers: they are your **employees**. While on the road, they need to be productive, engaged and well looked after. They're traveling to do their jobs – make that sale, open that production facility, connect with their client, or any one of a million other things your company does.

At CWT, we are not simply in the "travel business." Nor are we just here for the companies and organizations we serve. If we were, then B2B would be enough.

We are in the **people business**. We believe our most important mission is to help our clients unleash the talent and value of their employees, so they can help achieve their business goals.

We're a **"B2B4E" company**: Business to business, for employees.

And, our mission is to **connect people** to help those **businesses succeed**.

CWT is making business travel easier for your employees with travel booking services that aren't just professional quality; they're **employee preferred**. We're going beyond a consumer-grade experience to deliver personalized travel booking services that will satisfy your employees' needs, enhance their satisfaction and support travel policy compliance.

Whether your employees interact with us by phone, online or on mobile, they will enjoy consistent content and personalized travel booking services. From our traveler website and award-winning mobile app to caring travel counselors and support for online booking tools, we'll help make sure their business booking experience gets their trips off on the right foot.

Speak to CWT to find out how you can improve your employees' travel experience and get the best from corporate travel.

[Find out more](#)



About the survey

The survey was created by CWT and conducted by Artemis Strategy Group between 29 January 2019 and 9 February 2019. Responses were collected from more than 2,700 business travelers who traveled for business four or more times in the previous 12 months. Respondents were from the Americas (Argentina, Brazil, Canada, Mexico and the United States), Europe (Belgium, France, Germany, Italy, The Netherlands, Spain, Sweden, and the UK) and Asia Pacific (Australia, China, India, Japan, Singapore).