

Business Travel Has **Peaked**. Here's Our **Future**:

Adapted from Scott Gillespie's Op-Ed on Jan 22, 2021 in Business Travel News

We are entering a
new paradigm,
one grounded by
questioning
the need for travel.

It's now much less about
getting people to meetings,
and much more about
the value of the meeting itself.
Here's why...

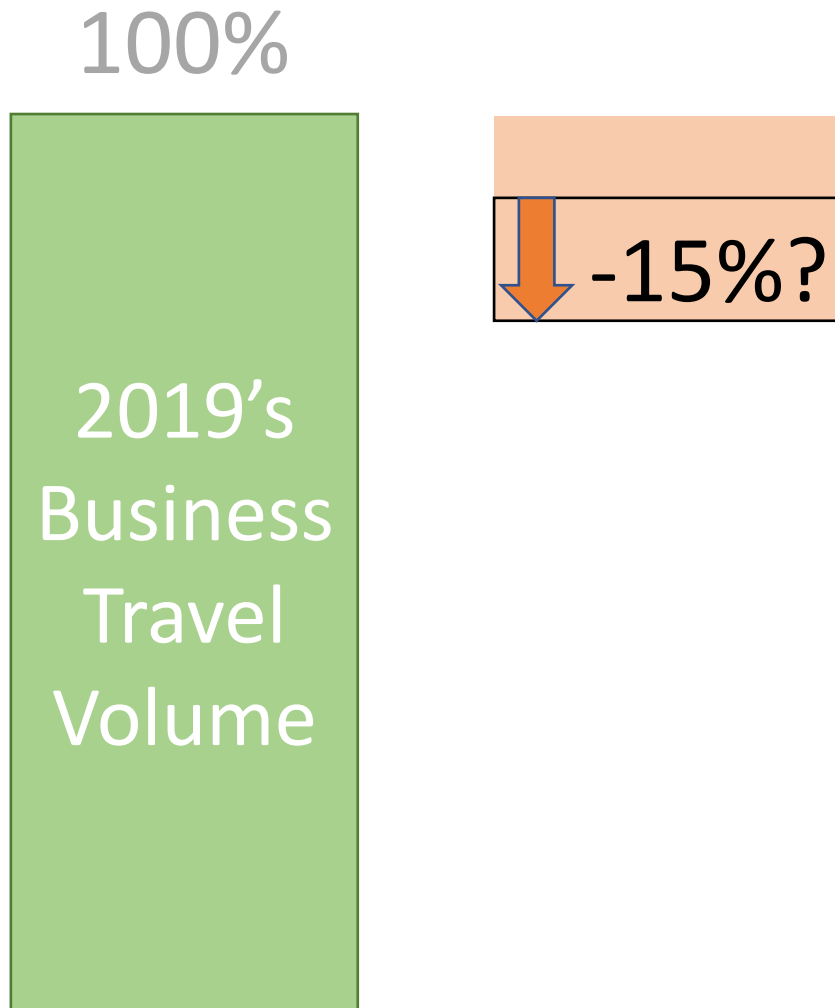
In a post-Covid world



↓ -10%?

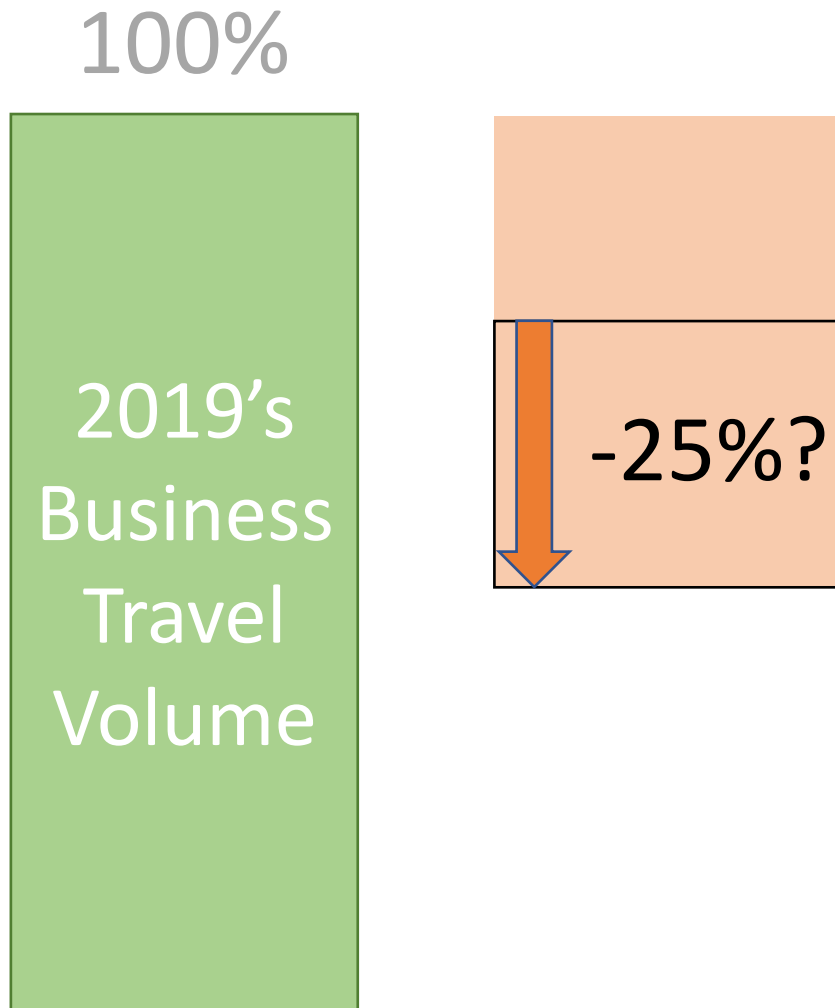
Some **hosts** will decline to meet in person. Why? Convenience/WFH, virtual experience, and climate concerns

In a post-Covid world



Some travelers will continue to prefer virtual meetings. **Why?** Convenience/WFH, virtual experience, and climate concerns

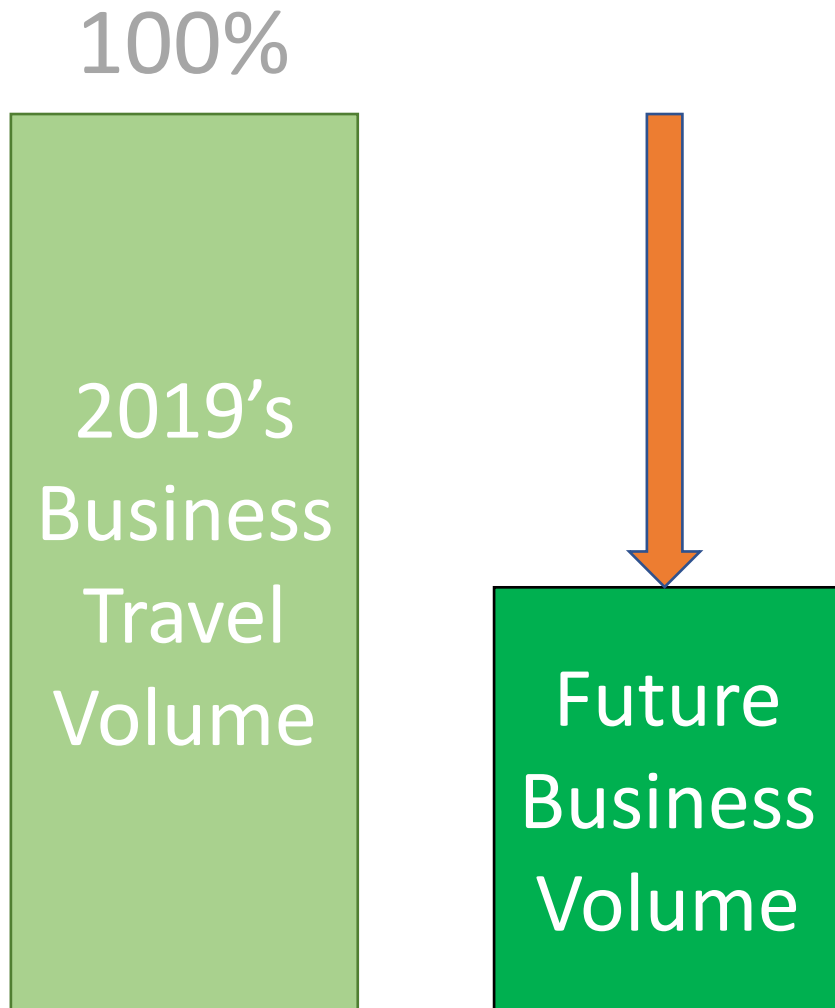
In a post-Covid world



Many **pre-trip requests** will be denied. Why?

CFOs will insist virtual meetings are “good enough”, and are cost/climate friendly

In a post-Covid world



Corporate
travel budgets
will be much
smaller.

If corporate travel budgets
are much smaller, then

There will be
fewer travel suppliers
and
fewer travel managers.

If corporate travel budgets
are much smaller, then

**We'll have more scrutiny
on the need to
meet in person.
Trip approvers require
better justification.**

If corporate travel budgets
are much smaller, then

**Lower-value trips will
be denied.**

**We'll have fewer but
more important trips
and travelers.**

If corporate travel budgets
are much smaller, then

**The travel category
loses importance, but
Duty of care and
traveler wellbeing
remain top priorities.**

If corporate travel budgets
are much smaller, then

Price and savings
lose importance.

Procurement shifts focus to
product quality and
supplier relationships.

If corporate travel budgets
are much smaller, then

**Management accepts
more outsourcing to TMCs
and
more direct bookings.**

If corporate travel budgets
are much smaller, then

**Network airlines
stimulate demand by
showcasing
the
merits of meeting in person.**

If corporate travel budgets
are much smaller, then

**Expect more focus on
meeting outcomes.
Efforts are made to
predict meeting success
and need for travel.**

If corporate travel budgets
are much smaller, then

**New need for
optimizing travel.**

**“How can we tell if we’re
traveling too much –
or too little?”**

If corporate travel budgets
are much smaller, then

**Converting
unmanaged travel
is key to growth
for TMCs and
travel tech firms.**

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The managed travel industry needs to embrace this pivot.

Continue the discussion with Scott Gillespie
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