



# Leadership Exchange

**Dear Leadership Exchange Members,**

We are happy to share with you exclusively the complete **GoldSpring Business Traveler Sentiment Survey** report. While we have shared partial aspects of the report with the marketplace, the report here in its entirety is traditionally reserved for corporations who participate in the survey.

Attached you will find:

- The Press Release with report highlights
- BTN Article showcasing the report and focusing on vaccine requirements
- A copy of the report sent to an actual corporation with their specific results alongside all participating corporation benchmark results

We hope you find the attached informative and insightful. Once again, thank you sincerely for your participation in the Leadership Exchange.

Warm regards,

**Your GoldSpring Team**



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**For Immediate Release**

## **Business Travel Projected to Return to 70 Percent of Pre-Covid Levels By Year End**

*Industry-first business traveler survey taps thousands of employees and lends key return to travel insights*

**Austin, Texas** – April 8, 2021 -- GoldSpring Consulting, the leader in business travel and meetings consulting, released today benchmark statistics from the firm's [Business Traveler Sentiment Survey](#), revealing key insights on return to travel comfort levels from thousands of employees worldwide. Notably, 63 percent of business travelers desire to travel within six months at time surveyed, or by October 1, putting the industry on track for 70 percent of travelers saying yes to travel by the end of the year. Also compelling, six percent of business travelers opt for travel within the next 30 days, by May 1.

The survey is provided by GoldSpring Consulting as a complimentary service and launched globally each month to employees via participating corporations. Results gauge company-specific traveler sentiment on timing of first post-Covid business trips, willingness to fly, lodging preferences, large meeting attendance, vaccination requirements, return to office timing, and more.

[“The Business Traveler Sentiment Survey](#) is unique because it focuses specifically on *business* travelers,” said Will Tate, partner, GoldSpring Consulting. “It supports corporations by enabling informed decision making as pressure mounts to get employees back on the road. It helps them implement effective corporate policy and set expectations for their preferred airlines, hotels and other travel suppliers.”

With a 30 percent response rate, the survey is striking a chord with business travelers. More than fifteen thousand travelers from global corporations were surveyed with more than five thousand responses across 60 countries. Participation is growing every day, and while the full report is reserved for participating corporations, here are benchmark highlights:

- **Great Britain is the country most eager to return to travel** with 24 percent of business travelers wanting to travel within a month. France comes in second at 17 percent.
- **89 percent of business travelers choose traditional hotel stays** over shared lodging, expressing confidence in hotel protocols.
- **39 percent of business travelers say vaccination is a priority** before traveling, with 19 percent opting for travel supplier screenings and temperature checks.

- **74 percent of business travelers now consider driving vs. flying or rail** for certain trips, a surprising shift since pre-Covid business travel days.
- **44 percent, the highest percentage of respondents, see themselves attending their first large meeting** (more than 25 people) in 90 days to six months, sometime between July 1 and October 1.
- **26 percent of business travelers see themselves returning to the office within 30 days**, around May 1.

“While the results are optimistic for business travel to return significantly by the end of year, it will be necessary for companies to check in routinely with travelers,” Tate said. “Companies can join the survey now and also redeploy it over time to gauge change in sentiment as travel ramps up in the coming months.”

Corporations wishing to participate in the secure and complimentary survey can go to [GoldSpring Business Traveler Sentiment Survey](#) to sign up and receive their survey link.


#### **About GoldSpring Consulting**

[GoldSpring Consulting](#) is the leader in business travel and meetings consulting, dedicated to helping buyers succeed with services to support all aspects of corporate managed travel and meetings programs. GoldSpring’s industry-leading team of experts offers extensive experience and custom solutions, including innovative benchmarking and sourcing technology to help clients fully optimize their corporate travel programs. For more information visit [www.goldspringconsulting.com](http://www.goldspringconsulting.com).

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## Survey: Two in Five Business Travelers Require Vaccine to Consider Travel

By **Chris Davis** / April 08, 2021 / **Contact Reporter**

 **A+** **A-**

About 40 percent of business travelers surveyed last month by travel management consultancy GoldSpring Consulting indicated they "need to be vaccinated" before they'll consider traveling for business, according to results the firm shared with BTN. GoldSpring in March surveyed "more than 5,000" travelers worldwide from 10 companies, eight of which are multinationals, according to the firm.

About 20 percent of respondents said they don't need vaccines or any particular action from suppliers to resume business travel, and three-quarters of them said they would do so when appropriate government restrictions are lifted. The remainder want to see certain actions from suppliers to consider business travel, including requirements for Covid-19 screening (19 percent), proof of a negative test (12 percent) or vaccine passports (11 percent).

Still, 63 percent of business traveler respondents said they anticipate taking their next business trip within the next six months, the vast majority of whom plan to do so after June, according to the survey. The remaining 37 percent don't anticipate a trip before September. About 85 percent said they were comfortable with at least some domestic travel, and 76 percent said likewise for international travel.

"While the results are optimistic for business travel to return significantly by the end of year, it will be necessary for companies to check in routinely with travelers and gauge change in sentiment over time in the coming months," GoldSpring partner Will Tate said in a statement.

When those travelers do hit the road again, a substantial majority—92 percent—would feel comfortable staying overnight at a hotel.

The results are part of GoldSpring's recurring Business Traveler Sentiment Survey benchmarking report, the results of which participants can receive after taking the survey.



## GoldSpring Traveler Sentiment Survey and Benchmark Report for [REDACTED]

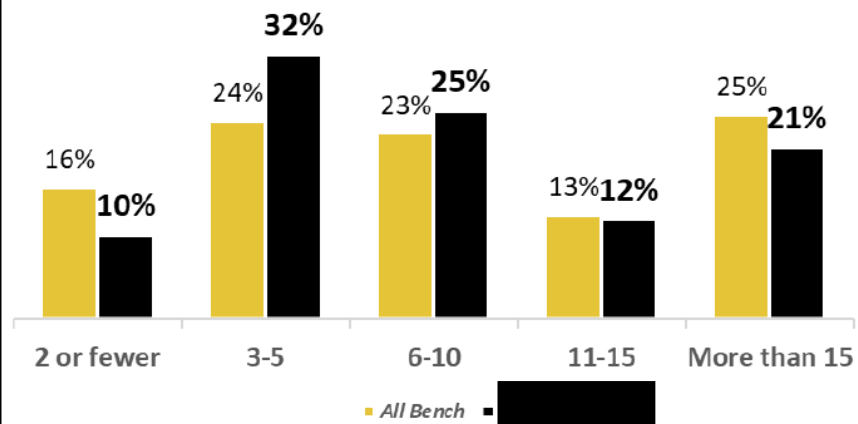
GoldSpring is pleased to present the following report based on our Traveler Sentiment Survey conducted especially for [REDACTED] had [REDACTED] business travelers respond to the survey. Survey responses were collected in March 2021.

### Report highlights:

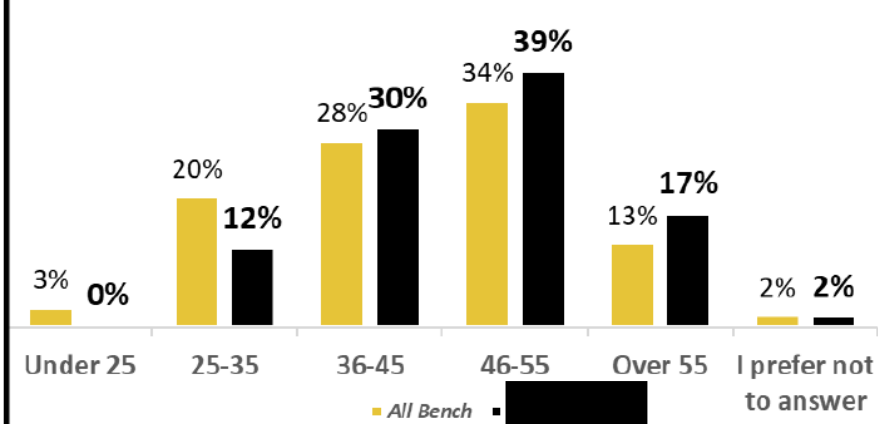
- The majority (60%) of respondents would feel comfortable taking their next business trip between 90 days and 6 months.
- The majority (55%) of respondents would feel comfortable attending in-person meetings between 90 days and 6 months.
- The majority (75%) of respondents would consider driving vs. flying for certain trips.
- The majority (90%) of respondents prefer traditional lodging over shared lodging (AirBnB) when travel resumes.
- The highest number of respondents (44%) say they need to be vaccinated before traveling for business.
- 80% of respondents would feel comfortable returning to the office within 6 months or already work from home.

We invite you to resend the survey every 6-8 weeks to gauge change in sentiment over time. Thank you for participating in our survey.

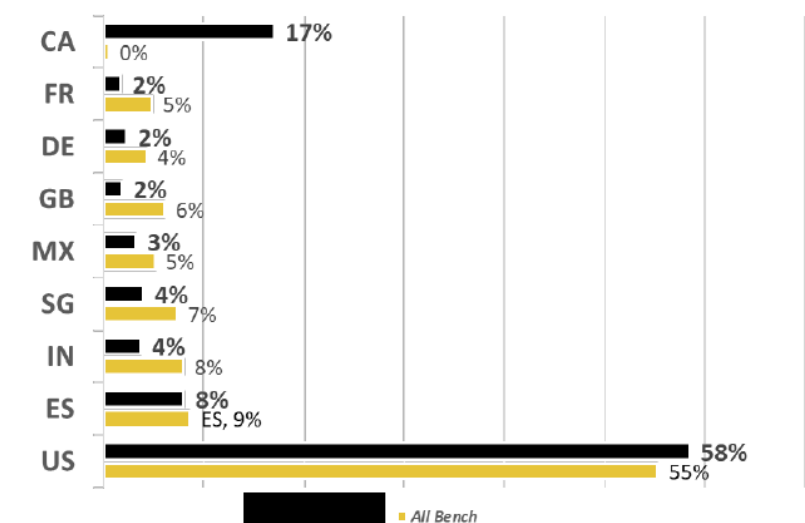
### Demographics: 2019 Total Trips



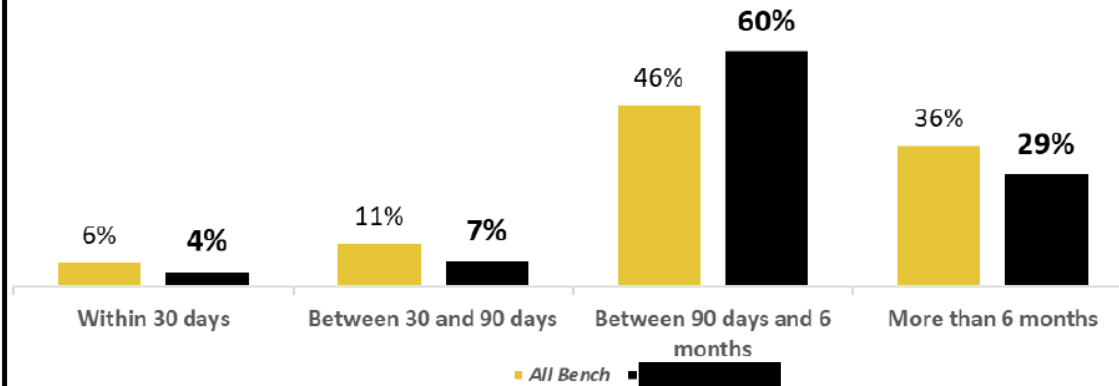
### Demographics: Age Group



### Responses by Country



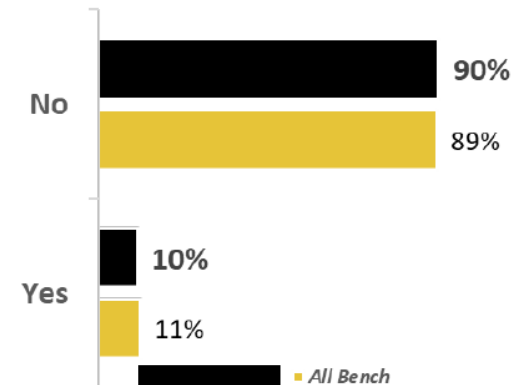
### Demographics: Taking Next Business Trip

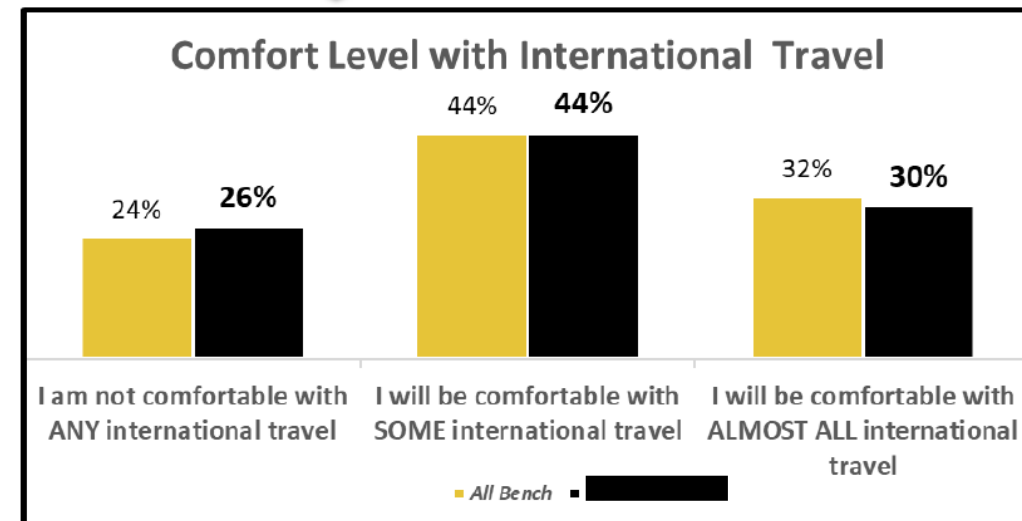
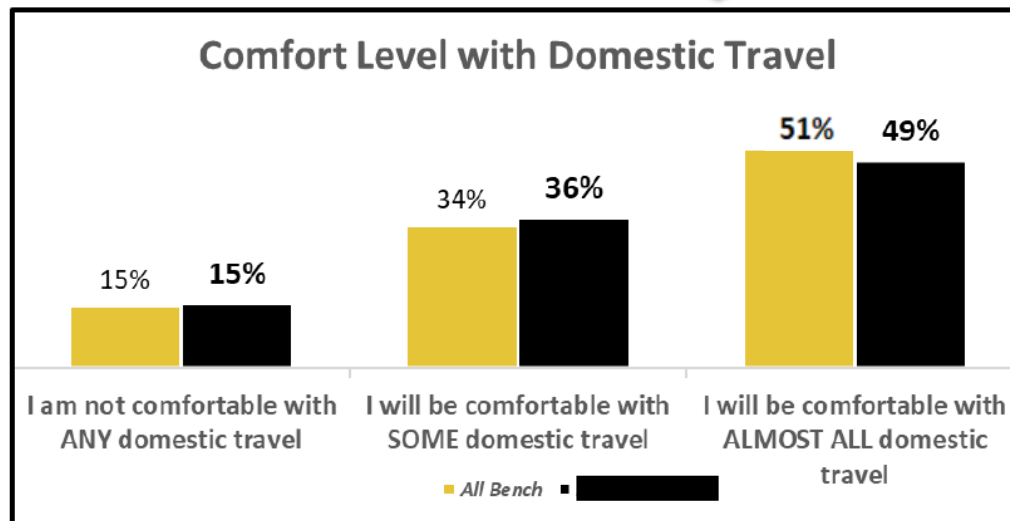
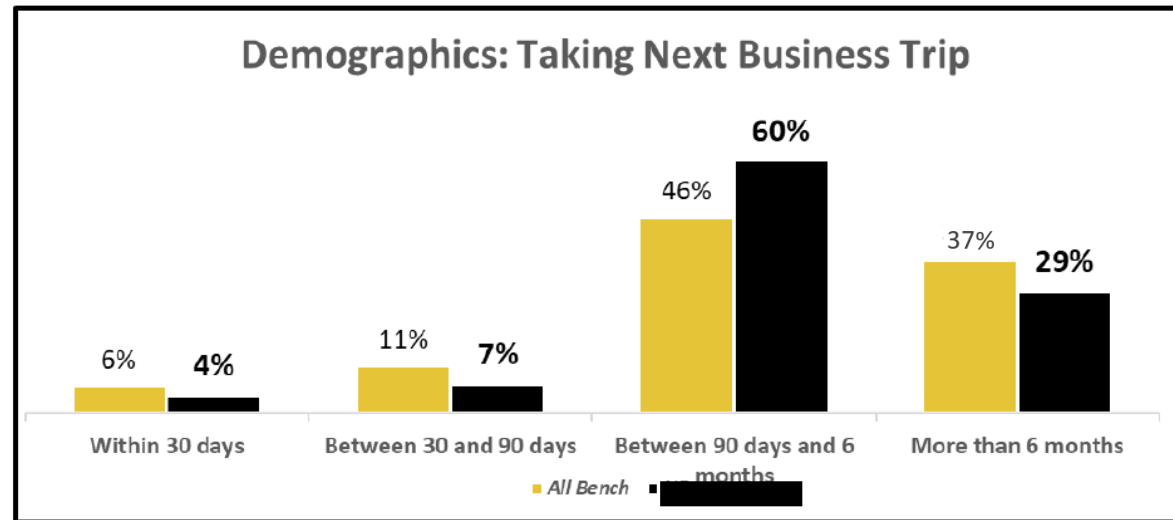


Based on your above timeframe, would you be comfortable with an overnight stay?



Would you prefer shared lodging (AirBnB) to traditional when you resume travel?



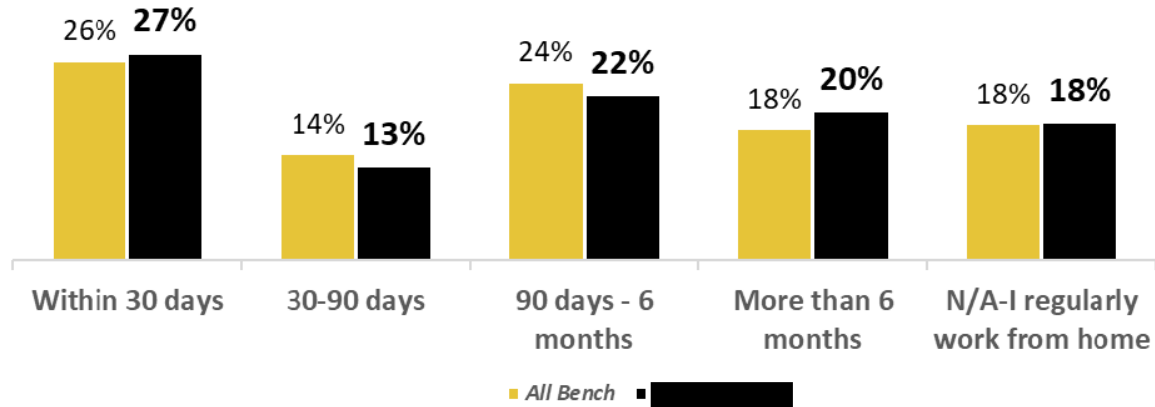


80%

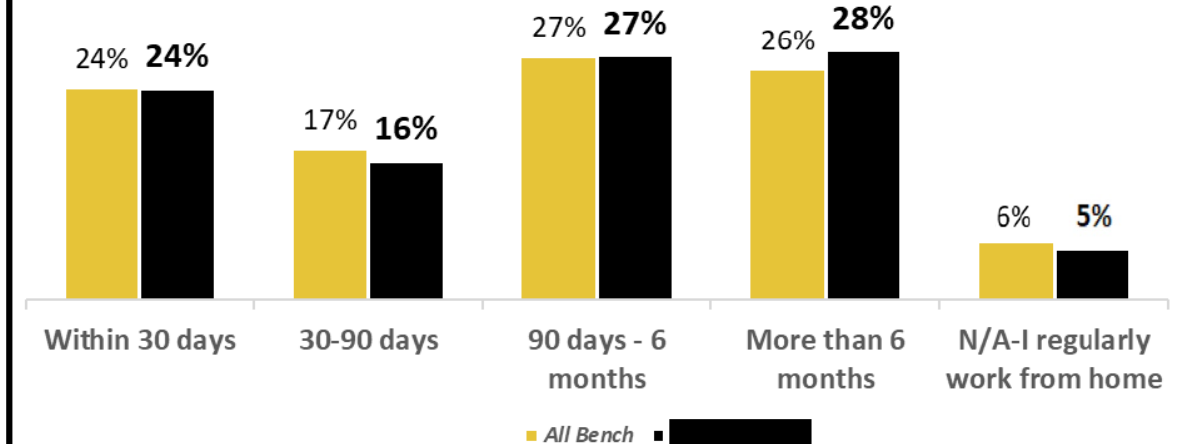




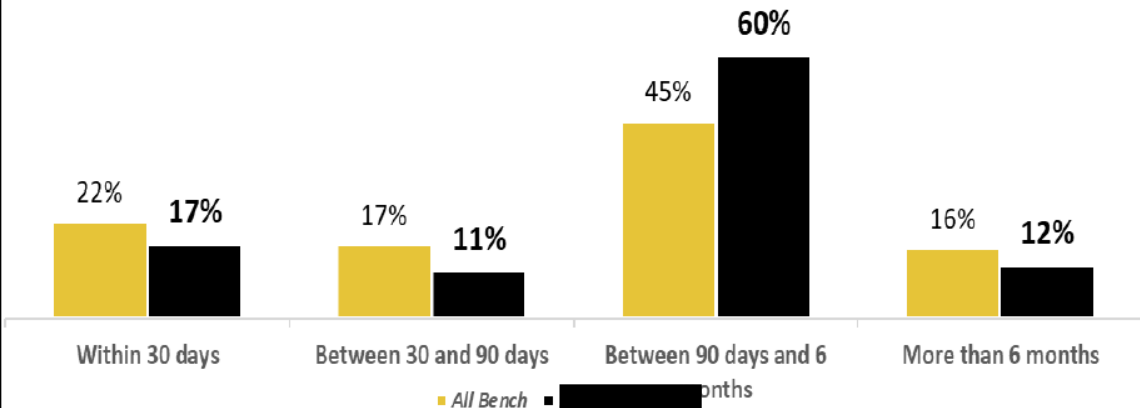
### I would be comfortable returning to the office...



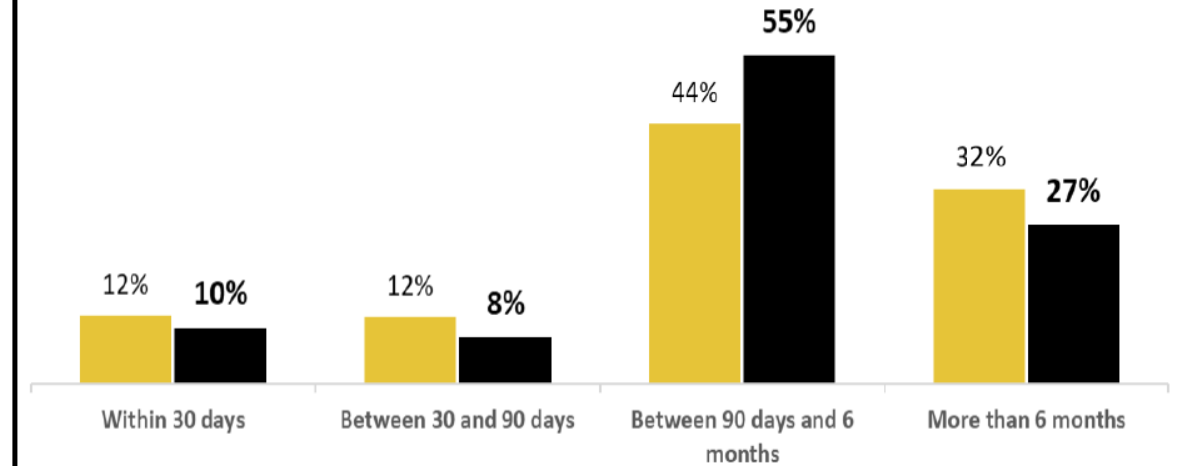
### I would be comfortable visiting other offices...

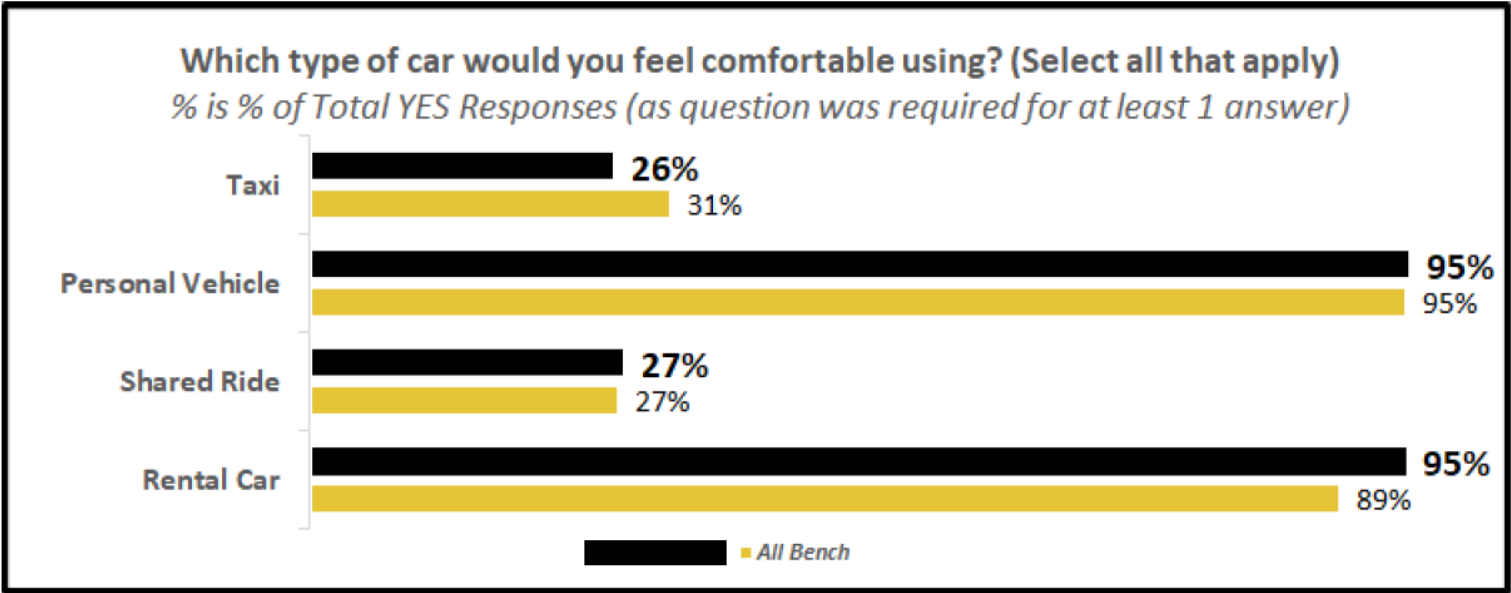
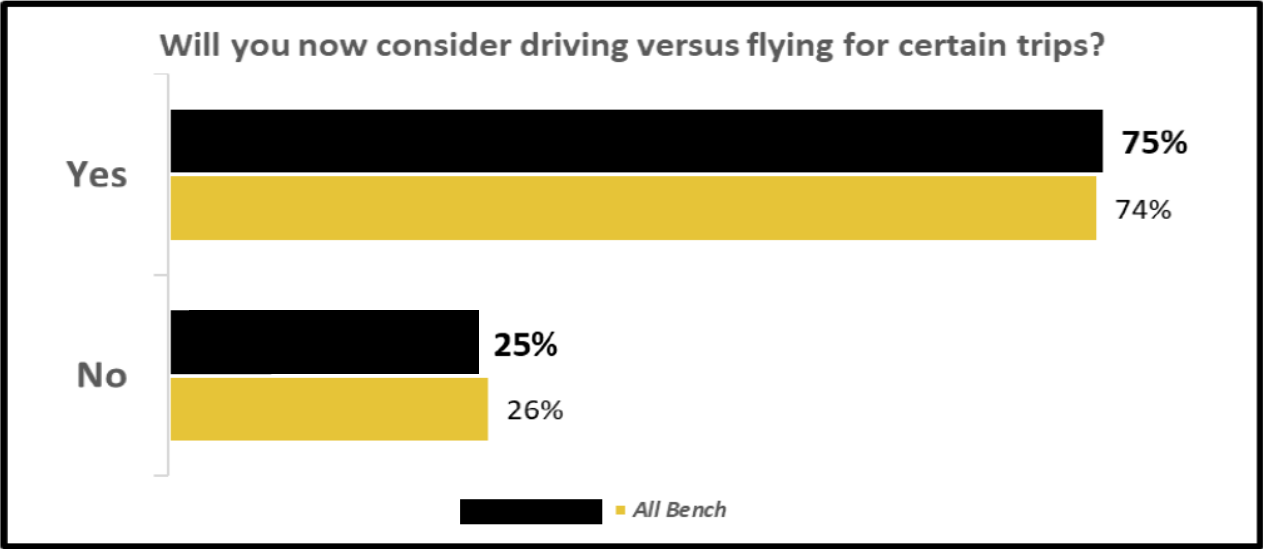


### I would be comfortable attending my FIRST in-person SMALL meeting (10-25 persons)...



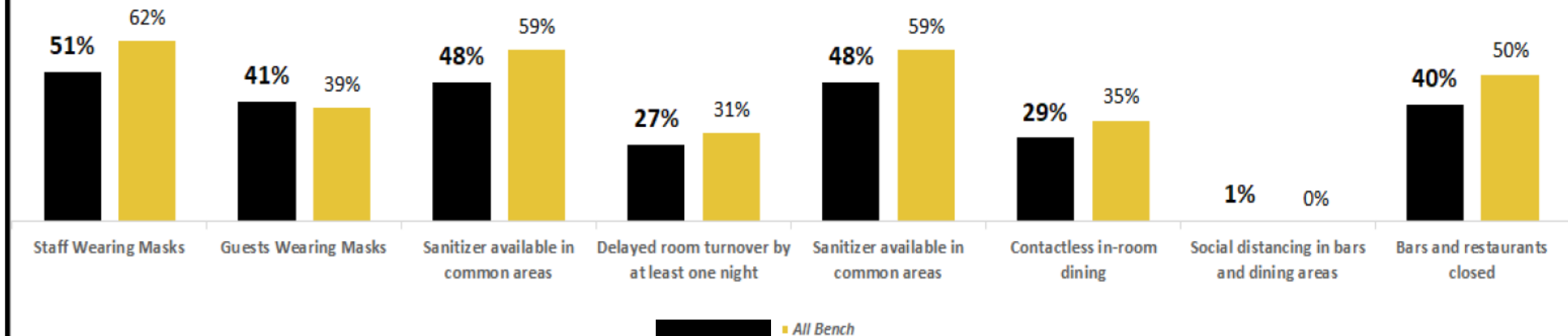
### I would be comfortable attending my FIRST in-person LARGE meeting





**What hotel safety features do you need to see implemented before considering an overnight stay? Select all that apply.**

*% is % of Total Responses (as question was required for at least 1 answer)*



**What needs to be in place in order for you to consider traveling for business? Select all that apply.**

*% is % of Total Responses (as question was required for at least 1 answer)*

