

TOP 6 TRENDS FOR BUSINESS TRAVELERS AND HOW TO MANAGE THEM



INTRODUCTION



The world of business travel has undergone significant changes in the last two years. From the rise of virtual meetings to the growing importance of data security and privacy, to sustainable travel options, and countless digital Travel Management Tools, there's a lot happening and it can feel quite unmanageable.

But don't worry, we've got you covered: whether you're a frequent jet-setter or a first-time business traveler, a travel manager or a CEO, this guide is designed to help you stay ahead of the game in the world of business travel.

THE **TOP 6** BUSINESS TRAVEL TRENDS

Trend 1: Travel management post COVID-19 pandemic

At the beginning of 2023, we can cautiously say that the COVID-19 pandemic is more or less over. It has become endemic in many countries and will be treated as a seasonal infection. This is good news for the world—and for business travel, too. Because let's face it, sometimes it's just better to see each other face-to-face, workshops can be more productive, negotiations more personal, and customer relationships can be strengthened. Business trips are a sensible thing and not just a nice-to-have.

But as a new variant might pop up any time, forcing countries to restrict access again, companies will need to stay flexible and ready to adapt to new travel regulations. They need to keep their virtual meeting infrastructure in place (don't cancel your Zoom account). It's also important to stay up-to-date on the latest COVID-19 guidelines and requirements, including testing and quarantine regulations, in order to ensure the safety of all employees.

But for now, the world is opening up and companies will need to reconsider their budget for business travel. Many have scaled back on travel expense to save costs, so it's important to have a clear understanding of the budget for travel and how it will be allocated. And it is important for employees to know what to expect.

The ability to adjust travel plans quickly and easily is also important to be prepared for any changes that may come up in a post-pandemic world, for example the emergence of a new variant, or quarantine regulations of a destination that can change unexpectedly.

Basically, managing business travel post COVID-19 will require a combination of flexibility, adaptability, and a clear understanding of the financial legroom.

By being prepared for the changes that have come along with the pandemic and being aware of the latest guidelines and travel policies, companies will be able to navigate this new landscape of business travel in an effective manner. A comprehensive travel management tool like BusinessToGo helps with this transition, allowing companies to track expense, book and rebook flights, hotels, and cars at the click of a button.

Trend 2: Growing focus on sustainability

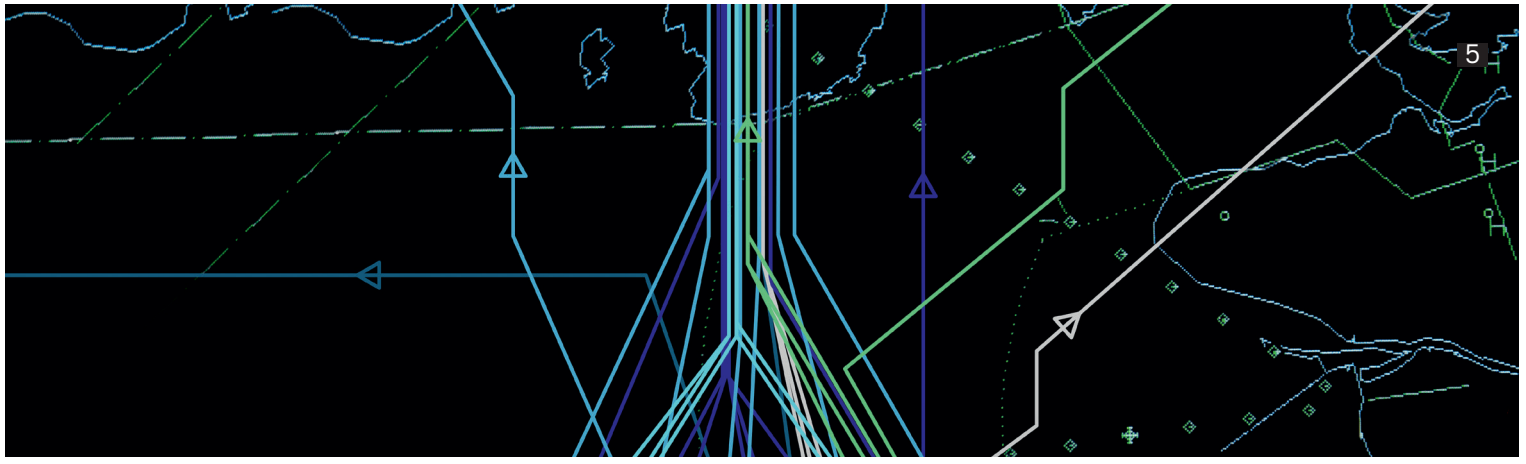
More and more companies are trying to minimize their environmental impact and are emphasizing sustainability in business travel. And of course, this is the perfect time. After all, we have all learned in the last two years that we can cut out unnecessary business travel and make the necessary trips more sustainable.

Implementing carbon offsetting programs, like those offered by BusinessToGo, are one way companies are addressing this issue. These programs allow you to invest in renewable energy projects, reforestation, or other carbon reduction initiatives. This can be a powerful tool for companies to reduce their carbon footprint.



Another way companies are addressing sustainability in business travel is through sustainable travel policies. This can include things like encouraging the use of more eco-friendly modes of transportation, such as trains or electric vehicles, staying in eco-friendly hotels, or promoting the use of video conferencing and not traveling at all. Some companies have also implemented employee education programs to help raise awareness about sustainable travel practices.

By taking a proactive approach to sustainability and implementing strategies to minimize the environmental impact of business travel, companies can not only help to protect the planet but they can also improve their reputation and corporate social responsibility—and save money.



Trend 3: The role of technology in shaping the future of business travel

From virtual meetings and online booking tools to mobile apps, technology is helping to make business travel more efficient, cost-effective, and sustainable.

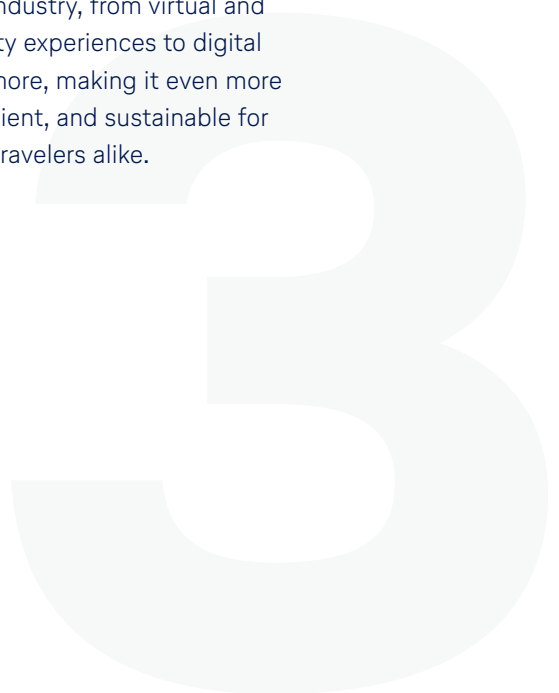
Virtual meetings are something we've all become accustomed to since the pandemic. We were able to develop a feeling for when a virtual meeting is sufficient and when an on-site meeting is necessary. Mobile travel apps have undergone pretty much the same development and have become a staple of business travel, providing real-time flight, hotel, and weather information as well as many other useful features like translation, currency conversion, and transportation.

Another key area in which technology will be shaping the future of business travel is, of course, data analytics. Technology makes it easier for companies to analyze large amounts of data about their employees' travel patterns and identify savings potential. This could include finding the most cost-effective hotels or airlines

or identifying employees who are booking travel at the last minute and incurring higher costs as a result.

Additionally, technologies like artificial intelligence and machine learning will be used more and more to automate travel planning and booking processes, as well as to predict and anticipate travelers' needs, preferences, and requirements. This again will help companies to make more informed decisions, offer more personalized services for their employees, and save on travel expense.

As technology continues to advance, we will see even more ways in which it will impact the business travel industry, from virtual and augmented reality experiences to digital passports, and more, making it even more convenient, efficient, and sustainable for companies and travelers alike.





Trend 4: Increasing focus on personalization and customization in business travel

Gone are the days of one-size-fits-all business trips, as companies are now focusing on making the travel experience more personalized to individual travelers. With an increasing emphasis on customer experience, companies are using data and analytics to better understand their employees' travel preferences and create an experience that caters to their unique needs—and quite incidentally make business travel an argument for potential applicants.

Think about it: some travelers prefer eco-friendly accommodation while others want more luxury, some want an action-packed schedule while others want a little downtime to explore. With all this information, companies can create a travel experience that caters to each individual traveler, resulting in happier and more satisfied employees.

We estimate that the discernible trend of 2023 will continue in the direction of personalization and customization: in short, tailoring the business travel experience to each individual traveler. So forget the generic business trips of the past and look forward to a future where your travel experience is tailored to the employee.





Trend 5: Data security and privacy concerns

Imagine you're traveling to close a deal with a client. You are carrying confidential pricing data on your laptop. While at a hotel, you connect to the hotel's unsecured Wi-Fi network, allowing an attacker to gain access to your device. The attacker steals important data and shares the information with a competitor, allowing them to undercut the pricing and steal the deal.

This scene is fictitious, but it can happen sooner than any of us would like. And the probability of such an attack increases every year, the more digital our world becomes. This example shows that a single security breach can have a significant impact on a company's financial and reputational loss. That's why we need to take data security and privacy very serious.

One of the biggest risks associated with business travel is the use of public Wi-Fi networks, for example at the airport or the hotel. Though most business travelers should be aware of the risk a public Wi-Fi poses, they will still be tempted to use it if they need to download a presentation urgently. Public Wi-Fi networks are often unsecured, which makes them vulnerable to hackers who can intercept data and steal sensitive information, such as login credentials and financial information.

Another potential risk for business travelers is the loss or theft of a device. If a device is lost or stolen, sensitive business information may fall into the wrong hands. A device may also be targeted by a cybercriminal through a phishing scam, leading to sensitive data being stolen or compromised.

It is essential for companies and individuals to take the necessary steps to protect their data and maintain their privacy while on the road. This may include using encryption, virtual private networks (VPNs), and other security measures to protect against threats and mitigate risks.

To reduce these risks, it's paramount for companies to have a clear data security policy in place. Of course, employees must be made aware of the policy and have to be able to implement it. A data security policy should include information on why not to use public Wi-Fi networks and how to protect their devices and data while traveling. Or why they shouldn't connect their company smartphone to a rental car and synchronize their contacts. All those little details have to be included in training on cybersecurity during business travel.

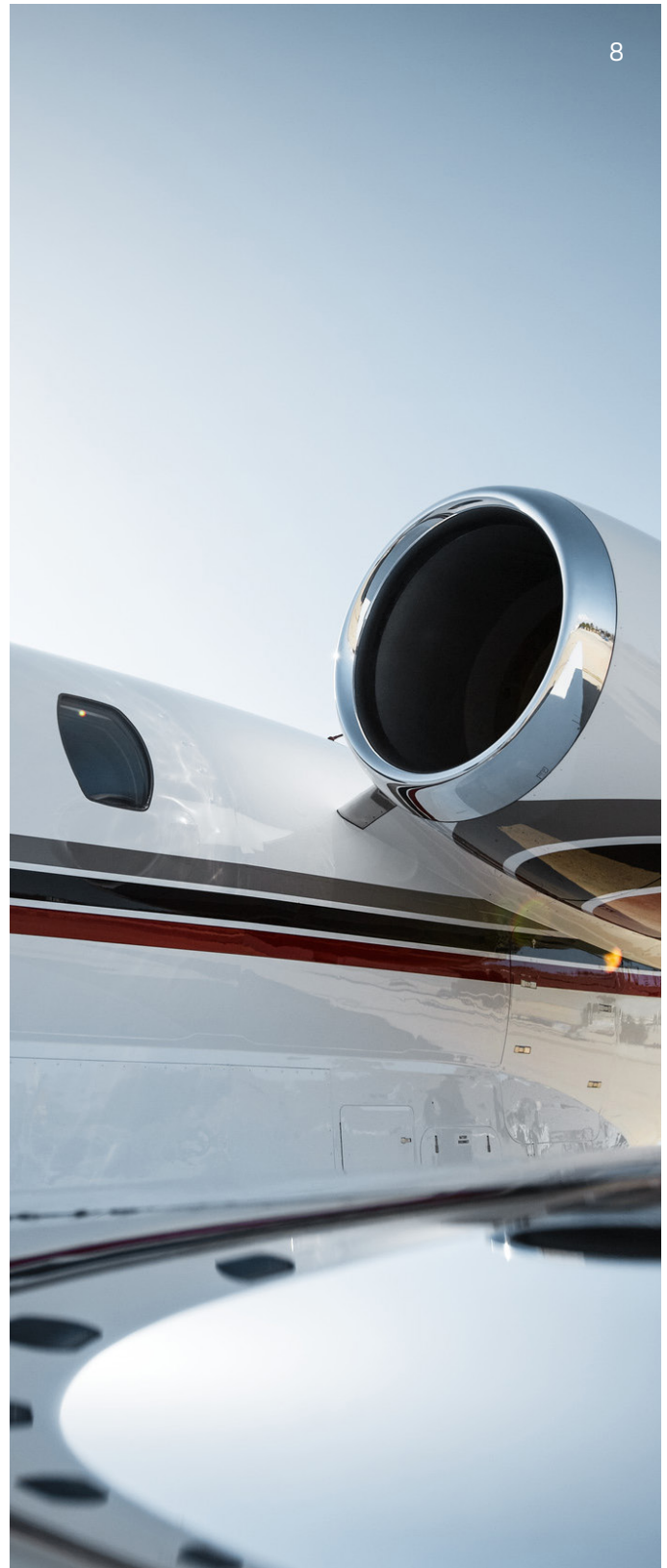
Though we all might enjoy our renewed freedom in business traveling, we must be aware that business travelers are at risk of data breaches, theft, and hacking when inadvertently using a public Wi-Fi, crossing international borders, and staying in hotels. Companies must take steps to protect their data and maintain privacy.

Trend 6: Super-commuting

„Super-commuting” is a buzzword in the business travel community. In plain language it means employees who are constantly flying back and forth between their home office and the company’s headquarters—often across different countries. This trend has taken off since the pandemic pushed many companies to shift to remote or hybrid working models.

Basically, it’s like the old commuter grind, but with a lot more air miles. People are choosing to live in one place but work in another and are hopping on a plane regularly to keep that connection. It’s intense, but it can also be pretty sweet. Super-commuting can have a number of benefits for companies and employees. For companies, it allows them to access a larger talent pool, as long as there’s an airport nearby. For employees, it allows them to live in a location that they prefer while still maintaining their career.

But, of course, it’s not all sunshine and rainbows. There’s the extra travel costs, potential jet lag, and the challenge of balancing work and personal life—and of course super-commuting is not at all sustainable. You can’t gloss over that. Companies should therefore make their employees aware that super-commuting, as exciting as it may sound, is not for everyone.



HOLISTIC BOOKING PLATFORMS AS **AN** **ANSWER** TO ALL THE ABOVE TRENDS

The need for a Travel Management Company (TMC) that offers a comprehensive solution is becoming increasingly evident as companies struggle to manage their travel and expense (T&E) using a patchwork of various systems. Often they cannot address issues such as off-platform bookings, potential savings, and unenforced company policies, leading to further complexity, frustration, and inefficiently used working time. It is no surprise that 80% of businesses report that it is important for all booking channels to be integrated, with 41% stating that it is extremely important. In fact, 92% of companies have already adopted OBTs in an effort to streamline their travel booking processes and drive efficiency, cost-savings, and improved user experience.

Though the market for holistic travel management platforms is still quite young, there are already a number of different providers, like Egencia or SAP Concur Travel, each with their own strengths and features. Many of these platforms are cloud-based and offer mobile capabilities, making it easy for employees to book and manage their travel from any device.

Holistic booking platforms are the obvious answer to the big trends and issues in today's business travel. They can provide businesses

with cost-saving opportunities, access to data and analytics, or allow them to make more sustainable travel choices.

This is where **BusinessToGo** comes into play. The holistic 360-degree business travel solution of Lufthansa Group airlines and Navan1 offers direct access to flight, hotel, rail, and rental car offers as well as a fast and personalized booking process that uses state-of-the-art technology and provides access to all attractive NDC offers. (New Distribution Capability [NDC] is the pioneering data transmission standard for individual booking solutions. NDC Smart Offer comprises market-specific offers that are dependent on the journey's point of origin. These offers are available exclusively through NDC.)

With BusinessToGo companies can finally make use of both a comprehensive travel management tool and PartnerPlusBenefit (PPB), the Lufthansa Group bonus program that allows companies to collect BenefitPoints on business flights and redeem them on a wider selection of rewards than in any other corporate bonus program.

The key benefits of **BusinessToGo** that take travel management to a new level:

- **Easy automation:**

By using BusinessToGo to automate the travel booking process, companies can reduce the time and effort required to manage business travel by at least 8 hours per week.²

- **Enhanced control over travel spend:**

With BusinessToGo, you as travel managers and travel planners can track employee spending in real-time, set limits and guidelines for travel expense. This helps you ensure travel spend is within budget and aligns with company policies.

- **Improved coordination:**

BusinessToGo enables employees to book flights, hotels, and rental cars from a single platform. This streamlines the travel booking process, saves time, and reduces the risk of errors—which ultimately means less hassle for you.

- **Increased visibility:**

BusinessToGo provides advanced reporting and analytics capabilities, which help you identify trends and opportunities for further cost savings.

- **Sustainability:**

Through the PartnerPlusBenefit bonus program, points can be converted into Sustainable Aviation Fuel and significantly reduce the company's carbon footprint.

- **Duty of care:**

BusinessToGo ensures that employees are taken care of, with a range of tools and resources designed to keep them safe and informed, like real-time flight monitoring, providing up-to-date information on the status of their flights and any potential disruptions.



A holistic travel management solution like **BusinessToGo** can help your company reduce your travel expense in several ways:

- By consolidating their travel suppliers, which allows the company to negotiate better rates with a smaller number of vendors, leading to reduced costs for flights, hotels, rental cars, and other travel expense.
- By seamlessly integrating PartnerPlusBenefit so companies can redeem their BenefitPoints.
- By optimizing travel itineraries, which may involve finding the most cost-effective route or combining multiple trips into a single trip to save on travel costs.
- By using technology to automate and streamline the travel booking process, companies can also reduce the time and effort required to manage business travel, which can save on labor costs.

“But isn’t a holistic solution too expensive for my SME company?”
The value of **BusinessToGo** for small and medium-sized enterprises.

As an SME, you may think that a comprehensive solution like BusinessToGo is too cumbersome and expensive for your business. This is not the case. We have designed BusinessToGo to reflect the needs and reality of many SMEs.

A few compelling reasons?

- **Cost Savings:**
The platform offers discounted fares, which can help SMEs reduce expense for both short- and long-distance travel.
- **Streamlined booking process:**
The platform simplifies the booking process, making it easier for employees to plan and book their trips themselves, which can save time and resources.
- **Rewards program:**
The platform allows employees to earn rewards for their business travel, which can then be used for future trips or other rewards. This can be a great perk for SMEs to offer their employees.



- **Additional services:**

The program also includes a range of additional services such as travel insurance and 24-hour emergency assistance, which helps to ensure that employees are well taken care of while on the road. This can give SMEs peace of mind knowing that their employees are well looked after.

- **Comprehensive travel management:**

The platform is a holistic travel management solution that allows SMEs to manage all aspects of their travel needs in one place which can save time and resources.

- **Wide range of flight, accommodation, rail, and car rental content:**

The platform provides direct access to flight, accommodation, rail, and car rental content which can be beneficial for SMEs to have a variety of options to choose from.

- **Enhanced policy and profile management, Navan's negotiated hotel rates, duty of care, CO₂ emissions reporting, real-time management information, 24/7 support, and centralized billing:**

All of these features enable the holistic management of a company's travel program, which can be a great benefit for SMEs to have a better control and understanding of their travel expense.

- **Access to all attractive NDC offers:**

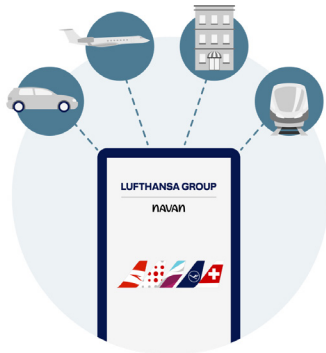
BusinessToGo provides access to all attractive NDC offers, which can be a great benefit for SMEs to have access to more offers and options.

- **Easy onboarding:**

Thanks to its intuitive user interface, employees will quickly become familiar with BusinessToGo and benefit from its potential.

Get to know **BusinessToGo**, the business travel platform that is tailored to your needs.

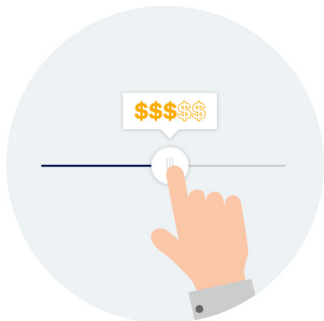
As a comprehensive travel management tool, BusinessToGo naturally comes with numerous features:



Booking flights, hotels, and rental cars is intuitive



NDC available: Directly access different airlines' offers and order management system



Control of travel costs, performance dashboard, CO₂ offsetting



Benefit from PartnerPlusBenefit: Collect points and book Benefit free flights online



24/7 support with response time of less than one minute

CONCLUSION

BusinessToGo provides a one-stop-shop for all your company's business travel needs. You will be able to streamline the booking process, ensure compliance, provide real-time reporting, profit from bonus programs like PartnerPlusBenefit—and improve the overall travel experience. We invite you to start with BusinessToGo and see how it can benefit your organization's travel needs.

For more information on BusinessToGo visit
business.lufthansagroup.com/gb/en/businessstogo

LUFTHANSA

PartnerPlusBenefit

What is the Lufthansa Group's PartnerPlusBenefit and how does it stand out from the competition?

With PartnerPlusBenefit, you can profit from business travel while reducing your company's travel costs. Compared to other company bonus programs you will enjoy a considerably wider selection of rewards and access to the largest number of partner airlines.

Our worldwide route network allows you and your employees to earn valuable BenefitPoints on almost every flight. And that pays off: your points can be redeemed for attractive travel and merchandise awards.

The 9 key benefits of PartnerPlusBenefit for your company:

- 1** Free participation
- 2** Worldwide route network for earning BenefitPoints—with Lufthansa and 9 other airlines
- 3** Huge selection of awards, such as free flights, upgrades, seat reservations, excess baggage allowance, high-quality merchandise awards from the Worldshop, magazine subscriptions, FlyNet® vouchers, Sixt vouchers, and VIP services at the airport
- 4** Points are valid for 3 years
- 5** 24/7 access to your personal PartnerPlusBenefit online account
- 6** Every employee can earn Miles & More miles at the same time as BenefitPoints
- 7** Personal consultation and support from an experienced Service Center Team
- 8** Regular lucrative special promotions for earning extra BenefitPoints
- 9** 400 BenefitPoints as a welcome bonus

New: Travel management with the Lufthansa Group's **BusinessToGo** in partnership with Navan

Lufthansa Group's BusinessToGo in partnership with Navan is the global all-in-one travel management solution that offers your company maximum transparency, control, and user-friendliness. The platform combines best-in-class technology and travel agency services to promote cost-savings, productivity, and compliance.

The cloud-based booking and payment functions and the support of experts available around the clock worldwide ensure that your employees travel safely and that you have reliable cost control.

How executives benefit from BusinessToGo

BusinessToGo will help executives reduce their company's travel expense by providing better control and visibility of their travel spend. Additionally, companies can finally make use of both Navan and PartnerPlusBenefit, the Lufthansa Group's bonus program that allows companies to collect BenefitPoints on business flights and redeem them on a wider selection of rewards than in any other corporate bonus program.

Your advantages at a glance:

- Consolidate travel suppliers, allowing you to negotiate better rates with a smaller number of vendors, which will lead to reduced costs for flights, hotels, rental cars, and other travel expense.
- Seamless integration of PartnerPlusBenefit so you have convenient access to your PartnerPlusBenefit advantages. You can just redeem your points online and book your free flights independently.
- Optimize travel itineraries, which may involve finding the most cost-effective route.
- Automate and streamline the travel booking process, so you can reduce the time required to manage business travel.

Save big with automation: A study by Forrester Consulting shows that an automated solution can increase a company's operational efficiency worth about €165,000, giving savings of 45 minutes per trip booking and travel plan change for employees, plus savings of 8 hours per week for the travel manager.²

How **travel managers** benefit from BusinessToGo:

From gaining real-time visibility and control to more efficient processes, here's how a holistic travel management solution can take travel managers' daily business to the next level.



- **Automation:**
BusinessToGo automates the travel booking process.
Thus companies can reduce the time required to manage business travel by at least 8 hours per week.²
- **Enhanced control over travel spend:**
With BusinessToGo, you as travel managers and travel planners can track employee spending in real-time, set limits and guidelines for travel expense. This helps you ensure travel spend is within budget and aligns with company policies.
- **Improved coordination:**
BusinessToGo enables employees to book flights, hotels, and rental cars from a single platform. This streamlines the travel booking process, saves time, and reduces the risk of errors—which ultimately means less hassle for you.
- **Increased visibility:**
BusinessToGo provides advanced reporting and analytics capabilities, which help you identify trends and opportunities for further cost savings.
- **Sustainability:**
Through the PartnerPlusBenefit bonus program, points can be converted into Sustainable Aviation Fuel and significantly reduce the company's carbon footprint.
- **Duty of care:**
BusinessToGo ensures that employees are taken care of, with a range of tools and resources designed to keep them safe and informed, like real-time flight monitoring, providing up-to-date information on the status of their flights and any potential disruptions.

How **employees** benefit from BusinessToGo:

The holistic 360-degree business travel solution by Navan and the Lufthansa Group airlines offers direct access to flight, hotel, rail, and rental car offers as well as PartnerPlusBenefit bonus points, a fast and personalized booking process, and access to all attractive NDC offers. It combines the global reach of Lufthansa Group with the innovative technology of Navan and offers a wide range of features and tools that support you in your business travel organization.

- **Improved efficiency:**
BusinessToGo streamlines the travel booking process, allowing you to book flights, hotels, and rental cars from a single portal. This saves time and reduces the risk of errors or discrepancies.
- **Enhanced compliance:**
BusinessToGo ensures that your booking is compliant with company policies and regulations. It also offers a range of options for eco-friendly and cost-effective travel, which helps organizations meet sustainability goals.
- **Sustainability:**
Through the PartnerPlusBenefit bonus program, points can be converted into Sustainable Aviation Fuel (SAF) and thus reduce the company's carbon footprint.
- **Improved coordination:**
BusinessToGo offers a customizable booking platform that allows employees to book all their travel arrangements in one place. This helps eliminate confusion and mistakes, as all the necessary information is stored in a central location.
- **Better standardization:**
BusinessToGo helps streamline the process through clear policies and procedures for booking travel, ensuring that employees are following the company's guidelines and budget.
- **Duty of care:**
BusinessToGo ensures that you are taken care of, with a range of tools and resources designed to keep you safe and informed, like real-time flight monitoring, providing up-to-date information on the status of your flights.



ENJOY THE BENEFITS OF A **BEST-IN-CLASS** TRAVEL MANAGEMENT SOLUTION

Summary

Our platform offers time savings through intuitive booking and itinerary management, providing many duty of care features to look after the safety of your employees. With BusinessToGo it is so much more convenient to control travel costs through easy-to-configure travel policies. In addition, we have an in-house, global 24/7 call center support with an average response time of less than one minute. BusinessToGo also provides access to the public fare structure, including available special fares and contractually agreed corporate fares. We also offer a performance dashboard to manage and optimize your travel expense by means of real-time and customized reports, as well as a carbon offsetting feature to record the CO₂ emissions of your trips and offset them. Furthermore, you can create itineraries for guests while keeping an eye on travel policies and expense, and take advantage of PartnerPlusBenefit advantages such as the booking of award flights.

The Lufthansa Group's BusinessToGo in partnership with Navan is the perfect complement to your PartnerPlusBenefit account—and the perfect tool to respond to the challenges that await business travelers in 2023 and beyond.

For more information on BusinessToGo visit
business.lufthansagroup.com/gb/en/businessstogo

Notes

1. Please note: as of February 7, 2023, TripActions has been operating under the name Navan.
2. Source: Forrester Consulting, The Total Economic Impact Of TripActions, April 2022.