

BTN TRAVELER HAPPINESS SURVEY

Please find below an outline of BTN's Traveler Happiness Index Survey. BTN does not brand the survey "Happiness" to your travelers. It is simply positioned as a traveler satisfaction survey. Results of the survey are calculated to an index scale 1-100 where 100 is the highest possible score.



****The survey is optimized for desktop and tablet****

PART 1 – SATISFACTION POINTS

Please rate the following in terms of how important they are to you when booking, traveling or returning from a business trip and how effectively your company achieves them.

Level of Importance

- 1= not at all important
- 2= not that important
- 3= somewhat important
- 4= important
- 5= extremely important

Effectively Achieved

- 1= not at all effective
- 2= not that effective
- 3= somewhat effective
- 4= effective
- 5= extremely effective

Question #1: PRE-TRIP

- Communicating / understanding the mission of the trip
- Clarity of travel policy / spend guidelines
- Access to quality tools for shopping / comparing / booking business travel
- Access to a quality travel agent to book business travel or reach out for support
- Reasonable supplier choice and quality to support business needs
- Access to premium travel products as business needs require (premium flight cabins / upgraded hotel or club-level rooms)
- Itinerary alerts that could influence trip preparation (traffic, weather conditions, flight status)
- Travel advisories that could influence decision to take/cancel the trip (very severe weather, infectious disease alerts, political turmoil)

Question #2: ON-TRIP

- Access to support services in the case of a travel disruption
- Ensuring personal safety (safe airlines, location of hotel, safe access to ground transport, etc)
- Convenience of travel (logical flight times, convenient hotel locations, responsive ground transportation, etc.)
- Empowerment to make responsible travel spending decisions on the road
- Attention to health and wellness (reasonable sleep, healthy food choices, fitness routine)

- Local recommendations for personal time or entertaining clients
- Access to reliable Internet and data connections
- Personal recognition from suppliers (e.g. supplier knows your name/company affiliation)
- Notification of relevant benefits that come with personal status with the supplier and/or the corporate contract with the supplier
- Tools/memberships that allow me to skip lines and/or bypass typical travel processes (e.g. airport security; airline kiosk/counter; hotel front desk; car rental lines)

Question #3: POST TRIP

- Opportunity to provide feedback about the quality of trip/supplier services
- Ease of expense reporting and quick reimbursement
- Reasonable downtime before returning to the office or embarking on another business trip
- Compensatory time if business trip spanned weekend or holiday
- A feeling that my company supported my well-being and productivity while I was traveling on the company's behalf

PART 2 – RESPONDENT DEMOGRAPHICS

Q4: What is your gender?

Q5: What is your age?

Q6: How many business trips, including a flight and at least one hotel night, have you taken in the last 12 months?

Q7: Approximately what percentage of those trips is International?

Q8: Does your company ask that you use an approved online booking tool or book through a particular agency when arranging business travel?

Q9: Which of the following best describes the extent to which compliance to your company's travel policy is required?