

MOBILE TRAVEL SERVICES

REPORT TO
RESPONDENTS



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Produced by

 **BTNGROUP**
A DIVISION OF NORTHSTAR TRAVEL MEDIA

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REPORT TO RESPONDENTS

More than half of the 171 business travel and meeting buyer and managers and subscribers to BTN Group publications Business Travel News and Travel Procurement who responded to this survey have already developed or are developing mobile communications strategies for travel but they are by no means satisfied with their current strategies in this regard.

Rating their satisfaction with their companies' mobile travel technology management strategies on an ascending scale of one to six, 6 percent of respondents chose a six—the highest level of satisfaction. About 29 percent chose one or two, and the average score was 3.3.

While almost half do not provide or approve apps, more than one-fifth are doing so when it comes to booking or expense and nearly 30 percent are using apps or mobile sites provided by their TMCs. A small handful, though, 6 percent, indicated their companies developed their own apps to distribute to travelers.

Only for airline checkin did more than half of the respondents indicate their companies either recommend or approve of employees' use of an app or mobile-optimized website. Itinerary management also is one of the first mobile services to gain popularity among corporate travelers, and half of survey respondents indicated their companies offer or recommend use of such technology.

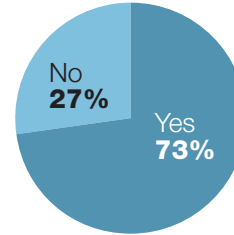
The BTN Group thanks you and your fellow respondents who contributed the data that yielded the following 10 charts.

1 Companies that provide employees with or reimburse for mobile devices



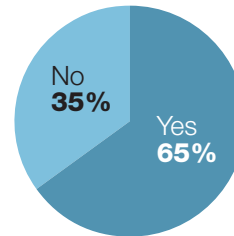
2 Companies that reimburse employees for cellular data plans

Yes **73%**
 No **27%**



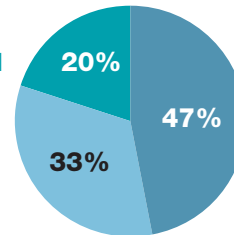
3 Companies that allow employees to use personal devices to book or manage business travel

Yes **65%**
 No **35%**

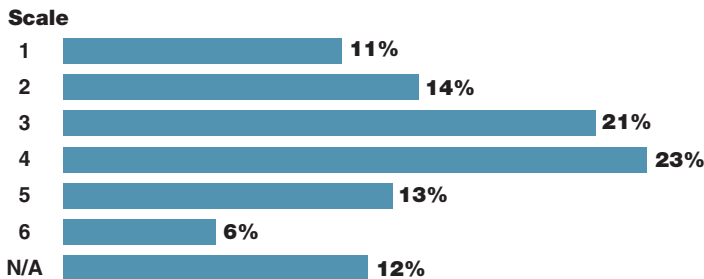


4 Companies that have a mobile communications strategy for travel

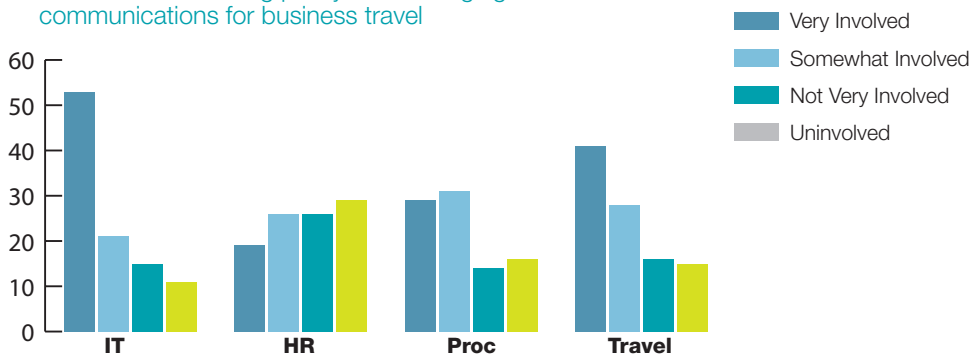
Yes **47%**
 Developing one **33%**
 No **20%**



5 Satisfaction with company management of mobile technology for travel on a scale of 1 (not satisfied) to 6 (very satisfied)



6 Involvement in setting policy and managing mobile communications for business travel



7 Companies that have developed policies or procedures for mobile communications use

For emergencies	34%
For managing travel itineraries	30%
For managing phone subscription plan	32%
For managing data/roaming costs	33%
For filing expense reports	27%
For booking or rebooking air travel	25%
None	34%

8 Companies that approve or provide mobile websites or apps for travelers

Internally developed travel program app	6%
Expense vendor app or mobile site	22%
Booking tool app or mobile site	28%
Travel management company app or mobile site	29%
App or mobile site for meeting registration	6%
App or mobile site for meeting attendees	7%
Company does not provide or recommend	47%
Company approves or recommends others	4%

9 Functions for which companies recommend mobile websites or apps that respondents want travelers to be able to use

	Recommend	Want
Shop for travel	29%	35%
Meetings registration	19%	39%
Store and access itinerary	50%	57%
Access destination information	37%	54%
Trip plan sharing with colleagues	27%	51%
Airline checkin	62%	63%
Hotel checkin	43%	55%
Company travel policy and preferred vendors	18%	47%
Company-provided emergency assistance	26%	54%
Company-provided traveler alerts	30%	56%
En-route service recovery <i>(i.e., rebooking after a canceled flight or hotel sellout)</i>	16%	56%
Expense report creation and submission	25%	54%
Expense report approval	21%	50%
None	25%	12%

10 Companies that use third parties to support mobile communications strategies for travel

No	72%
Yes, travel management co.	20%
Yes, travel tech or communications co.	9%
Yes, other	3%