

In association with



DataBank

ALL HOOKED UP

COMMUNICATION AND CONNECTIVITY STATS, FACTS AND FIGURES



WIRELESS WORLD

Travellers globally who believe wifi is "vital to their work productivity", according to a July 2015 GBTA/Amex survey of 3,851 business travellers and buyers.



| | |
|-----------|-----|
| Mexico | 90% |
| Brazil | 87% |
| Canada | 83% |
| US | 81% |
| UK | 80% |
| Australia | 75% |
| Germany | 70% |
| Japan | 52% |

61%

of all global business travellers in the same survey who said that, in the future, they would be "interested" or "very interested" in using GPS navigation tools to find services when they travel.

Source: GBTA Business Traveller Sentiment Index Global Report, in partnership with American Express

759.45MB
a day
 Average data use for a business traveller, according to iPass

A study by wifi network provider iPass found this average daily data usage includes these elements (see right):

629.5MB

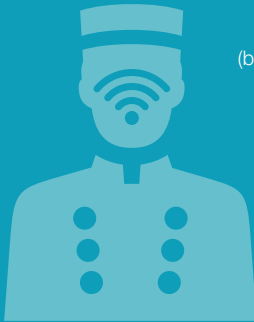
29.25MB

12MB

- For video conference & calls
- For web browsing.
- For checking email.

WIFI, WHEREFORE ART THOU?

Best and worst hotel chains for wifi (based on quality of connection and whether it's free), according to hotelwifitest.com



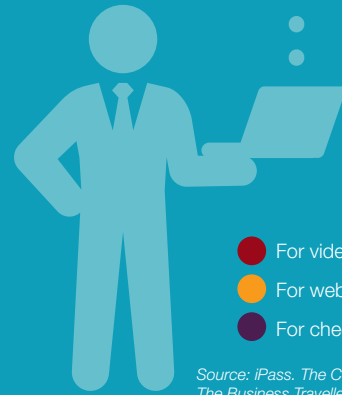
BEST

- 1 Nordic Choice
- 2 Radisson Blu
- 3 Renaissance
- 4 Mercure
- 5 Ibis and Ibis styles

WORST

- 1 Hampton Inn
- 2 Homewood Suites
- 3 Extended Stay America
- 4 Embassy Suites
- 5 NH Hotels

Source: Hotel Wifi Test report (May, 2015)



Source: iPass. The Cost of Keeping in Touch – The Business Traveller Connectivity Cost Index

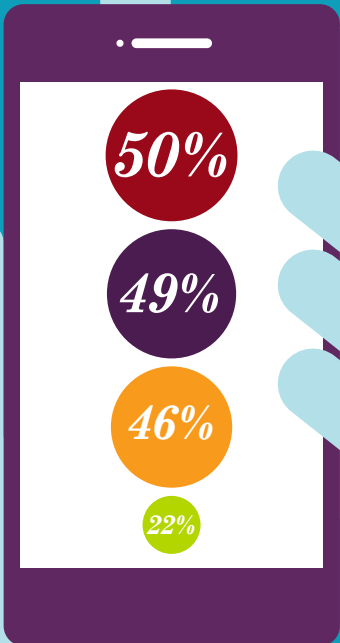
15%
 of internal European flights have wifi.

Source: iPass. The Cost of Keeping in Touch



39%
 of Millennial-age (aka Gen Y) business travellers expect to use an on-demand car service such as Uber or Lyft in the next 12 months.

Source: GBTA Business Traveller Sentiment Index Global Report



GETTING MOBILE

The percentage of global business travellers who said they would be "interested"/ "very interested" in using a mobile...

- ...to coordinate meals and travel;
- ...to keep track of payments and expenses;
- ...and to take pictures of expense receipts
- The percentage of global business travellers who say they are likely to try, or switch to, a cashless wallet in the coming year.

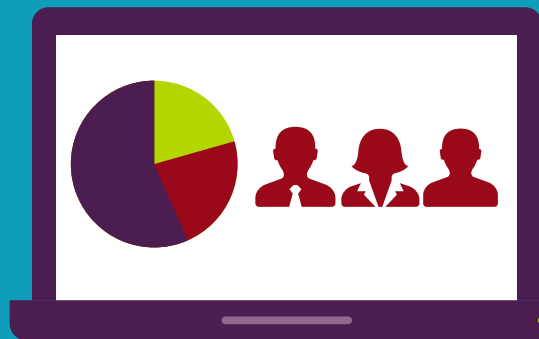
Source: GBTA Business Traveller Sentiment Index Global Report

69%

of business travellers aged 18-34 "agree" or "strongly agree" that it's important to be able to access their itinerary or expenses on a mobile app.



Source: GBTA Business Traveller Sentiment Index Global Report



56%

of UK respondents said remote workers should agree to use IT systems that track and measure their productivity.

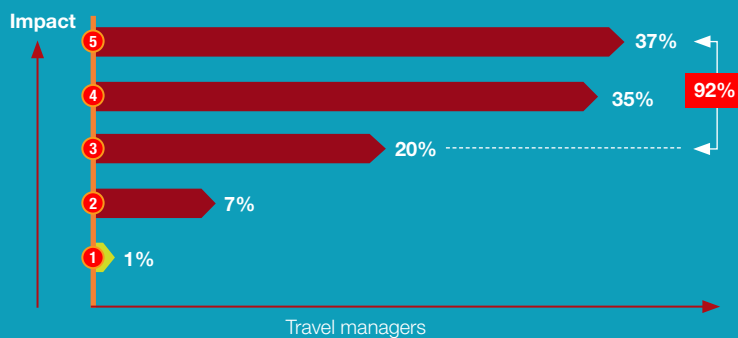
Source: Flexible Working – State of the Nation Report; 44,000 respondents

MAKING AN IMPACT

Carlson Wagonlit Travel asked 127 travel managers what key technology trend they expected to make the highest impact, on a scale of 1-5, on their travel programme over the next 12 months.



CWT also asked the managers to rate, on a scale of 1-5, the impact mobile will have on travel programmes.

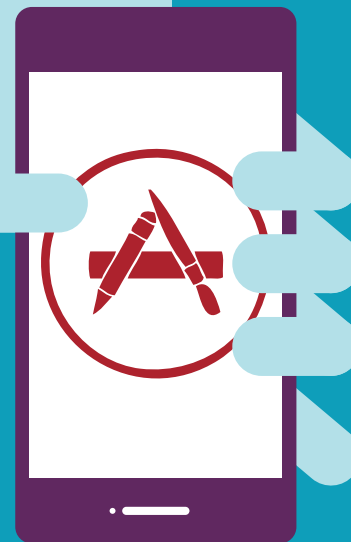


Source: CWT Travel Management Institute

69%

of travel managers expect virtual payment solutions to impact their travel programme over the next five years.

Source: CWT Travel Management Institute



FREE AND EASY

Most popular free travel booking apps on Apple store in the UK:

- 1 Uber
- 2 Trip Advisor
- 3 Trainline
- 4 Ryanair
- 5 Easyjet
- 6 Booking.com
- 7 National Rail Enquiries
- 8 Airbnb
- 9 Trivago
- 10 British Airways

Source: Appannie.com

APP-HAPPY IN THE US

Arc from Applause uses an algorithm based on app-store ratings and reviews to rate the most popular travel apps in the US. (rating of 0-20: poor; 20-40: fair; 40-60: good; 60-80: excellent; 80-100: winning)

| Sector | Average score |
|----------------|---------------|
| Travel booking | 65 |
| Car sharing | 62 |
| Hotels | 40 |
| Airlines | 33 |
| Car rentals | 27 |

- Booking.com **86**/Kayak **77**/Tripadvisor **77**
- Zipcar **68**/Lyft **59**/Uber **58**
- Intercontinental **59**/Starwood **58**/Hilton **39**
- Alaska Airlines **81**/Jet Blue **40**/United **39**
- National **46**/Avis **29**/Hertz **19**

Source: Arc from Applause