



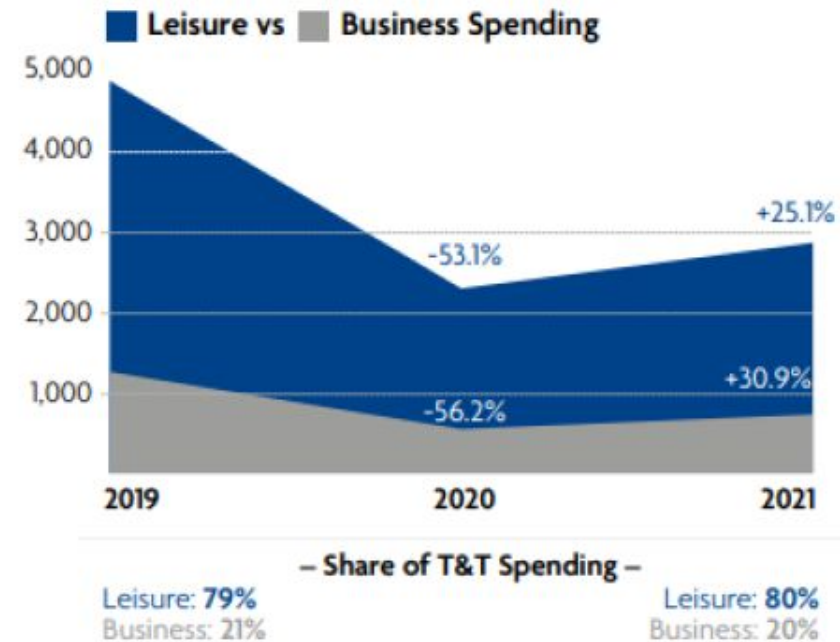
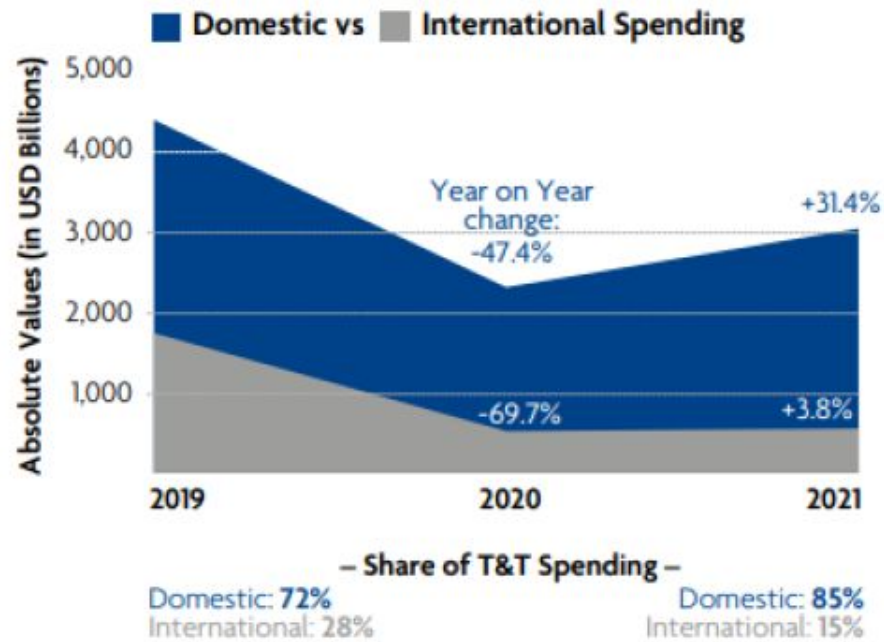
Business travel as the accelerator of sustainable destination development?

Presentation of results of the study „RA Business 2022“
GSTC CONFERENCE 2022, SEVILLA

December 14th, 2022
Ulf Sonntag, NIT

The global context

Business travel represents about 20% of global travel spend



Source: World Travel & Tourism Council 2022

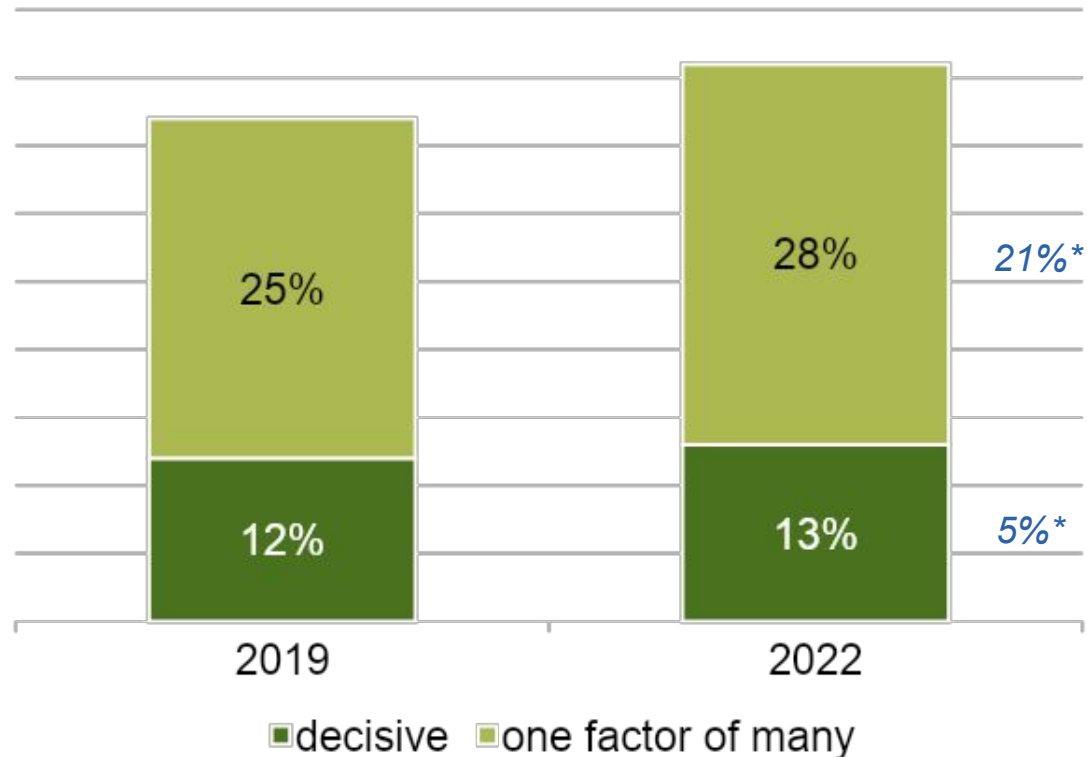
WHAT IS THE DATA ABOUT AND HOW IS IT COLLECTED?

- Since 2019, the “RA Business” annually measures the dynamics in business travel on the German market (outbound and domestic), from the travellers’ perspective.
- The information is gathered by online surveys with persons who took at least one overnight business trip in the last 12 months.
- Step 1: Population representative for the German-speaking population aged 18-75: share of overnight business travellers, travel frequency and travel motives
- Sept 2: Ad-hoc online survey with 2,000 overnight business travellers (aged 18-75) regarding travel demand and behaviour, sustainability, and other attitudes and plans

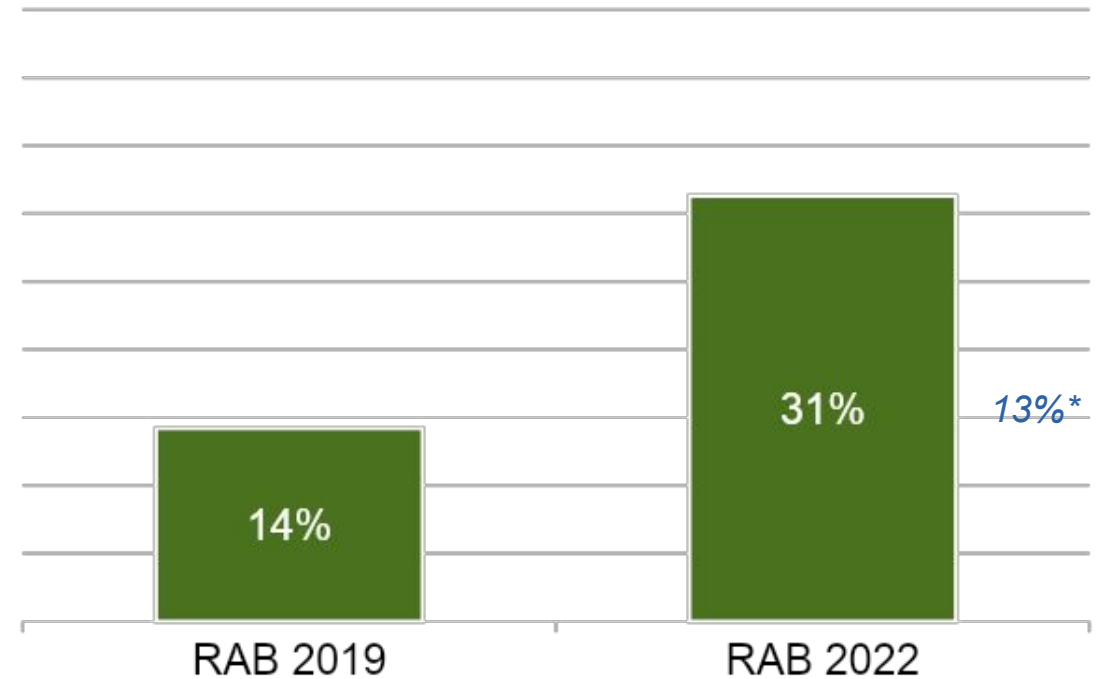
SUSTAINABILITY DURING BUSINESS TRIPS?

Significant rise since 2019

Sustainability as decision factor when buying travel services for this trip? Sustainability was ...



Sustainability label of accommodation and/or meeting provider during this trip?

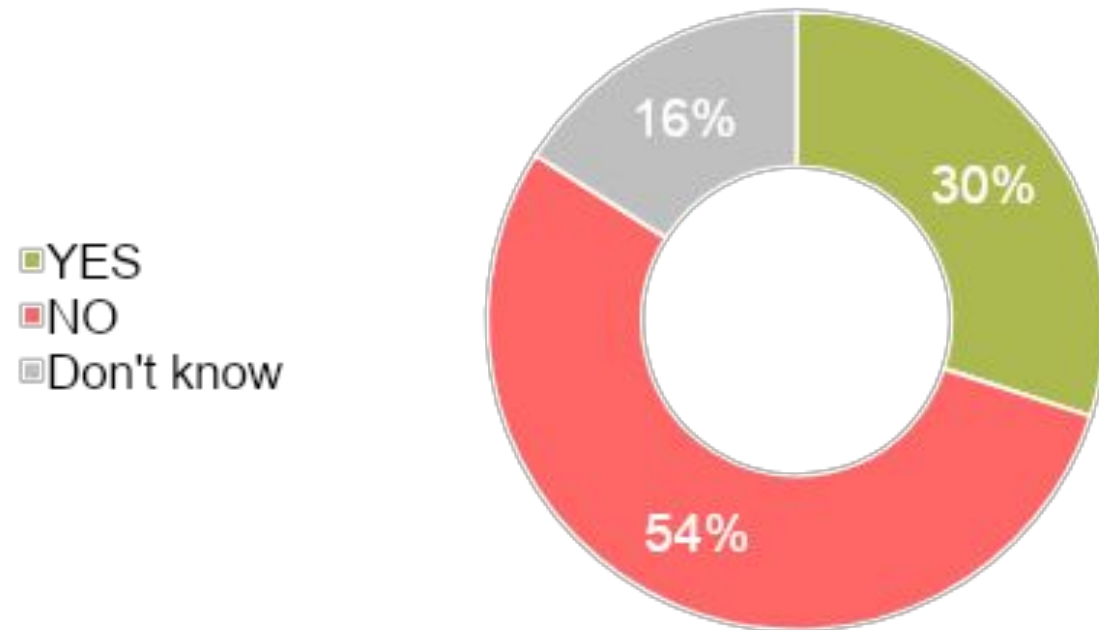


* Figures for all holiday trips 2022 (5+ days, Germany domestic & outbound)

Source: RA Business 2022, Overnight business trips May 2021 – April 2022, n=4.419

SUSTAINABILITY TRAVEL POLICY?

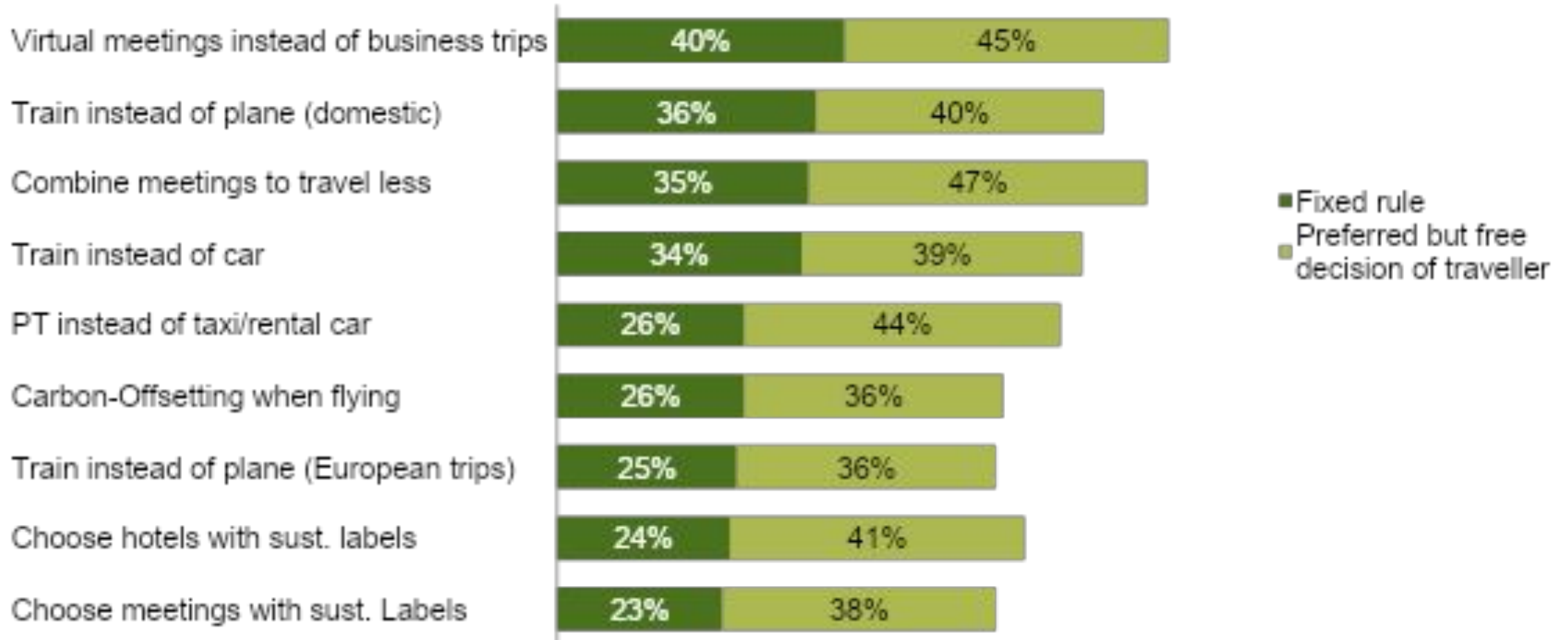
30% of travellers' employers with written rules



Does your company have a policy on the extent to which aspects of sustainability are to be taken into account when planning business trips?

WHAT ARE THE RULES?

Less trips, more sustainable transport



Source: RA Business 2022, Overnight business travellers with sustainable travel policy May 2021 – April 2022, n=621

WHO IS RESPONSIBLE?

Mainly the employers and travellers themselves



In your opinion, who is mainly responsible for ensuring that business travel is as sustainable as possible?

Source: RA Business 2022, Overnight business travellers May 2021 – April 2022, n=2.093

Outlook

- Transition of business travel will continue
 - Sustainability is one important driving force
 - What happens in business travel will affect what will happen in the destinations and the travel industry
 - TMCs as agents of change?
- Industry and destinations need to adapt & be ready for the changes to come

THANK YOU!



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