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Weakest outlook for corporate travel since 1990: survey

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In a new survey of corporate travellers, the majority of which had previously spent their time in the pointy part of the plane, found that the outlook for business travel was the worst in a long time.

For the full year of 2009, 26% of companies are expecting to cut the number of flights used for business down by 10% and a further 20% were intending to cut flights by 20%, found a new survey by Ascend.

Ascend polled over 280 frequent flyers in its survey, 60% of which had previously typically flown first or business class, and found that there would be an overall drop of 7.5% in corporate travel spend over the full 2009 year.

"This is the weakest outlook for international business travel in nearly 20 years," said Peter Morris, Ascend Chief Economist.

"There's a much higher level of control over corporate travel budgets than in the 90s, with only 20% of business travellers now allowed full freedom to choose whom they will fly with.

"The combination of fewer premium travellers seeking to pay less is a huge challenge for airlines... About 50% of companies now have rigid policies," he adds.

In terms of where corporate travel will be cut, 55% nominated conference-related travel, while 53% said it would be the overall number of business trips cut across the board.

Booking directly from Airlines were another method of saving money Ascend found, with 48% opting to use the internet for fares while 41% would use the cheapest available airline.

The survey's respondents were largely from Europe at 50% of respondents, then North America with 36% of respondents and the Asia Pacific at 12%.



Source : e-Travel Blackboard: W.X

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