

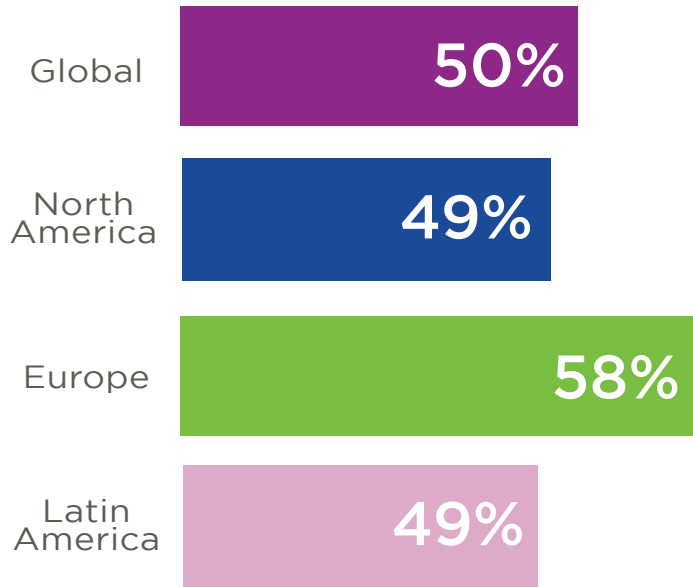
How Do Companies Approach Simple Meetings?



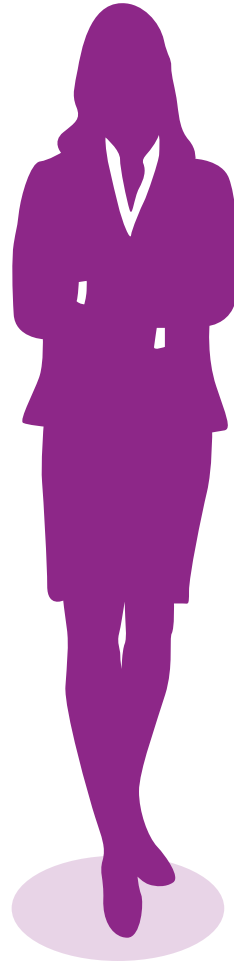
50% of Corporate Meetings are “Simple Meetings”

“Simple Meetings” are small meetings with basic, replicable requirements.

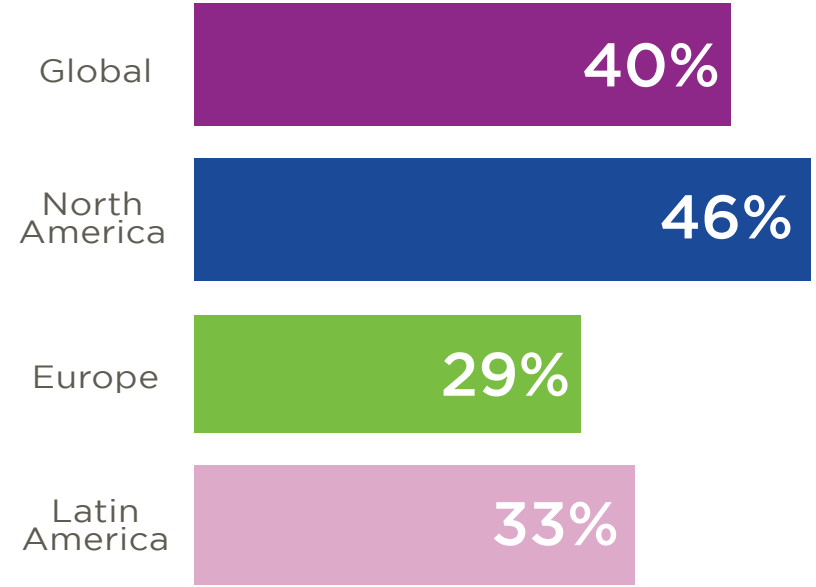
On Average, “Simple Meetings” Represent Half of Company-Held Meetings



How Many of Your Meetings are “Simple Meetings”?



In North America, Almost Half of “Simple Meetings” Take Place in Hotel Conference Space



What Percentage of Your Simple Meetings Take Place in Hotel Conference Space?

Without a “Managed” Meetings Channel, 77% of Companies Rely Exclusively on Consumer Channels to Search for Simple Meeting Hotels and Venue Space

Many Respondents Don't Have a “Managed” Meetings Channel

44% Don't Use One to **Search For** Venues or Hotels for Simple Meetings



52% Don't Use One to **Book** Venues or Hotels for Simple Meetings



- Use a Managed Meetings Channel
- Do Not Use a Managed Meetings Channel

When Respondents Don't Have a Managed Meetings Channel...

77% Exclusively Rely on Consumer Channels to **Shop For** Simple Meetings Hotels or Venues



- Company or TMC'S OB
- Only Consumer Channels

Only 30% of Respondents Follow a Required Bidding Process for Simple Meetings

Required bidding process

30%

No formal bidding process

46%

Loose guidelines but no formal policy

24%

When Respondents Have an e-RFP Tool, They Overwhelmingly Prefer to Use It

52% of Respondents Don't Use an e-RFP Tool, With No Plans to Adopt One

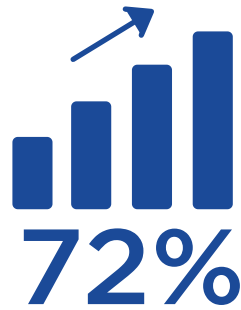


But **15%** Say They Will Adopt One in the Next Year



72% of Respondents Who Have an e-RFP Say it is Their Preferred Method of Submitting RFPs for Simple Meetings

Globally, 72% of Respondents Don't Have KPIs for Simple Meetings



of Respondents Don't Have KPIs for Simple Meetings

While High Spend Programs are More Likely to Have KPIs in Place...



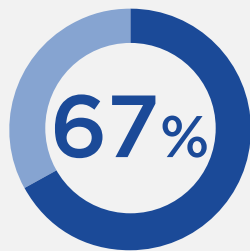
62%
Do not

Most Respondents Track Spending on Simple Meetings

Most Respondents Track Spending on Simple Meetings



Most Travel Managers Have Some Responsibility for Meetings

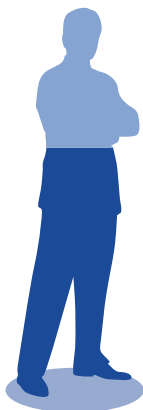


67% of GBTA buyer contacts are at least somewhat involved in planning, organizing or overseeing meetings and events at their company.

In the U.S., Even Though Travel Managers Follow Similar Rules as Meeting Planners...

Most are Required to Compare Multiple Options Before Rewarding a Contract

54%
Meeting Professional

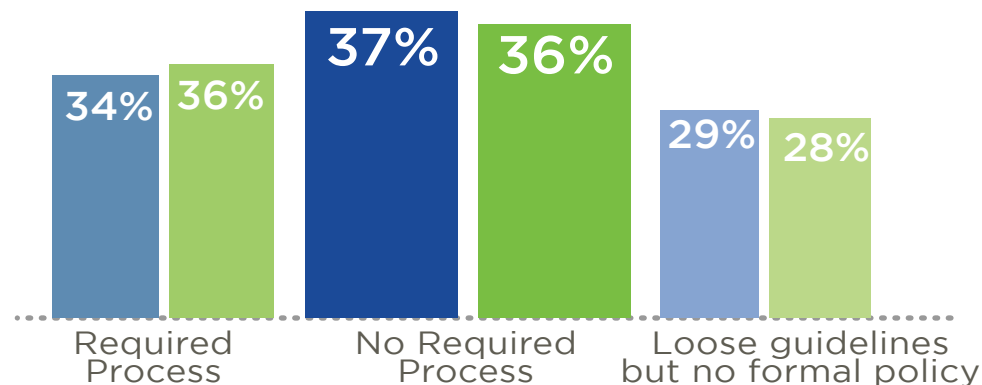


54%
Travel Manager

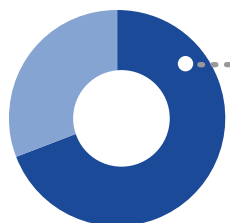
Almost 40% Do Not Have a Required Bidding Process for Simple Meetings

Meeting Professional

Travel Manager



...96% of U.S. Travel Managers Don't Have KPIs for Simple Meetings



69%
Meeting Professionals
Don't use KPIs



96%
Travel Managers
Don't use KPIs

Travel Managers Lag Dramatically Behind Meeting Planners When It Comes to Performance Measurement and Reporting on Simple Meetings

■ Meeting Professional Submit Consolidated Reports

58%

42%

■ Travel Manager Submit Consolidated Reports

20%

80%

Only 18% of Travel Managers Track All Simple Meeting Expenditures



54%



18%

■ Meeting Professional

■ Travel Manager

Methodology

- An online survey was conducted of corporate Travel Managers and Meeting Planners
- Survey fielded between April 24, 2018 and June 7, 2018
- An e-mail invitation was sent to GBTA members and contacts globally and MPI members in the U.S.
- 562 recipients completed at least one question
- Of these, 408 qualified, given:
 - *They are at least somewhat involved “with planning, organizing, or overseeing meetings and events at their company”*
 - *They are a travel or meetings professional*
- Of those that qualified, 260 completed the entire survey



About GBTA

The Global Business Travel Association (GBTA) is the world's largest professional association representing the \$1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.



About HRS

HRS simplifies business travel. Corporate travel managers and business travelers around the world trust HRS to find the best hotel accommodation and simplify all processes related to their business travel. In addition to hotel sourcing and the negotiation of corporate rates with hotels, HRS optimizes paperless payment of hotel accommodation and meetings as well as automated invoice processing. More than 3,000 multinational corporations rely on HRS; customers include multiple Fortune 500 companies, including Google, Siemens, Alibaba, China Mobile and Volkswagen. HRS has more than 1,500 employees in 34 offices worldwide. Further information at corporate.hrs.com.