

# News Release



## **CWT Survey Shows Travel Managers Remain Focused on Savings**

*Higher priorities for 2010 include hotel spend, compliance and online booking*

**PARIS, Feb. 1, 2010** — Optimizing hotel spend, improving traveler compliance, optimizing simple bookings, and driving air and ground transportation savings are the top four areas of higher priority for travel managers in 2010, according to a recent report published by Carlson Wagonlit Travel (CWT), a global leader specializing in business travel management. The report also offers a full range of best practices for deriving greater value from managed travel programs.

*Travel Management Priorities for 2010: Decisive Opportunities for Success* presents findings from a survey of 169 travel managers worldwide that was conducted by CWT in the fourth quarter of 2009. When presented with a list of initiatives for managing their travel program and asked which of them would become a higher priority in 2010 compared to 2009, 50-60 percent cited the four areas previously mentioned. Further consolidating the travel program and developing key performance indicators came next for more than one-third of those surveyed. Making the program more environmentally friendly ranked lowest on the list, qualifying as a higher priority for only 13 percent. The complete list follows:

Which of the following areas will become a higher priority in your 2010 travel program compared to 2009?

(Several responses possible)

Optimizing hotel spend	60%
Improving traveler compliance	55%
Optimizing simple bookings	50%
Driving air and ground transportation savings	50%
Further consolidating the travel program	37%
Developing key performance indicators	36%
Optimizing the travel policy	34%
Enhancing the traveler experience	33%
Tackling meetings and events	32%
Addressing safety and security needs	26%
Making the program more environmentally friendly	13%

Commenting on the survey findings, Cathy Voss, executive vice president, global program solutions, said: "Driving savings was the mandate for travel managers throughout 2009. Often, this meant reducing business travel. It also meant applying the fundamentals of smart travel management more diligently than ever. This will be the case in 2010 as well, even as the economy improves and business travel picks up."

Looking at the year ahead, CWT anticipates a decline in negotiated hotel rates; little, if any, demand for dynamic hotel pricing from travel managers and buyers; higher average ticket prices for air travel as industry consolidation and capacity reduction continue; and the reinforcement of ancillary fees. Furthermore, competition for rail travel will increase and car rental companies will continue to control costs while increasing rates and no-show fees. CWT also foresees efforts to enhance the traveler experience through mobile services, paperless boarding passes, and wireless Internet for air and rail travel.

The full report *Travel Management Priorities for 2010: Decisive Opportunities for Success* can be downloaded at [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

**About Carlson Wagonlit Travel**

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. In 2008, sales volume for wholly owned operations and joint ventures totaled US\$27.8 billion. For more information, please visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

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