

Can business travel be managed in a mobile environment?

"Yes!" says new global research by the CWT Travel Management Institute (*Tap into mobile service: managed travel in the digital economy* [2014]). Strong demand, smart corporate devices and an increasingly sophisticated offering mean that mobile managed travel is firmly on the horizon.

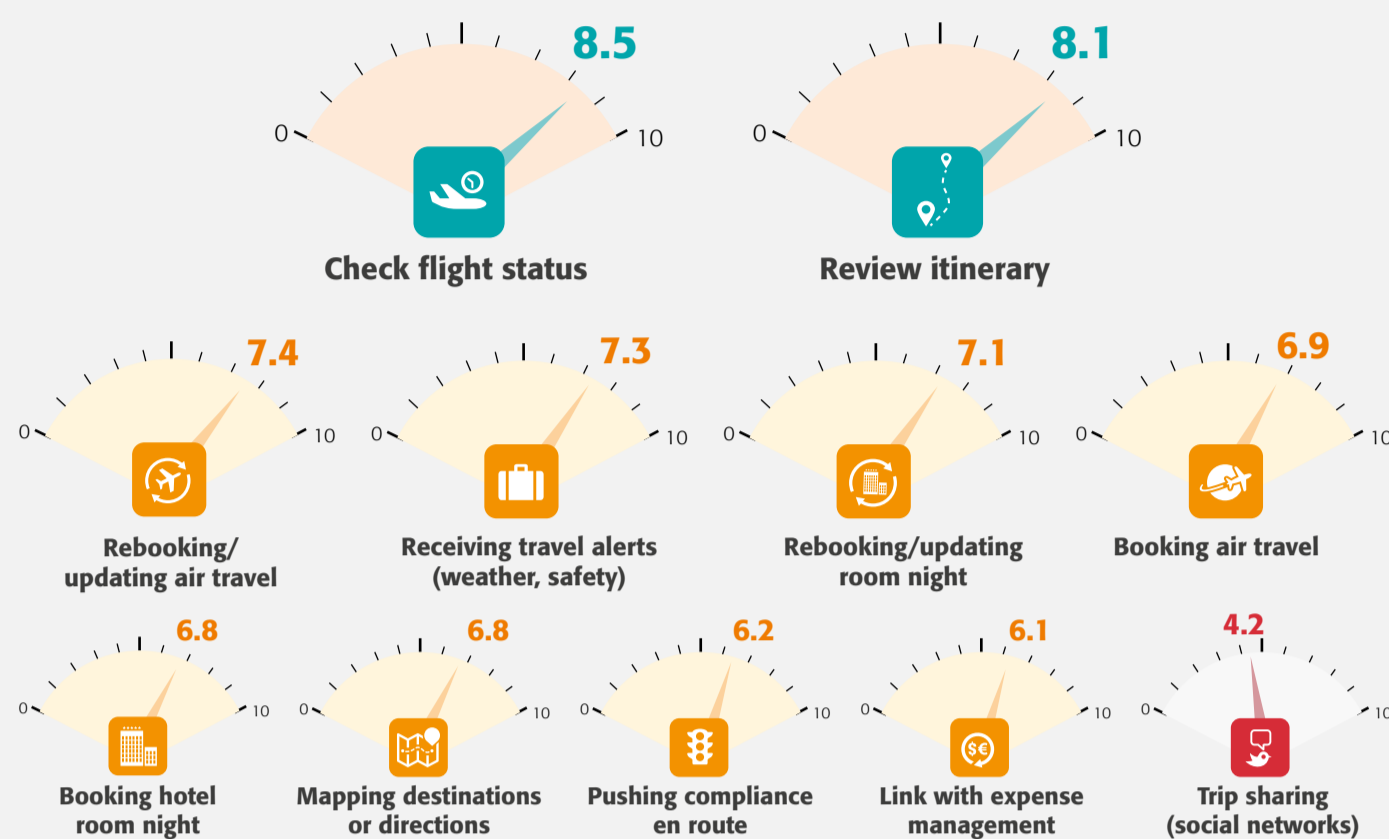


62% of business travelers carry work smartphones

2/3 of travel managers rate the impact of mobile on their program **7 or above** on a scale of 1-10

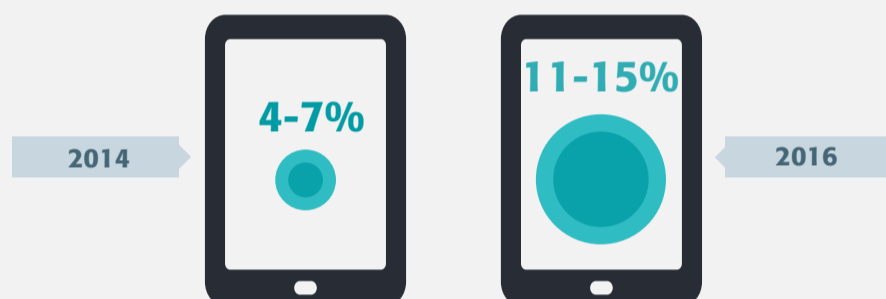


Two features are considered critical and nearly all others important

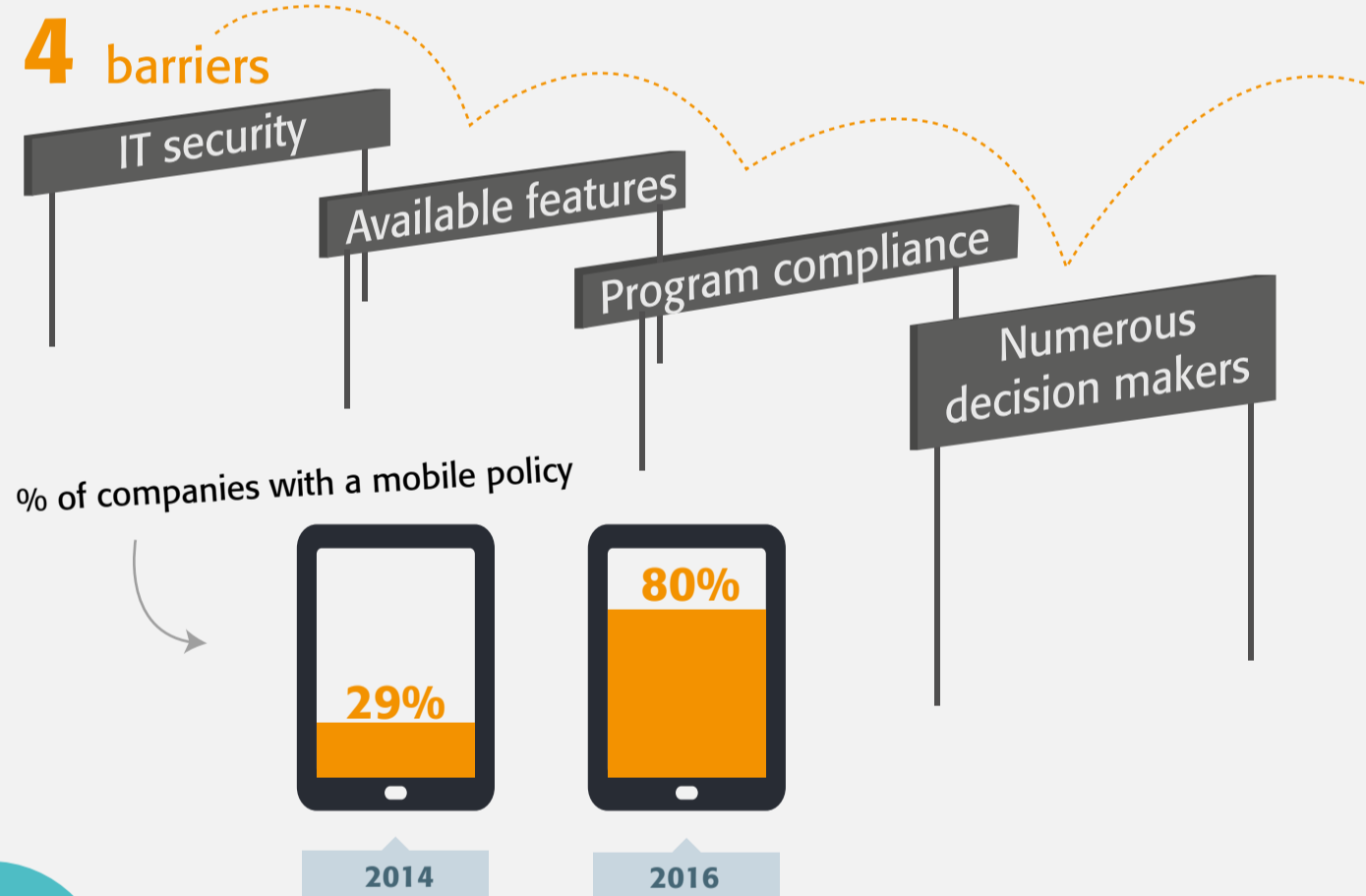


Mobile booking will grow fast

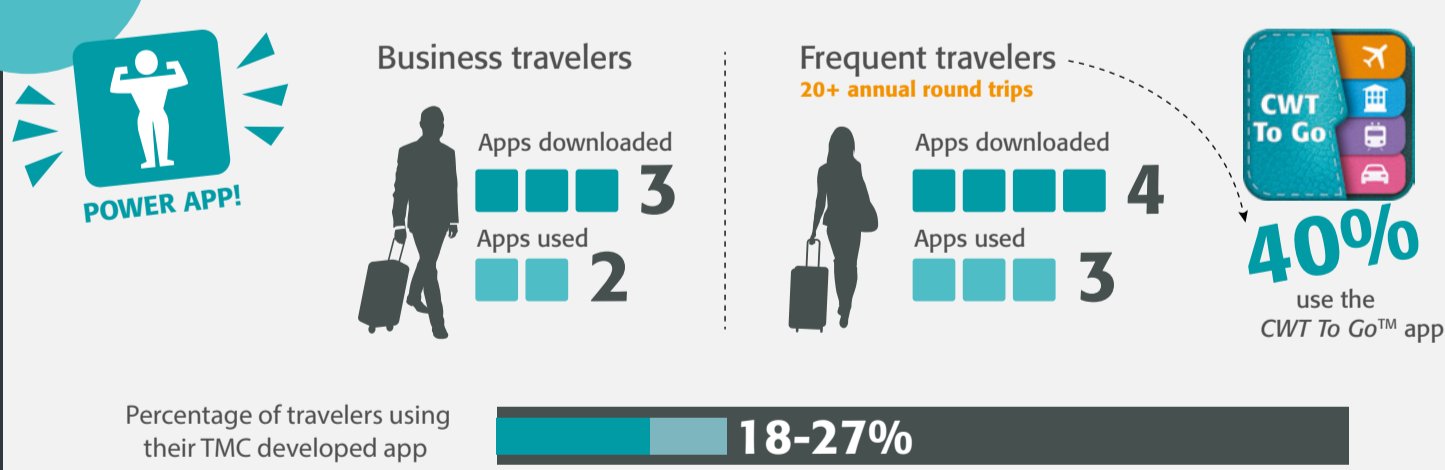
Surveyed travelers and travel managers expect mobile bookings will double in the next two years



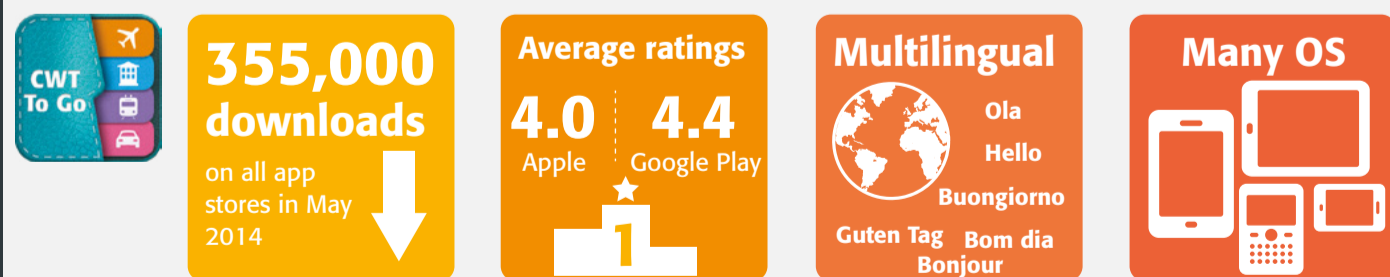
Companies are facing challenges



80% of travelers and travel managers want a single "power app"



And the most popular TMC app on the market today is... CWT To Go™!



Upcoming features include air/car/hotel booking, ancillary and safety and security services, travel policy, virtual agent, trip disruption, off channel reporting, click to call, gamification and more...

The managed travel "power" app may be just around the corner... Companies can already exploit the best available features offered by TMCs to keep control over their travel programs, while offering travelers more freedom to organize their travel and access service wherever they go.

Download the full report on www.cwtinsights.com or see highlights on the *CWT Reports* app!

