

The Future of Business Travel in Asia Pacific

1 Customizing Business Travel

Just like personal travel, business travelers want personalized, tailored journeys as part of their overall package. Business travel agencies (BTAs) must equip travelers with access to the information and tools that help them enjoy stress-free and efficient journeys, from booking and beyond. As content is aggregated, BTAs will be able to offer more choice to the individual travelers' profile and allow corporations to control what the traveler sees. This will create a tailored experience right from inspiration, through to trip. And manage costs for the corporation.

2 Transparency at every touch point

The travel industry will start to embrace a 'blockchain principle', showing every single transaction in business travel (e.g. buyer, fleet operator, vehicle, driver, rider, location, routes, feedback, pricing etc.). This will mean BTAs will have insight into corporate travelers' complete journeys – this data will be vital in creating a personalized, tailored experience. It also means that corporations will have a record of every journey and be able to use this data for reporting, forecasting and identifying trends.

3 Millennials capitalize on the b-leisure trip

Expedia Group Media Solutions predicts that 60% of business trips morph into 'b-leisure' (business with leisure) trips and with millennials making up a growing share of the workforce a lot of the b-leisure travel spend will be done by millennials. Agencies that make b-leisure a possibility for this generation will be harnessing this pool of potential profit by understanding and accommodating their needs. To remain competitive, BTAs need to work with corporations on creating business travel trips that appeal to a wide range of traveler expectations e.g. flexibility on dates and travel preferences, and personalization.

Mobile first

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Mobile technology is important in all types of travel agencies, but even more so for business travel. With hectic and time-sensitive schedules, travelers want to be able to communicate issues and manage travel plans at the touch of their fingers. This requires the BTA's mobile platform to be fully optimized and connected. Mobile makes personalization easier through mobile apps, gathering and using data, and sending targeted information.

Greater aggregation across the industry

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BTAs manage huge amounts of content on behalf of corporations; which hotel to book, picking the right flight and seat, and even choosing the right restaurant. Currently, this content is fragmented at several levels because it's across so many different platforms. As travel content becomes aggregated and centralized, BTAs will be able to access content more efficiently, without changing platforms. This ability will increase further with NDC, because it will give BTAs access to the individual's profile (including needs and preferences), and allow them to control what the traveler sees, creating a tailored experience from inspiration to trip.

If you would like to learn more about how Amadeus' technology can innovate your business you can find more information here:

<https://amadeus.com/en/industries/business-travel-agencies>



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