

Digital Transformation in Business Travel

Position Paper Launch

European Network of Business Travel Associations

29th November 2022

Digital Transformation in Business Travel

Agenda

1. BT4Europe
Patrick W. Diemer
2. Position Paper
Dominic Short
3. Q&A plus chat function
Andreea Kaye



One vision: a stronger voice for business travel in Europe

European Network of Business Travel Associations

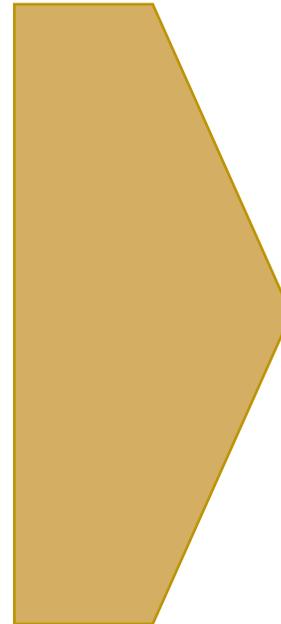
representing 2 million companies, NGO and public administration in Europe

- ABTA, Austria
- Aegve, Spain
- AFTM, France
- AITMM, Italy
- ASTM, Switzerland
- BATM, Belgium
- Cortas, The Netherlands
- DBTA, Denmark
- FBTA, Finland
- NBTA, Norway
- NATM, The Netherlands
- SBTA, Sweden
- VDR, Germany

Representing thousands of buyers of business travel: corporations, NGOs, public administration and many more

Economic Impact (2021)*

- 2 million companies, NGO, public administration
- 22 million business travelers
- 166 million business trips
- € 54 billion volume spent



Clear priorities

- Sustainable business travel
- Digital transformation
- Restart business travel post pandemic
- Facts & figures on European business travel

* Data mentioned in 'Scope 2021' is extrapolated from research available for Germany. It presents only an educated guess of the true size of business travel in Europe. BT4Europe commenced a research project to present the facts and figures of business travel in Europe.

The market demands digital transformation



- Only about 30% of the companies navigate a digital transformation successfully.
Boston Consulting Group
- Digital transformation investments are projected to total USD 6.8 trillion by 2023.
Harvard Business Review
- Creating a seamless and productive digital experience remains a central focus of our innovation efforts
CWT

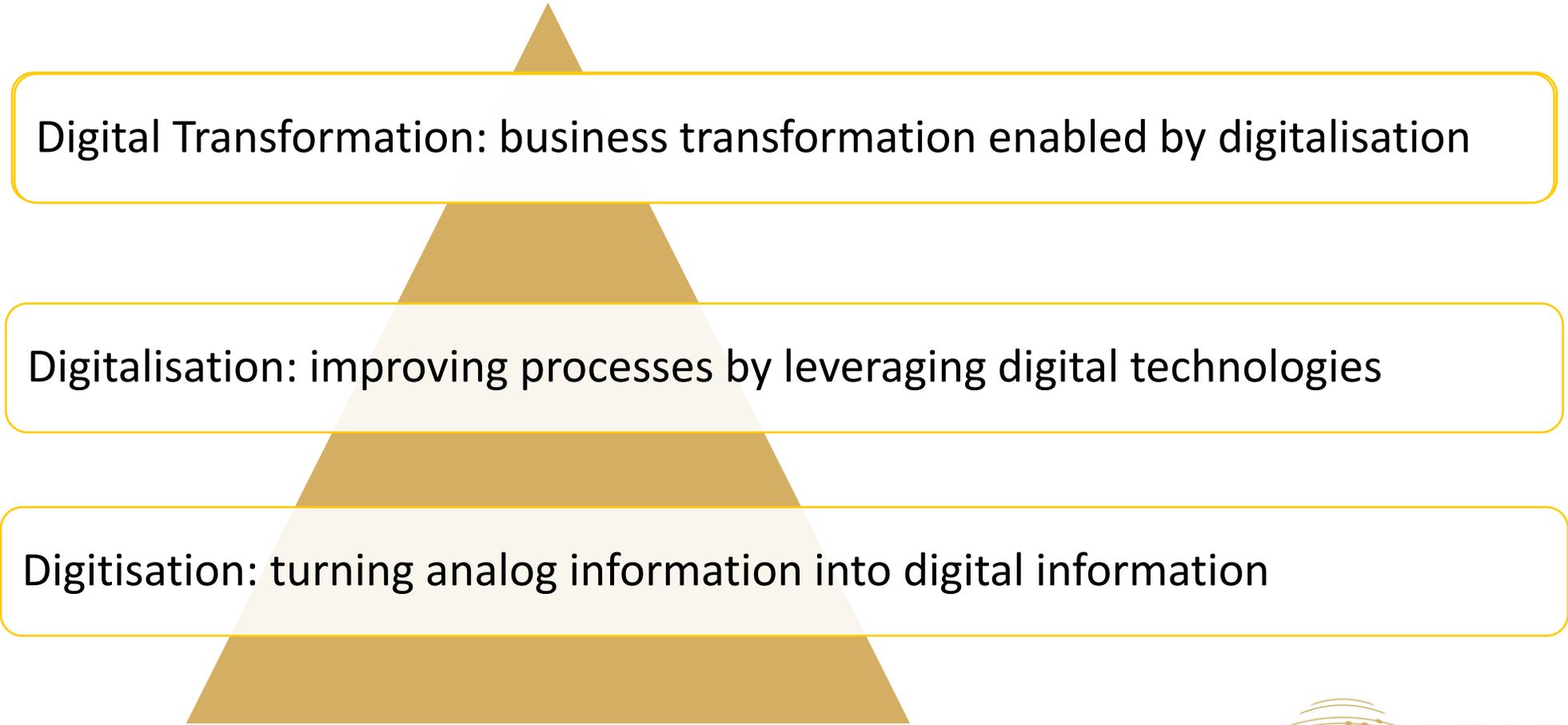
Sources:

[https://www.bcg.com/capabilities/digital-technology-data/digital-transformation/overview?utm_source=search&utm_medium=cpc&utm_campaign=digital&utm_description=none&utm_topic=digital transformation&utm_geo=global&utm_content=digital_transformation_general&gclid=Cj0KCCQjw-JyUBhCuARIsANUqQ_K6kZ7crLi5oZbdppzF0YXwBvP23nSOTDsUAsBlv7Nrqp5EclVY9gaAnUREALw_wcB](https://www.bcg.com/capabilities/digital-technology-data/digital-transformation/overview?utm_source=search&utm_medium=cpc&utm_campaign=digital&utm_description=none&utm_topic=digital%20transformation&utm_geo=global&utm_content=digital_transformation_general&gclid=Cj0KCCQjw-JyUBhCuARIsANUqQ_K6kZ7crLi5oZbdppzF0YXwBvP23nSOTDsUAsBlv7Nrqp5EclVY9gaAnUREALw_wcB)

<https://hbr.org/2021/11/the-essential-components-of-digital-transformation>

<https://www.mycwt.com/news/pr/cwt-adds-new-functionalities-to-its-mycwt-platform/>

”Digital Transformation” is what we are aiming for



Digital Transformation: business transformation enabled by digitalisation

Digitalisation: improving processes by leveraging digital technologies

Digitisation: turning analog information into digital information

Executive Summary



- Business Travel still involves too much paper
- Buyers across Europe are moving from a partially digitalised environment to a full digital transformation
- They want to travel industry to support this transformation
- Corporations expect the EU to enable and support these efforts

1. Using digital capabilities to cut red tape

- Regulation (EC) 883/2004 (May 2010) forces employers to prove the social security affiliation by means of **an A1 document**, if they carry out cross-border activities.
- This can also apply for **internal meetings!** Even short trips by car to a meeting, which is particularly common in border areas, may require an A1
- Sending the information to the responsible insurance institution and the issuing of the certificate leads to high **manual administrative burden** for companies.
- **BT4Europe therefore urges the EU to limit the application of the above-mentioned requirement to provide a social security affiliation, by introducing a 14 days exemption**
 - *The digitalisation of the process should facilitate any business travel stays longer than 14 days.*



2. Leveraging the digital transformation to facilitate multimodal travel and passenger protection

- Why can that **first/last mile** not be integrated into the entire trip, even though the sharing economy has gained in scale and popularity over the last ten years?
- Modern mobility concepts encourage the **shift to more sustainable** modes of transport
- Driving forward the **decarbonisation** of the transport sector.
- Digital technologies have enabled us to plan, book and pay for journeys
- We are still lacking cross-border "**seamless mobility**" based on end-to-end digital processes
- A functioning form of interconnected mobility would offer opportunities for **sustainable travel planning**, such as:
 - targeted incentives to switch to more climate-friendly modes of transport, such as public transport instead of taxis or rail instead of air.
 - a prompt for further digitalisation of our mobility and enabling more efficient use of our various modes of transport, so that the overall volume of traffic could be reduced.

What needs to be done for business travellers to use intermodal mobility solutions?

- Intermodal mobility is currently **not possible** across European borders
- Different selection, booking, payment and ticketing processes **stand in its way**
- This is especially true for the integration of cross-border train rides and local public transport
- Business travellers would increasingly **switch to public transport** modes if they were integrated in a travel chain and available as door-to-door mobility
- If this were the case, all modes of transport could be **planned, booked and paid** for in one application
- Travellers would have a **single, cross-border ticket** instead of several individual tickets,
- This enables **automated billing and expense management** with hands free background clearing
- Travellers need to have their **rights protected in a new legal framework** that covers them door-to-door regardless of mode of transportation selected

WELKOMMEN WELCOME

So what are we asking for?

And why now?

Call to action

- Abandon A1 for all business trips under 14 days - digitally automate all others
- Our members demand full Multi Modal integration for bookings, payment, door-to-door, cross-border
- They also want their passenger rights fully protected door-to-door, cross-border, simple, digital, automated, speedy
- Travel service providers operating in the Eu need to be “encouraged” to deliver standardised CO2 data at point of decision
- The EU should widen the scope of the “CountEmissionsEU” initiative to include business travellers staying at hotels and other forms of accommodation





BT4Europe