



The 2010 Ipsos American Business Travel Study

A Survey of Frequent Business Travelers



The *Ipsos American Business Travel Study* is a comprehensive study of frequent American business travelers. Ipsos tracks the usage and attitudes among business travelers who take five or more round trip flights for business per year. The study covers all facets of business travel including airlines, hotels, car rentals, credit cards, and business communications & technology. In addition to these standard business travel activities, we measure new trends in the business travel space. From blackberries to travel websites and from the economic crisis to the credit crunch, if it impacts the business travel sector, it is covered in the *Ipsos American Business Travel Study*. The report also gives a detailed and insightful segmentation analysis for how best to reach and market to the various types of business travelers.

Methodology

Ipsos conducts monthly online interviews and results are reported on a quarterly basis. This allows for in-depth coverage of several topics throughout the year.

A total of 500 interviews will be completed nationwide each quarter. Similar to our other Ipsos studies, survey respondents come from Ipsos panels and are balanced to match the demographics of the American business traveler.

Core Tracking Section

In addition to providing a regular update on the state of the American business travel market, the bi-annual report will answer the following core tracking questions for each service category.

- 1. Airlines** – *Are American frequent business travelers content with current American airlines or do they crave more foreign competition?*
- 2. Rental Cars** – *What rental car agencies are used most often by American frequent business travelers and why?*
- 3. Hotels** – *What do frequent travelers value in the hotel industry and what are they willing to pay for? Which hotel chains are winning the loyalty race and what is their advantage?*
- 4. Credit Cards** – *Which credit cards and financial institutions are industry leaders in providing services to frequent travelers? What services place them at the forefront?*
- 5. Business Communications & Technology** – *Which new technologies provide real assistance when traveling and how are airlines, hotels, rental cars adapting to advances in technology?*
- 6. Market Segments** – *What are the prevailing attitudinal characteristics of business travelers in America, and how have these changed over time?*

Special Features

Each quarter, one special feature topic will be added to the core tracking questionnaire. Subscribers are encouraged to suggest topics that you would like to see covered in future reports. Some of the upcoming topics include:

- Corporate travel policies
- Economic conditions and their impact on business travel
- Loyalty programs
- Travel websites

Timing

Reporting will be quarterly according to the following timelines.

Report	Timing
Quarter 1 – Airlines, Rental Cars, Market Segments and Special Feature	April
Quarter 2 – Hotels, Credit Cards, Business Communications & Technology and Special Feature	July
Quarter 3 – Airlines, Rental Cars, Market Segments and Special Feature	October
Quarter 4 – Hotels, Credit Cards, Business Communications & Technology and Special Feature	January





Pricing & Deliverables

The price for the annual subscription of the *Ipsos American Business Travel Study* is \$15,000.

Your annual subscription to the *Ipsos American Business Travel Study* includes a bi-annual core tracking report with quarterly executive summary reports and quarterly reports on special features. Each report includes a detailed written summary of the results with supporting graphs and tables. Data tables in cross-tabulation format are available upon request and include one custom cross-tabulation per subscriber.

In-person presentations of results are also available upon request (travel extra).

Your custom proprietary questions can be added to the *Ipsos American Business Travel Study* at any time during the year. The cost for proprietary questions is:

Closed-ended questions:
\$2,000 per question.

Open-ended questions:
\$3,000 per question.

For more information about the *Ipsos American Business Travel Study*, please contact:

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About Ipsos Marketing – Travel

Whether your focus is on business or leisure travelers, suppliers or intermediaries – Ipsos Marketing's travel and tourism practice understands the true dynamics of your market. Our dedicated travel and tourism experts provide customized design and analytic expertise for challenges such as market segmentation, new product development and brand health. Ipsos' research specialists also offer syndicated studies specific to your industry, and always deliver actionable insights that help you grow your business.

Our team of market research professionals has experience managing strategic and tactical research on behalf of dedicated clients, an international reputation and a passion for travel and tourism research.

Learn more at
www.ipsosmarketing.com/industryservices/travel.aspx

About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services – guided by industry experts and bolstered by advanced analytics and methodologies – in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

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