

## ABOUT THE SAP CONCUR WHITE PAPER

The market-specific data in this addendum is part of the SAP Concur survey of 3,850 business travellers. The survey includes travellers from 25 global markets: U.S., Canada, Brazil, Mexico, LAC (Colombia, Chile, Peru, and Argentina), UK, France, Germany, ANZ region (Australia and New Zealand), SEA region (Singapore and Malaysia), China, Hong Kong, Taiwan, Japan, India, Korea, Italy, Spain, Dubai, Benelux (Belgium, Netherlands and Luxembourg), South Africa, Sweden, Denmark, Norway and Finland.

Wakefield Research is a leading, independent provider of quantitative, qualitative, and hybrid market research and market intelligence. Wakefield Research supports the world's most prominent brands and agencies, including 50 of the Fortune 100, in more than 90 countries. Our work is regularly featured in media.

To learn more, visit:  
[www.wakefieldresearch.com](http://www.wakefieldresearch.com).

# SAP Concur White Paper Addendum for Indian Business Travellers

### Indian business travellers are ready to get back to business on the road.

Nearly all (99%) Indian business travellers are willing to travel for business in the next 12 months. In fact, **78% are very willing, tied with Brazil for second highest of all markets and compared to the global average of 65%.**

### Their motivation to increase business travel hits close to home.

The vast majority of Indian business travellers worry that the inability to travel more in the next 12 months will hurt them personally (84%) and professionally (87%). **They are the second highest of all market to be concerned about difficulty developing and maintaining business connections (59%, compared to 45% globally).** They are also concerned about not advancing in their career (43%) and making less money (40%).

Their concerns are driving nearly 2 in 3 (66%) Indian business travellers to clearly state that they want to return to business travel on their own terms.

They also worry about the failure to increase travel resulting in their company signing fewer new deals (47%), renewing fewer contracts (43%) and building new relationships (41%).

Business objectives aside, Indian business travellers want to travel to **make personal connections with customers and colleagues (68% vs. 54% globally), experience new places (67% vs 52% globally)** and take a break from their everyday life (50%).

### Adjustments to travel policy are essential.

Indian business travellers want more control over their travel. **Over 4 in 5 (83%) rank flexibility as the top driver for business travel, compared to 72% globally. This is tied for the second highest proportion of all markets.**

About 3 in 5 (58%) Indian business travellers want to loosen travel policy restrictions or return to pre-COVID-19 policy.

**Indian business travellers cite the ability to select their preferred mode of travel (64% vs. 43% globally) and to book their travel directly on supplier websites, such as airlines or hotels (58% vs. 39% globally) as essential for protecting their health and safety.**

**Indian business travellers are particularly keen on staying in larger hotels (54% vs. 36% globally), using their personal vehicle instead of public transportation (49% vs. 35% globally) and prioritising trips with shorter distance (42%).**

When it comes to health and safety on a trip, business travellers primarily hold themselves accountable. About 2 in 5 (41%) Indian business travellers hold themselves most responsible for their health and safety on a trip.



MARKET RESEARCH | PR POLLING | RESEARCH SUPPORT SERVICES

[WAKEFIELDRRESEARCH.COM](http://WAKEFIELDRRESEARCH.COM)



## METHODOLOGICAL NOTES

The SAP Concur Survey – Business Travellers was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) between April 15<sup>th</sup> and May 10<sup>th</sup>, 2021, among 3,850 Business Travellers in 25 Markets: US, Canada, Brazil, Mexico, LAC (Colombia, Chile, Peru, and Argentina), UK, France, Germany, ANZ region (Australia and New Zealand), SEA region (Singapore and Malaysia), China, Hong Kong, Taiwan, Japan, India, Korea, Italy, Spain, Dubai, Benelux (Belgium, Netherlands and Luxembourg), South Africa, Sweden, Denmark, Norway and Finland. The data has been weighted to ensure reliable representation of the business traveller population in each market.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 1.6 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. Margins are slightly larger for subgroups. The margin of error for the 100 respondents from India in this study is +/- 9.8 at 95% confidence.