



Oxford Economics: The Return on Investment of Business Travel Talking Points by Audience

AUDIENCE: Business Leaders: Business travel fuels revenue and profit growth.

- New research shows that for every dollar invested in business travel, businesses benefit from an average of \$12.50 in increased revenue and \$3.80 in new profits. As you finalize your 2010 budget, this data may be useful in planning your upcoming travel budget for sales trips, meetings, events and incentives.
- The study found the average business in the U.S. would forfeit 17 percent of its profits in the first year of eliminating business travel and it would take more than three years for profits to recover.
- Investing in business travel is a means of gaining market share from competitors who restrict their employees from face-to-face interaction.
- Now, more than ever, taking the time to meet your customers face-to-face, sharing best practices and incentivizing employees can strengthen your business and speed your recovery.

AUDIENCE: Policymakers and Opinion Leaders: Business travel speeds recovery for American businesses and the overall economy.

- As policymakers play an increasingly active role in the operation of American business, it is important that they have a deep understanding of how business works and what expenses are essential to a business's bottom line.
- Criticism of business travel is counterproductive; restricting business travel will further economic decline.
- Business travel generates 2.3 million American jobs and aids in employee engagement and retention.
- Encouraging face-to-face interaction – something policymakers utilize daily to perform their jobs – can strengthen businesses and shorten the recession.
- Business travel has real macroeconomic impact – growth in travel improves productivity and increases our country's GDP.
- If we're serious about fixing the economy, it's time to start thinking about how we stimulate business travel.

AUDIENCE: Media: At this economic turning point, businesses should invest in activities with the biggest ROI.

- This first-of-its-kind study proves business travel drives revenue and profit growth.
- The data provided by the Oxford Economics study enables businesses to make more informed decisions, particularly during challenging economic times.
- Face-to-face interaction can accelerate America's economic recovery, solve existing business challenges and create new opportunities.
- By using reliable data to make informed decisions during expanding government oversight of corporate America, policymakers can strengthen their business acumen and ultimately improve the economy.
- On the brink of economic recovery, discouraging business travel could impede economic decline by crippling companies and industries.