

THE BUSINESS VALUE OF MEETING FACE-TO-FACE

After more than a year of Zoom, FaceTime, and virtual meetings, it is more apparent than ever that in person connections are highly valuable and while some meetings can be conducted virtually, the value of face-to-face meetings is simply irreplaceable.

Face-to-face meetings deliver additional benefits for both the employee and employer. An essential component to build relationships, convert and retain customers, network and learn about the latest products, technologies and competitive offerings, it should not be surprising that more than four in five decision makers believe **business travel leads to increased profit and revenue.**

In-person meetings are irreplaceable and drive commerce and networking¹:

JOB FULFILLMENT

- ✓ Advances professional growth - 90% agree
- ✓ Reinvigorates employee engagement - 87% agree
- ✓ Increases productivity - 84% agree
- ✓ Attracts and retains top talent - 84% agree
- ✓ Improves job performance - 82% agree

STRONGER RELATIONSHIPS

- ✓ Fosters stronger leadership skills - 88% agree
- ✓ Benefits company culture - 88% agree
- ✓ Broadens cultural understanding - 88% agree
- ✓ Eight in 10 prefer in-person brainstorming and collaborative meetings over virtual ones
- ✓ Creating valuable meaningful business relationships has been **more** difficult since the pandemic began - 60% agree

INDUSTRY EDUCATION AND TRAINING OPPORTUNITIES

- ✓ Ability to gain and share new ideas and best practices
- ✓ Ability to learn about the latest technologies, innovations and insights

INCREASED CULTURAL UNDERSTANDING

- ✓ Broadens cultural understanding - 88% agree
- ✓ Increases empathy - 82% agree

Source (unless otherwise noted): American Express Global Business Travel, Back to Blue Skies, survey of 1,500 corporate travelers and decision makers, May 20, 2021

Businesses, meeting planners and employees are looking forward to resuming in-person meetings.

- With the right protocols in place, 86% of business travelers are **looking forward to getting back to business travel**
- Top barriers to resume business travel are government and companies' policies restricting travel, **less than one in 10 feel employees are unwilling to travel²**
- As travelers and meeting attendees are more likely to be vaccinated than the overall American adult population, **three quarters (74%) of buyers and suppliers feel their employees are willing to travel for business in the current environment³**