

MEDIA RELEASE

CTW China 2015 / 08

Carlson Wagonlit Travel, China Announces Top Trends and Priorities For 2015 At First-Ever CTW China

Shanghai, 15 April 2015 – Data security, mobile technology and big data were revealed today as the top three trends that will most impact travel management in China in 2015 by Carlson Wagonlit Travel (CWT), China. Top priorities identified in the year ahead were organised around two aspects – corporate travel and meetings & events (M&E). In the corporate travel realm, priorities include implementing a door-to-door online booking tool, deploying a fare tracking and rebooking solution, providing recommendations to improve traveler well-being and leveraging - Big Data to adapt the travel policy. For M&E, top priorities were capturing and analysing M&E spend, and designing an M&E procurement strategy and policy. Economic context and consolidation of meeting spend were also identified as the main drivers for the Chinese M&E market in 2015.

Albert Zhong, General Manager of CWT China, who delivered the results at CTW China's opening industry presentation, explains "These findings are important in identifying what the industry will be placing emphasis on in the year ahead. For corporate travel managers, it is an indication of where their focus should lie and ensuring they are sufficiently equipped in terms of knowledge and resources to stay ahead. For solution providers, it is an opportunity to fill the gaps in the marketplace and stay even closer to buyers to solve their challenges."

Results were derived from an online survey of 105 Chinese corporate travel and M&E industry professionals. Conducted between February and March this year, the survey captured the opinions of respondents who held corporate travel related job responsibilities including purchasing & procurement, administration, business travel management, meetings & conventions, general management and human resources & training. Respondents were from diverse industries such as life sciences & healthcare, technology, IT & software service, engineering & manufacturing, energy, mining, chemicals & utilities, professional services, automotive, transport and logistics.

Zhong's presentation also delved into the research findings on enhancing mobile service, online adoption, traveler experience, safety and security, as well as travel policy and traveler compliance, amongst others.

Zhong added, "We chose to release the survey results at CTW China as the findings from the study will give the industry some insight to what they can expect in the months ahead, providing for some good discussions at the event. This, alongside the stellar lineup of speakers, will deliver an excellent conference."

Said Corporate Travel Manager, Olive Chu, Cluster Category Leader of Tetra Pak China, "I found the trends and priorities identified by CWT China to be an accurate reflection of the marketplace. They were able to share which segments of the corporate travel function are shifting in importance and why. The takeaways I've gained from the presentation will also be practical and applicable back at work. For instance, in our collaboration with mobile solution suppliers, we can better anticipate and specify the features and capabilities needed to better meet trending requirements, standards and demands."

Five other topics were delivered at today's conference covering cost savings from corporate travel & meetings cards (in collaboration with ACTE), managing air programme, managing hotel programme, getting started with Strategic Meetings Management and a case study on successful meetings.

Speakers comprised of several senior executives including IATA's Regional Vice President, TravelSky GDS Unit's General Manager, ACTE's Regional Director for Asia, AirPlus International China's Managing Director, Bondurant Consulting's President, China CYTS MICE Service's Assistant President, as well as corporate travel professionals from Pfizer Global Procurement, Tetra Pak China Cluster, Delta Air Lines, China Eastern Airlines, Philips Greater China, Apple, HRS, Standard Chartered Bank of China, and Marriott International.

The inaugural Corporate Travel World China will be held from 14 – 16 April 2015 in Shanghai and is part of the Shanghai Business Events Week 2015 line-up. For more information, log on to www.corporatetravelworld.com/china

CTW CHINA 2015

Date: April 14 – 16, 2015
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.corporatetravelworld.com/china

CTW CHINA EVENT DESCRIPTION

The Leading Corporate Travel Management Conference For China

Since 2015, CTW China has been the market's answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their T&E decisions.

Co-located with IT&CM China, CTW China is part of the CTW Events series co-organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by Carlson Wagonlit Travel, China.

MEDIA CONTACT

INTERNATIONAL

TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
Tel: (65) 6395 7575
Fax: (65) 6536 0896
Event Website: www.itcmchina.com | www.corporatetravelworld.com/china
Event Email: itcmchina@ttgasia.com | ctwchina@ttgasia.com

Cheryl Kah (Ms.)

Corporate Digital Marketing Executive
Email: cheryl.kah@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive
Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager
Email: cheryl.tan@ttgasia.com