

# General Survey

## What do our members think?

October 2020



DBTA Denmark



FBTA Finland



NBTA Norway



SBTA Sweden

# *The Nordic Business Travel Associations*

## So many responded...

- Buyers:
- DBTA: 20
- FBTA: 28
- NBTA: 14
- SBTA: 29
- **Total: 101**

- Suppliers:
- DBTA: 31
- FBTA: 14
- NBTA: 7
- SBTA: 39
- **Total: 90**



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# How would you rate your local association, in terms of relevance?

## *The Nordic Business Travel Associations*

- Buyers:

- Suppliers:

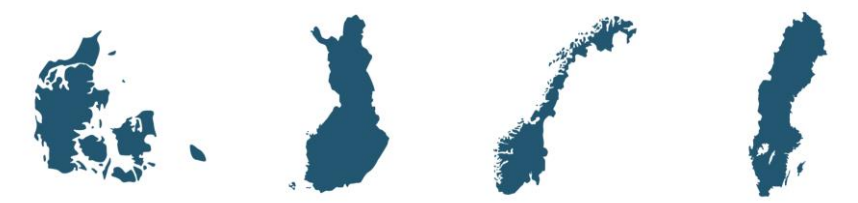
4.3★

gennemsnitlig vurdering



4.3★

gennemsnitlig vurdering



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Rate how satisfied you are with the number and quality of physical events/activities?

## *The Nordic Business Travel Associations*

- Buyers:

4.1★

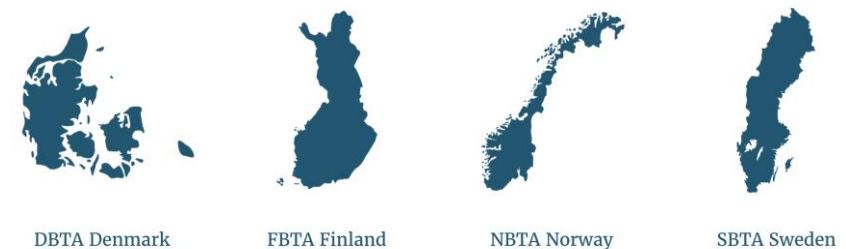
gennemsnitlig vurdering



- Suppliers:

4.1★

gennemsnitlig vurdering



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# What would like us to do, which we are currently not doing?

## *The Nordic Business Travel Associations*

- **Buyers:**
- Continue the good work from before the summer - continuous buyer Meetings and information
- Missing the networking in face-to-face events and hope they will come back soon
- Work to raise/increase the awareness of the importance of the Travel-/ travel & meeting manager role, both within companies and managers but also in general
- There hasn't been before COVID almost any free events or webinars for members. Now we have had some together with Nordic associations and those has been value for membership free. I hope that way of working to be continued.



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# What would like us to do, which we are currently not doing?

## *The Nordic Business Travel Associations*

- **Suppliers**
- Kunne gjerne sett enda mer info om markedet og trender på globalt nivå
- Have more opportunities to interact with other members
- It looks like the same presenters from the client base (companies) are used too much. Maybe have a wider range of speakers than using the same people every year...
- Focus more on other topics than airline related
- In order to support our industry and since it is OK to do events for up to 500 seated guests, I say...let's bring back physical events :)



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# The Nordic Business Travel Associations

# Do you see benefits in closer cooperation between the 4 Nordic associations?

## *The Nordic Business Travel Associations*

- Buyers:

- **76 YES**

- **23 NO**

- Suppliers:

- **83 YES**

- **7 NO**



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# How often have you attended NBTS | Nordic Business Travel Summit?

## *The Nordic Business Travel Associations*

- Buyers:

- 2 or more: 35
- Only once: 26
- Never but in 2021: 7
- Never: 32

- Suppliers:

- 2 or more: 34
- Only once: 25
- Never but in 2021: 10
- Never: 21



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# *The Nordic Business Travel Associations*

Do you have travel colleagues in your own company, who are based in another Nordic country and not active in that local association?

- Buyers:
- YES: 20
- Not sure: 10
- YES a Nordic Membership would be valuable: 47



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# *The Nordic Business Travel Associations*

Do you have suggestions of things we could/should do jointly?

- **Buyers:**
- Access to each country's seminars
- Nordic newsletters and webinars have been good
- Stick with what you are doing for now
- My colleague is based in Lithuania but I guess Baltics are not within your thinking - or might be too different to Nordics....???
- Even information sharing would be good, especially since there are Nordic interests. Information sharing about local travel related decisions, practices, market situation etc.
- We could find synergies and best practices and share more information & avoid double work.
- Have a common website, with local pages in English.



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# *The Nordic Business Travel Associations*

Do you have suggestions of things we could/should do jointly?

- **Suppliers:**
- Membership for Nordics more events on Nordic level
- To work on a Nordic level will increase the relevance of the membership
- E.g. make sup-networks/ERFA groups within the hotel sector, Car rental sector etc. This will give more relevant events for everyone
- Regional cross borders collaboration, for instance involve Malmö and Skåne in DBTA-events more
- Joint webinars with international speakers.



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GBTA

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# Were you aware that GBTA membership is included in your national membership?

## *The Nordic Business Travel Associations*

- Buyers:
- Yes and activated: 52
- Yes but not activated: 24
- Yes ? : 15
- No: 10

• GBTA HUB: 59 YES

- Suppliers:
- Yes and activated: 16
- Yes but not activated: 23
- Yes ? : 23
- No: 26

• GBTA HUB: 11 YES



DBTA Denmark



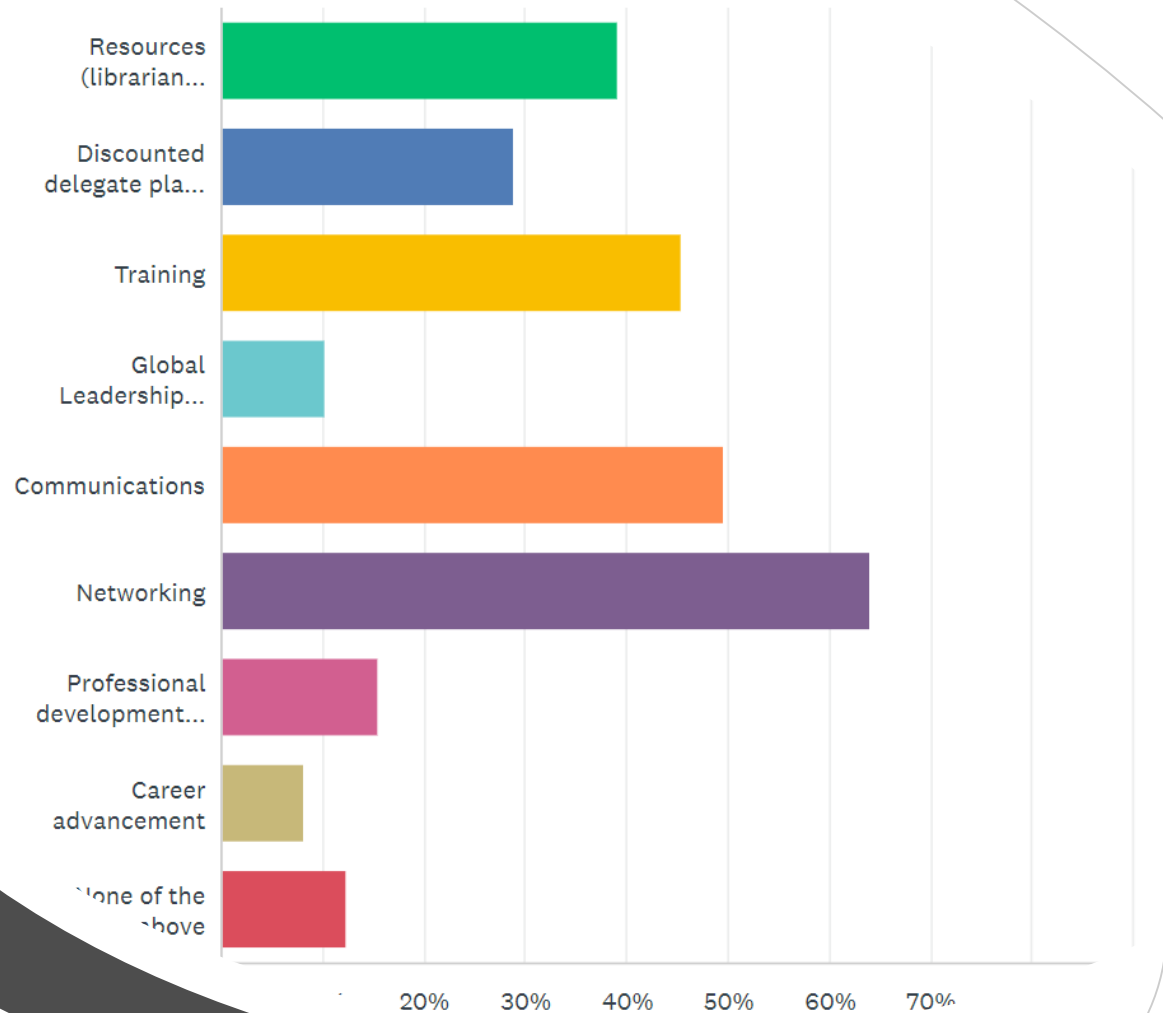
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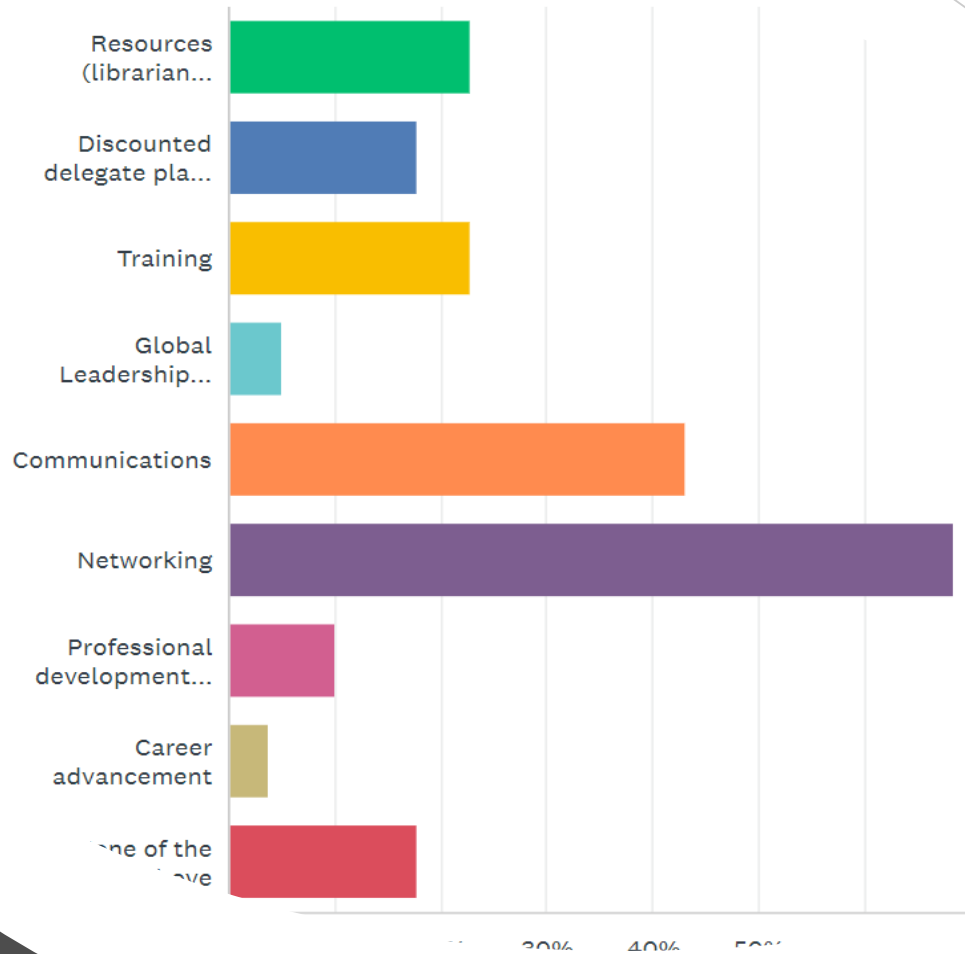


SBTA Sweden



What aspects do you find beneficial as part of your GBTA membership?

Buyers



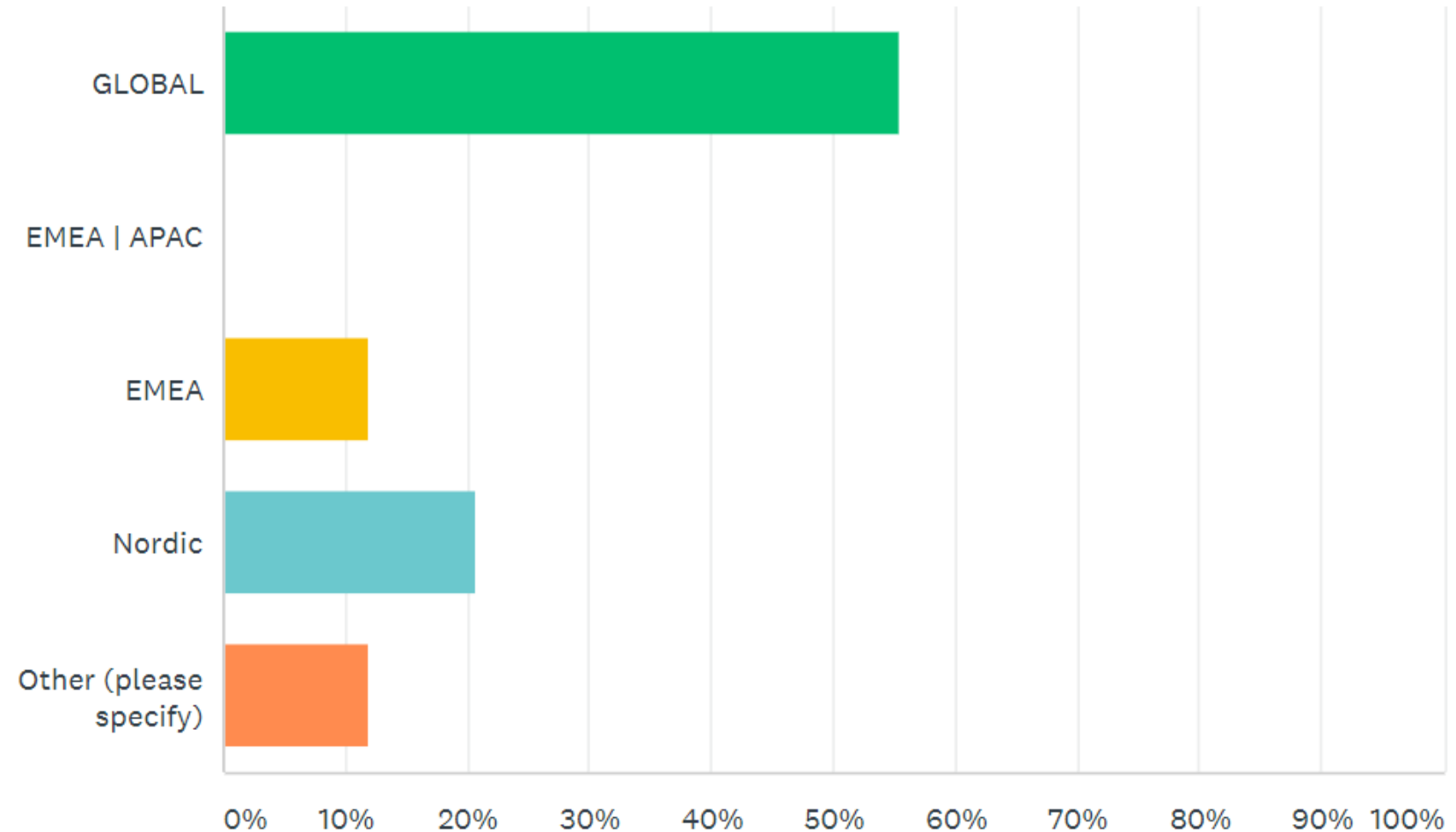
What aspects do you find beneficial as part of your GBTA membership?

Suppliers

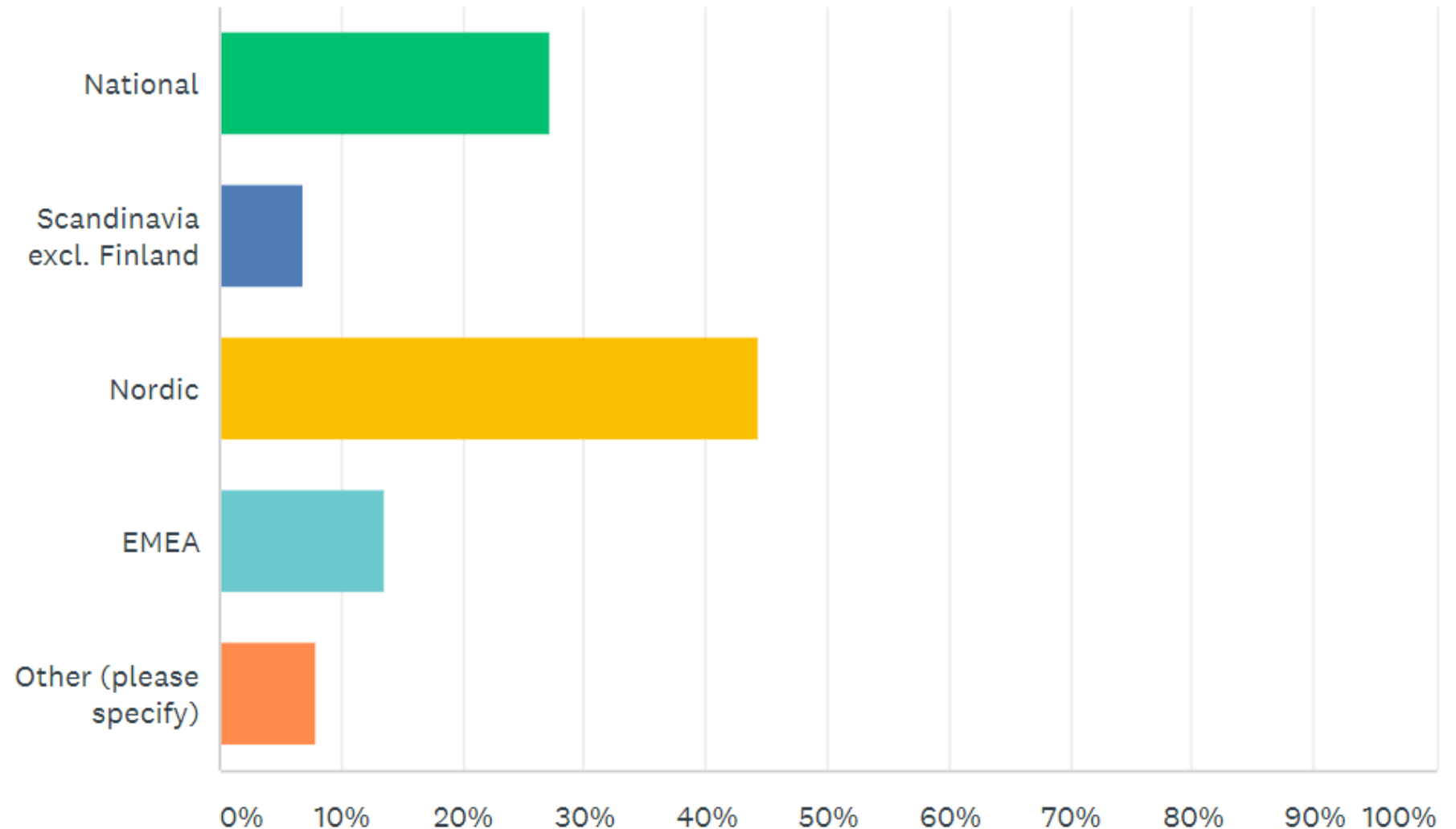


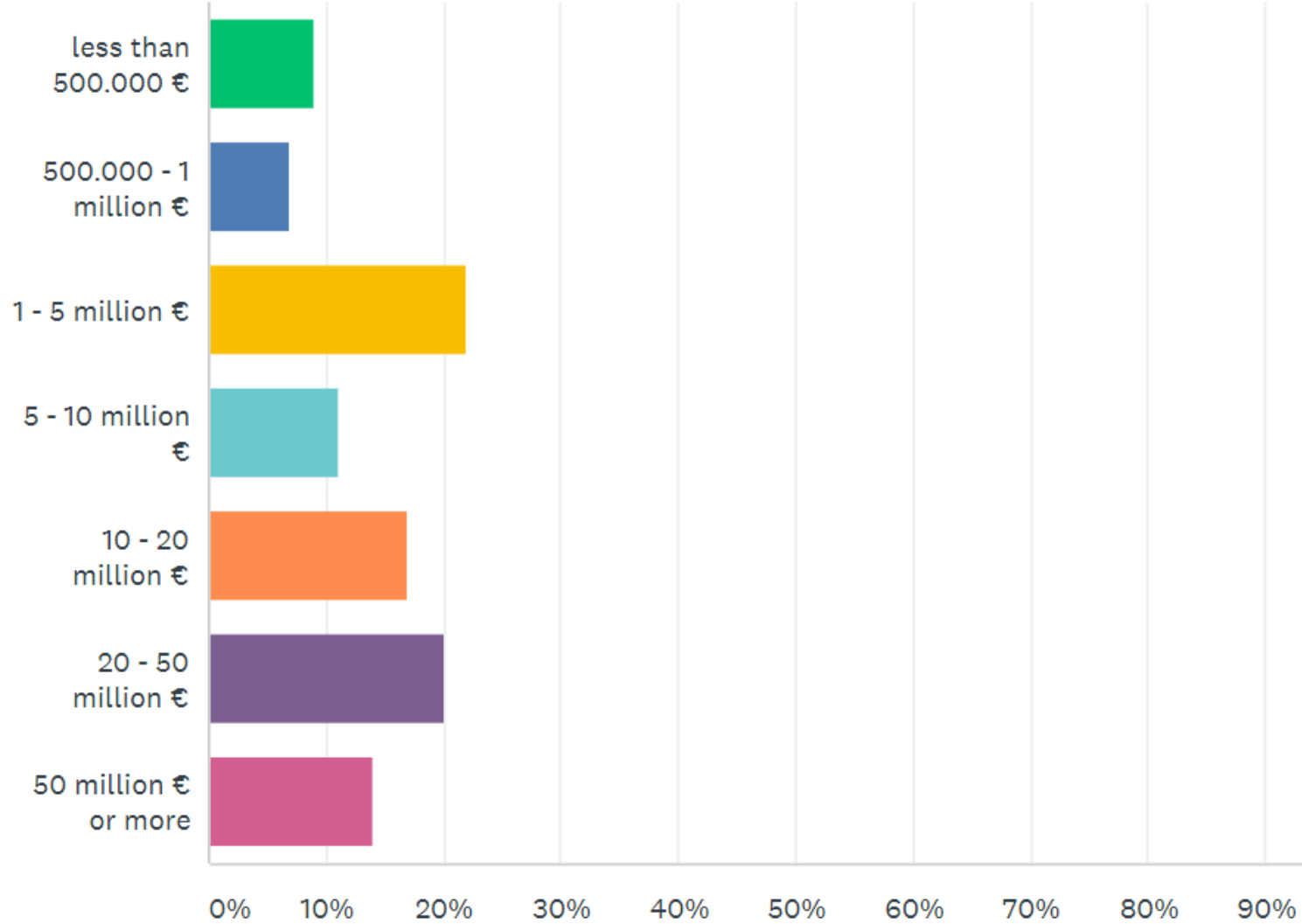
What best describes the geographical areas you are responsible for? Buyers

*The Nordic Business  
Travel Associations*



What best describes the geographical areas you are responsible for? **Suppliers** *The Nordic Business Travel Associations*





What is your organisation's total travel spend? (excl. daily allowances)

**Buyers**

THANK YOU!

