

Continuous Business Travel Research 2016

The Continuous Business Travel Research (CZO) gives insights in the travel behaviour of Dutch people. In this research various aspects of the business travel behavior are included. The business trips contains domestic and outbound trips. The survey takes place once every three years and will start again in 2016. This year special attention is given to the outbound MICE business traveler.

Dutch Business Travel market 2016



The Continuous Business Travel Research (CZO) describes the business travel behavior of Dutch people. The research includes domestic business trips (with at least one overnight) and outbound business trips (single day and overnight trips).

The CZO consists of four measurements (every quarter one measurement). Every quarter starts with a screening amongst the Dutch labor force (sample size 10,000). Based on the screening results, each quarter 500 domestic and 500 outbound business travelers are selected for further research. During the follow up research more characteristics of the business trip are identified.

The Dutch Business Travel Research gives insights in:

- participation and volume
- destination (country and region)
- duration of business trip
- motive of business travel (congress, meeting, exhibition etc.)
- type of business travel (MICE vs. individual)
- booking behaviour / organisation (transport, accommodation)
- transport to destination (means of transport, airport, airline etc.)
- type of accommodation ((hotel) chain, Airbnb, convention center etc.)
- expenditure (i.a. accommodations, transport, parking, congressfee)
- travelpolicy
- insurance
- use of business travel organisations
- profile (MICE) business traveller

The half year results are available since August 2016. The final report will be published in the end of February 2017.

Costs

Continuous Business travel research: € 4,750.-

The price is excluding VAT. The first half of the costs will be invoiced after ordering. The second half is billed in December 2016.

Attractiveness of outbound destinations



Based on the total volume of outbound business trips the marketposition of outbound destinations can be identified. This will be done for the total market of business trips and for the MICE market in particular.

Besides the market position, an additional research will be executed to give more insights in the image and attractiveness of outbound destinations for MICE business meetings.

For this additional research, Dutch business travelers who do have experience with organizing outbound MICE business events are interviewed. Destinations will be added to this research if participating in the business travel research.

Special themes



Every measurement a special theme is added to the research;

- Attitude and use of new concepts by business travelers (eg. Airbnb, Uber)
- Preferred position of low-costs airlines
- Impact of technology on the business travel behaviour
- Possession and use of technology during business trips.

Contact

Any questions? You are welcome to reach out to us. You can order our reports by e-mail.

+31 (0)70 370 52 56

info@nbtcnipo.nl

www.nbtcnipo.nl



About NBTC-NIPO Research

NBTC-NIPO Research is a full-service research company in the field of holiday, recreation and business travel. As a market leader in demand-oriented research in this sector, we know what is happening. Our knowledge and research possibilities will help you deal with the choices laid before you