



# Rules of the Road FOR OPTIMIZING BUSINESS TRAVEL

Global business travel in the modern age is more complex than ever before. That’s why travelers deserve a new set of principles to guide industry, business leaders and policy makers in developing a travel ecosystem that fosters growth, jobs, safety and efficiency around the globe. GBTA has developed these **Rules of the Road** in order to make the global travel systems safer, more secure, more reliable and a better place to conduct and facilitate business.

**SAFETY & SECURITY:** From the moment a business traveler leaves home, until the time she or he returns, all elements of business travel should be fully vetted for their safety and security, and business offices should be able to make contact with travelers anywhere in the world.

**TAXES:** The business traveler should not face an undue burden when it comes to taxes. When travel taxes are used to raise funds that are not reinvested in the industry, it hurts everyone. Travel should be promoted, not discouraged with revenue from taxes and fees.

**COMPETITION:** Pricing should be sustainable over the long-term. Business practices should freely support and encourage competition and open access to all markets, finding a balance between not undercutting prices below what a market can bear, while also supporting new entrants.

**FEE CLARITY:** Rates and additional costs, including ancillary fees or surge pricing, should be stated upfront. All rates should be available for purchase on all distribution systems where inventory is sold. The purchaser must be equipped to make an “apples to apples” economic decision.

**COMMUNICATION:** There should be full transparency with regard to changes before and during the travel experience, such as new supplier policies or travel process time and delays. Both business travelers and travel buyers should have access to clear information as to how prices are determined, how to deal with delays, cancellation policies and how to lodge complaints.

**INNOVATION:** New technologies offer opportunities for an improved travel experience. Innovations need to be vetted to ensure there is a positive impact on the travel ecosystem, including safety and duty of care.

**TRAVELER EXPERIENCE & QUALITY:** Travelers should expect broadly accepted levels of comfort, choice, control, safety and expediency.

**CONNECTIVITY:** Connectivity has become an indispensable technology for business travelers and should be developed and implemented wherever and whenever it is secure and responsible to do so. Personal access to Wi-Fi should not be blocked when the sole reason is to sell supplied access as the only option. Suppliers should meet the demands of the consumer, making connectivity available for travelers.

By engaging in a dialogue on these critical issues, stakeholders in the business travel community can take significant steps to optimizing the global business travel infrastructure - making it safer, more secure and more productive.



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