

BUSINESS TRAVELERS PREFER FACE-TO-FACE MEETINGS



According to an Accor survey involving 9,000 business travelers from around the world—1,000 adults were surveyed in each of the following nine countries: the USA, UK, India, Brazil, France, Germany, the United Arab Emirates, China, and Australia—85% of respondents expect an average sales increase of 36% if they prioritize face-to-face meetings. Additionally, 74% of participants believe that contracts are more effective when concluded in-person.

Approximately 41% of business travelers believe face-to-face interactions are more effective for business, particularly in sales, closing deals, and achieving overall success. **Nearly 40% highlight the significance of face-to-face meetings in their work, with 38% stating that the time and money invested in these meetings are justified.** Additionally, 37% feel in-person meetings are essential for fostering company culture. Furthermore, 35% have noticed increased participation in team activities when conducted in person. For 33% of respondents, it is evident that virtual meetings hinder the development of personal relationships, emphasizing the importance of physical presence in the professional environment.

Efficiency Drives Business Travel

The primary reason for business travel is commercial activities. According to a global survey, 34% of professionals cited the intention to close deals as their main motivation for traveling. This is closely followed by the desire to visit clients (31%) and negotiate contracts (30%). Additionally, attending events and trade shows ranks as a high priority for 30% of professionals. Lastly, face-to-face meetings aimed at further developing business strategies are the fifth most important reason for business travel, mentioned by 20% of respondents.

Virtual Tools Cannot Replace Personal Interaction

The study indicates that personal interactions are essential for professionals across various business sectors. Specifically, 92% of respondents consider face-to-face customer meetings necessary, while 85% value direct communication with colleagues. **Physical meetings are perceived as significantly more effective, with their effectiveness being up to three times greater than virtual formats.**

A strong preference for in-person meeting formats is particularly evident in several scenarios: customer presentations (68%), site visits (77%), business deals (74%), and contract negotiations (70%). Respondents note considerable advantages for building relationships and achieving commercial success in these situations.

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