## 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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