



## Technology to Replace Corporate Travel? Not Likely...

**[Date: 01 October 2010]** There is a time and a place for webinars, Skype and lengthy teleconferences, but face-to-face interactions remain a vital part of business, according to the latest survey by Travelscene Corporate.

The survey took place at the recent MyBiz Expo 2010 at the Sydney Convention and Exhibition Centre on the 23<sup>rd</sup> and 24<sup>th</sup> September, where small businesses nationwide came together to celebrate the resilience of the Australian economy over the GFC period and to promote future growth for Australia's 1.5 million SMEs.

Less than 20% of all surveyed respondents believe virtual meetings and other technological platforms will replace, even partly, business trips in the future, while 50% expect to see an increase in business travel opportunities, both interstate and overseas.

"There is something to be said about personal communication that resonates with people and influences outcomes", David Padman, General Manager of Travelscene Corporate said.

"Visual cues, handshakes, casual conversations and even sharing a meal allows people to build a stronger rapport with clients or prospective clients, and can make all the difference in a business environment.

"SME's make up more than 70% of all actively trading businesses in Australia. If face-to-face business communication helps them to remain strong, then we can only expect this trend to resonate across businesses nationwide."

Fifty percent of medium businesses (21- 50 employees) surveyed already have dedicated travel management agencies, while the majority of smaller businesses (1-20 employees) surveyed organise their own corporate travel either online or with a local travel agent.

"Generally larger SME's with higher travel expenditure use TMC's on a regular basis", Mr Padman said.

"But times are changing, and there can be no substitute for personal service, especially if things don't go the way you planned."

SME's could not agree more, with an overwhelming 78% of respondents believing a dedicated corporate travel agent gives businesses personal service and peace of mind, two invaluable assets for today's travellers.

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