

## Threats call – Travel Agents Respond: LinkedIn Survey

[20 SEPTEMBER 2011] With the 10<sup>th</sup> anniversary of September 11 behind us, the threat of global terrorism still lingers a decade later, but Australian corporate travellers are more concerned with global economic issues and the knock-on effect of the Australian dollar – rather than global security.

This is according to the latest polling done by Travelscene Corporate conducted via the professional social networking site LinkedIn – where the Network has just launched *Travelscene Corporate LinkedIn Group*. Surveys were also conducted over numerous nationwide industry forums and conferences including Melbourne’s MyBiz Expo, the Western Australian Mining Expo in Perth, and RSVP in Sydney.

The LinkedIn polling revealed almost 60% of respondents voted global economic issues as the biggest threat to the Australian travel industry, underpinned by Australian economic concerns and the strong Australian dollar.

“These results are a clear sign that Australian corporates are concerned about current global economic instability affecting business travel and, while our economy has been largely unaffected until this point, there is a realistic apprehension in the air”, Travelscene Corporate General Manager, David Padman said.

But while the jury is still out on world economics, Australian businesses are gearing up to travel just as much, if not more than, in 2010 and 2011.

According to the LinkedIn polling, despite economic gloom, Australians are incredibly optimistic about business travel in the New Year, with 63% expecting corporate travel increase or remain the same in 2012.

“Australian businesses are using the high Australian dollar as an opportunity to travel, particularly overseas, which is boosting a healthy competition with international companies”, Mr Padman said.

“There is nothing more personal than visiting clients face to face, and there is no doubt this is a great time to grow international connections. But while there is more room for spending, Australian businesses still need to get the most out of every dollar put towards travel.”

“Corporate travel agents are helping travellers find well-needed security in the current economic environment, through their established connections with airlines, suppliers and accommodation facilities.

“They really are the most informed people in the travel industry insofar as being 100% up to date on the latest travel trends – meaning they can respond faster and more efficiently to unexpected changes such as currency fluctuations, fuel costs and destination alerts.

To connect with other leading individuals and businesses in the Australian corporate travel sector, visit Travelscene Corporate’s new LinkedIn Group [here](#).





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