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Mercredi, 30 Octobre 2013 00:00 -

American Express Global Business Travel Predicts Country-Specific Economic Trends and Supply-Side Dynamics to Drive Changes in Business Travel Prices in 2014.

Subdued global economic growth is not likely to impact business travel demand; road warriors expected to continue pursuing business across the globe

According to the American Express Global Business Travel Forecast 2014 (the "Forecast"), country-specific, rather than global, economic trends – such as Brazil's preparation for upcoming global sporting events, Germany's relative economic strength within the Eurozone and China's slower but stabilizing growth – are expected to contribute to a slight uptick in business travel prices within specific regions. In addition, supply-side dynamics, including more low cost carrier options, weaker demand for business class air travel due to more stringent corporate policies and lack of new hotel construction (or oversupply in some areas) across specific regions are expected to have a greater impact on pricing changes. The Forecast provides subscribers with over 2,100 pricing predictions across airfares, hotel rates, and car rental rates in the Americas; Europe, Middle East and Africa (EMEA); and Asia Pacific (APAC), as well as related travel management program recommendations.

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Consultez la source sur Veille info tourisme: American Express Global Business Travel prédit les tendances économiques propres à chaque pays et la conduite à mener afin dapporter des changements dans la politique des prix du tourisme daffaires en 2014