



Global

# Quarterly Trend Report

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Q4-2023

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# About the Report

*This FCM Consulting quarterly report draws on global data sourced from FCM Travel and Flight Centre Travel Group corporate booking data for travel during October to December 2023 (Q4-2023). The report uses Cirium aviation schedule data as at 18 January 2024. Airfare pricing variations exclude all taxes.*

*The hotel average room rate (ARR) quoted is the average booked rate using FCM Travel and Flight Centre Travel Group corporate booking data. Variations in rates booked are a reflection of seasonality, supply and demand, booking lead times and variations in exchange rates. Unless otherwise stated all fares and rates are reported in US dollars. STR hotel data and content quoted as at January 2024 for period ending December 2023.*

# CORPORATE

## Need to Know

**Q4-2023 closed a milestone year, seeing corporate travel the busiest and least interrupted in over four years.**

- Corporations reset their budgets and policies in response to rising travel costs.
- Corporate travellers became more confident than in previous years, and are planning trips in 2024 to grow their business, connect with clients and colleagues.

This edition of FCM Consulting's Quarterly Trend Report reports on 2023 and the forward focus of 2024.

Corporate travel managers are making things easier for their travellers, using communication channels, clear policy guidelines and sharing NDC choices when market ready.

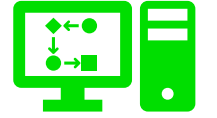


### **ECONOMIC REVIEW**

On average, global travel costs to rise +3% with Europe to remain flat or decline.

### **NDC**

Content and capability is set to grow more in 2024.



### **JET FUEL**

Q4-2023 barrel prices fell below \$102, the lowest for the full 2023 year.

### **COMMUNICATION**

Recognise the different channels and what needs to be communicated.



### **BUSINESS CLASS**

Six airlines provide new price options for travellers.

### **2024 SEATS AND FLIGHTS**

Airline seats are **↑3.5%** on 2019 and flights are **↓5.6%**.



# CORPORATE TRAVEL

## Key Takeaways Q4-2023

1



### ECONOMIC REVIEW

Reviewing **economic metrics, world events, suppliers**, and other influences, guide FCM Consulting to understand where travel prices may land in 2024.

On the following page we explore the key markets and regions of G20 and take a look at **PMI** (Purchasing Managers Index), **GDP** (Gross Domestic Product) and **Inflation** rates for Q4-2023.

An interesting array of metrics indicating a **+3% growth in travel costs.**

2



### AVIATION FUEL

At time of reporting, 12 January 2024, jet fuel\* prices were **\$107** per barrel, seeing minor fluctuations  $\uparrow\downarrow$  for the first few weeks of the year.

The second week of December 2023 saw the lowest pricing for the entire year at **\$102** per barrel.

This was short lived with an upward tick for the weeks following.

3



### BUSINESS CHOICES

**Once you try it, it's hard to go back!** This is the sentiment of travellers who have flown business class long-haul and looked back at economy class, as reported by Amadeus. Six airlines<sup>^</sup>, over the past four years have developed fares priced with **more or less** business class price options such as:

#### BUSINESS LUXE

- Privacy doors
- Spare middle seat
- Double bed from two seats

#### BUSINESS LITE

- No lounge access
- Restricted seat selection
- Fewer points

<sup>^</sup>Six airlines = Emirates, Qatar Airways, Air France, Virgin Atlantic, Air New Zealand and Lufthansa.

\*IATA Fuel Monitor reported the week ending 19 January October 2024, reporting in US\$

# G20 GLOBAL ECONOMY

When viewing 2024, the general sentiment observed across the G20 group is travel prices for airlines, hotels, and car rental will continue to rise at approximately +3%.

The only exception being Europe, where the weakened economy may force consumer prices to remain flat or decline where demand reduces.

## OBSERVATIONS

- The metrics in the table (in order of PMI movement) show the European economy is slowing, with declines in manufacturing and service indicators, reduction in GDP, and inflation rising.
- The majority of the remaining countries are showing positive trends and lowering of inflationary pressure.

FCM Consulting wanted to share a sampling of the key metrics we monitor to understand future economics on corporate travel budgets: **PMI**, **GDP** and **Inflation**. Other influences that impact the cost of travel are: geopolitical instability, impacts of weather and natural disasters, annual seasons, government elections, holiday periods, large-scale events i.e., Olympics. and others not mentioned here.

^PMI – Purchasing Managers Index  
^^GDP – Gross Domestic Product

More details on PMI, GDP and Inflation can be found at the end of the report.

COUNTRY/REGION (G20)	PMI <sup>^</sup> COMPOSITE		GDP <sup>^^</sup> (US BILLIONS)		INFLATION	
	Last (Nov/Dec-23)	Variation from previous month	Last (Dec-22)	Variation from previous month	Last (Nov/Dec-22)	Variation from previous month
SAUDI ARABIA*	57.5	-0.02	1,109	0.27	1.70	0.10
INDIA	58.5	0.02	3,417	0.08	5.55	0.68
RUSSIA	55.7	0.06	2,240	0.22	7.50	0.80
INDONESIA*	52.2	0.01	1,319	0.11	2.61	-0.25
MEXICO*	52.0	-0.01	1,466	0.12	4.32	0.06
CHINA	52.6	0.02	17,963	0.01	-0.50	-0.30
SINGAPORE	55.7	-0.00	467	0.10	3.60	-1.10
SOUTH KOREA*	49.9	-0.00	1,674	-0.08	3.20	-0.10
BRAZIL		-0.01	1,920	0.16	4.68	-0.14
SOUTH AFRICA	49.0	-0.02	405	-0.04	5.50	-0.40
UNITED STATES	50.9	0.00	25,440	0.09	3.10	-0.10
JAPAN	50.0	0.01	4,232	-0.15	2.80	-0.50
AUSTRALIA	46.9	0.02	1,693	0.09	5.40	-0.60
TURKEY*	47.4	0.00	907	0.11	64.77	2.79
SPAIN	50.4	0.01	1,418	-0.02	3.10	-0.10
UNITED KINGDOM	52.1	0.03	3,089	-0.02	3.90	-0.70
CANADA	44.7	-0.00	2,138	0.07	3.10	0.00
NETHERLANDS*	44.8	-0.00	2,050	-0.05	0.59	-0.08
ITALY	48.6	0.01	1,009	-0.02	1.20	-0.40
EURO AREA	47.6	0.00	14,136	-0.04	2.90	0.50
GERMANY	47.4	-0.01	4,082	-0.05	3.70	0.50
FRANCE	44.8	0.00	2,779	-0.06	3.70	0.20
SWITZERLAND*	42.1	0.04	818	0.01	1.70	0.30

\* Manufacturing PMI only

# COMMUNICATING TO MANAGE A BUSY YEAR IN TRAVEL

## FAST FACTS FOR 2024

- Travel offered to both corporate and leisure combined is set to surpass annual travel capacity in 2018 and 2019.
- Corporate travel budgets are tight as total trip expenses remain high.
- Tensions rise when the travel policy guidelines differ to traveller expectations.

We recognise that industry changes over recent years require travellers to have: flexibility in travel planning and also have sound travel know how once on their way for a business trip.

Here are this year's communication guidelines for corporate travel managers wanting to keep ahead of their travellers. Use two channels to communicate as you educate, inform and support travel community in 2024.

1



## TRAVEL MANAGERS

We recommend corporate travel managers have embedded **proactive** and **reactive** communication channels to travellers. Keep them strictly for those separate functions and allow mass company wide communication or filter just to a division.

### COMMUNICATION CHANNELS

PROACTIVE	REACTIVE
Regular channel for planned, long term travel updates on policy, booking, suppliers, location guides, etc.	Open channel solely for time sensitive information that is critical or advisory in nature.
E.g. Developing an understanding of the company's travel policy	E.g. Communicating about sudden changes to company significant routes

2



## TRAVELLERS

Our top tips to remind your travellers:

- **Plan travel** as far in advance as possible. This will allow for better pricing, and more itinerary options. It will also open up opportunities to factor in **bleisure**.
- Take time to understand the **travel policy**. Having a base understanding, will ensure travellers book the correct options and keep within budget. It will also remind travellers of the company's sustainability commitments, and align behaviour to the travel programme.
- Make sure travellers are **keyed** into **communication channels** so they don't miss updates from the travel team and TMC – it will help to navigate travel smoothly.

# AVIATION – NEW DISTRIBUTION CAPABILITY (NDC)

*We predict 2024 to be the year when NDC adoption takes off globally in the corporate travel space. In major markets, during H1-2024, take time to prepare and consult with your TMC, airlines and OBTs.*

1

## ADOPTION RISES

**NDC booking adoption through USA based ARC\* Direct Connect increased to over 18% in December 2023,** compared to 7% same period 2022. This growth was driven by more content differentiation by airlines.

2

## ADOPTION TO RISE

**By H2-2024 most major airlines will be offering NDC content.** Most major GDS's and OBTs will also offer usable (whilst not perfect) NDC solutions. This in turn will enable the major TMCs to offer end-to-end traveller servicing.

3

## DEVELOPMENT

Challenges remain, where some airlines' NDC solutions are currently **unable to consume** TSA Known Traveler Number<sup>^</sup>. With other airlines, booking **synchronisation issues** occur once changes are being made to the trip.

4

## FINETUNING

**Processes will continue to be created, and others improved,** for NDC booking cancellations/refund to credit, trip re-shopping, reporting, itinerary feeds for duty of care, mixing of NDC and EDIFACT content, etc.

5

## OMNICHANNEL

Only a few airlines will allow for true **omnichannel shopping** and servicing. What this means is the ability to buy via an airline's website, servicing via travel agent/TMC, followed by additional servicing via the airline app.

6

## CERTIFIED

More airlines have announced NDC programmes or plans to add further content. In total **73 airlines are certified by IATA** to use NDC. We should also note, some airlines have implemented or increased distribution fees for non-NDC channels.

\* ARC (Airline Reporting Corporation) reported NDC-type sales reported through ARC Direct Connect was 7% December 2022, then averaged 10% Jan to July 2023, and by July 2023 hit 12.%.

<sup>^</sup> TSA: Transportation Security Administration (US DHS) and Known Traveler Number is issued to all individuals approved to receive TSA PreCheck<sup>®</sup> expedited screening

**For more insights into NDC contact Florian Mueller at FCM Consulting: [florian.mueller@us.fcm.travel](mailto:florian.mueller@us.fcm.travel)**

# AVIATION

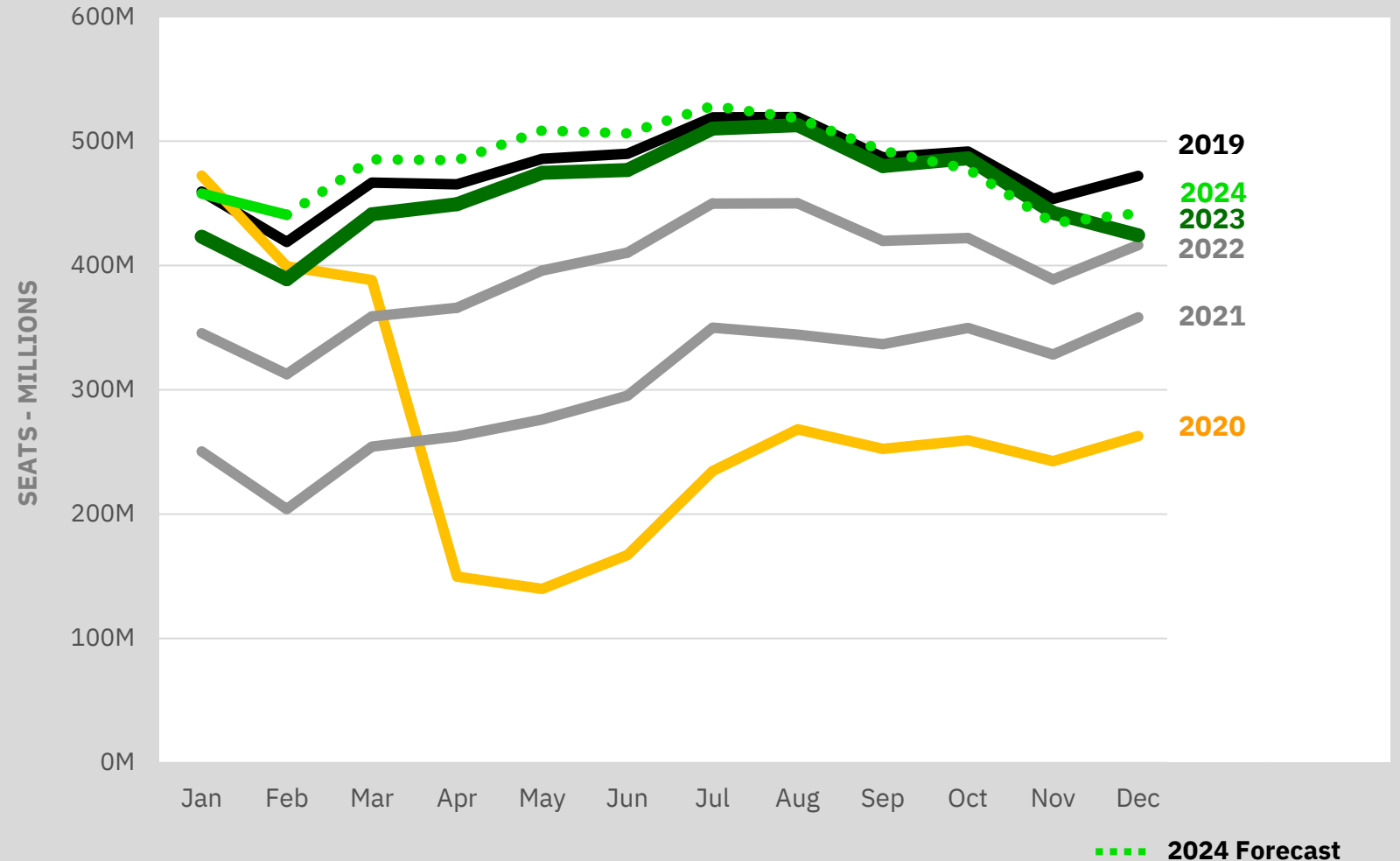
## MORE SEATS WITH LESS FLIGHTS CONTINUES INTO 2024

H1-2024 is forecast to offer **+97.9M (+3.5%)** more seats, and **-2.1M (-5.6%)** less flights than H1-2019.

This is a result of fleet configuration changes and shifts in schedules to meet demand. When carefully planned, this will be favourable to airline operating costs, staffing, airport slots and airport costs.

	SEATS	FLIGHTS
AFRICA	↑ 11%	↑ 6%
MIDDLE EAST	↑ 7%	↑ 4%
NORTH AMERICA	↑ 7%	↓ 7%
LATAM	↑ 6%	↓ 1%
ASIA	↑ 3%	↑ 1%
AUSTRALASIA	= 0%	↓ 2%
EUROPE	↓ 1%	↓ 8%

## GLOBAL SEATS





# TOP AIRLINES

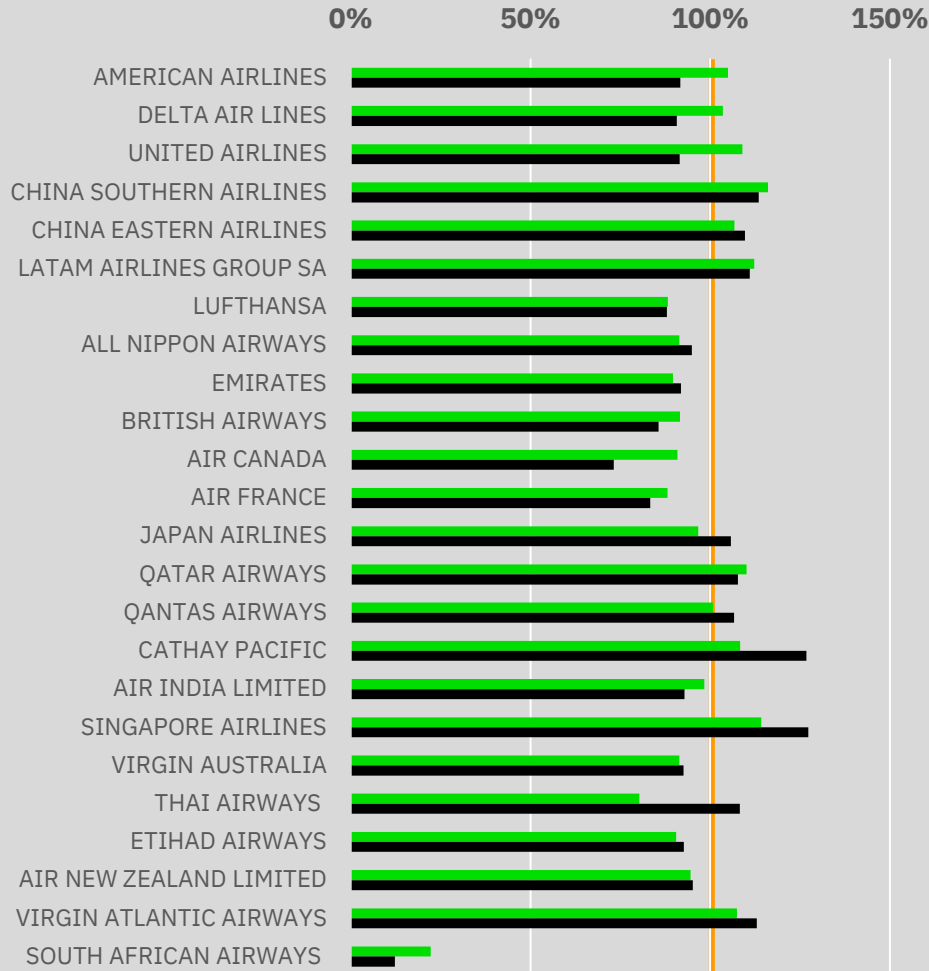
SEATS AND FLIGHTS OFFERED IN 2024 COMPARED TO 2019.

Across Top Global Corporate Airlines, we forecast seats offered in 2024 will be **+2%** above 2019 and flights offered **-6%**.

13 of these airlines are forecast not to return to 2019 levels during 2024.

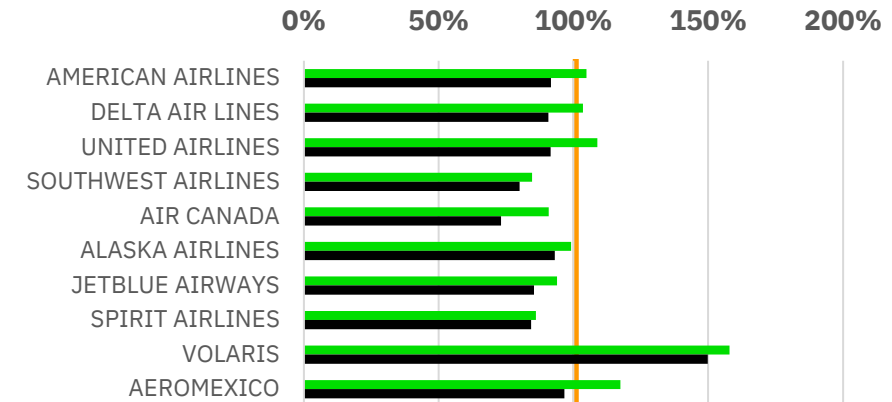
## TOP GLOBAL CORPORATE AIRLINES

Top global corporate airlines (by seats). Chart shows % of seats and % flights offered in 2024 compared to 2019.

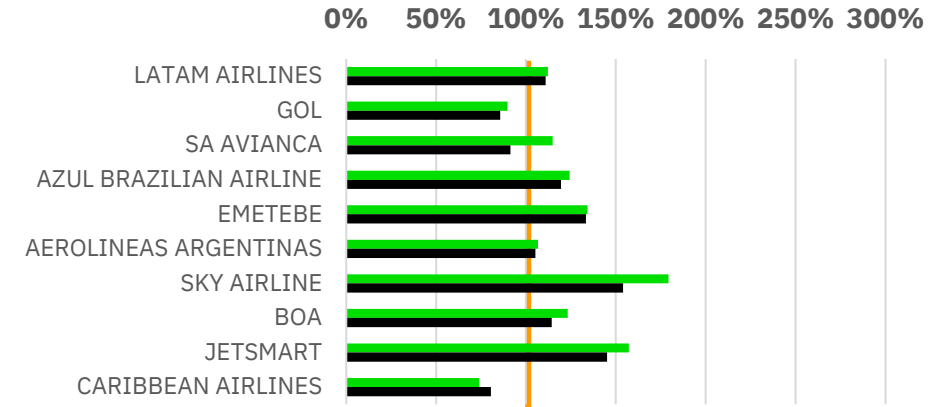


## TOP 10 AIRLINES PER HOME REGION

### NORTH AMERICA



### LATAM



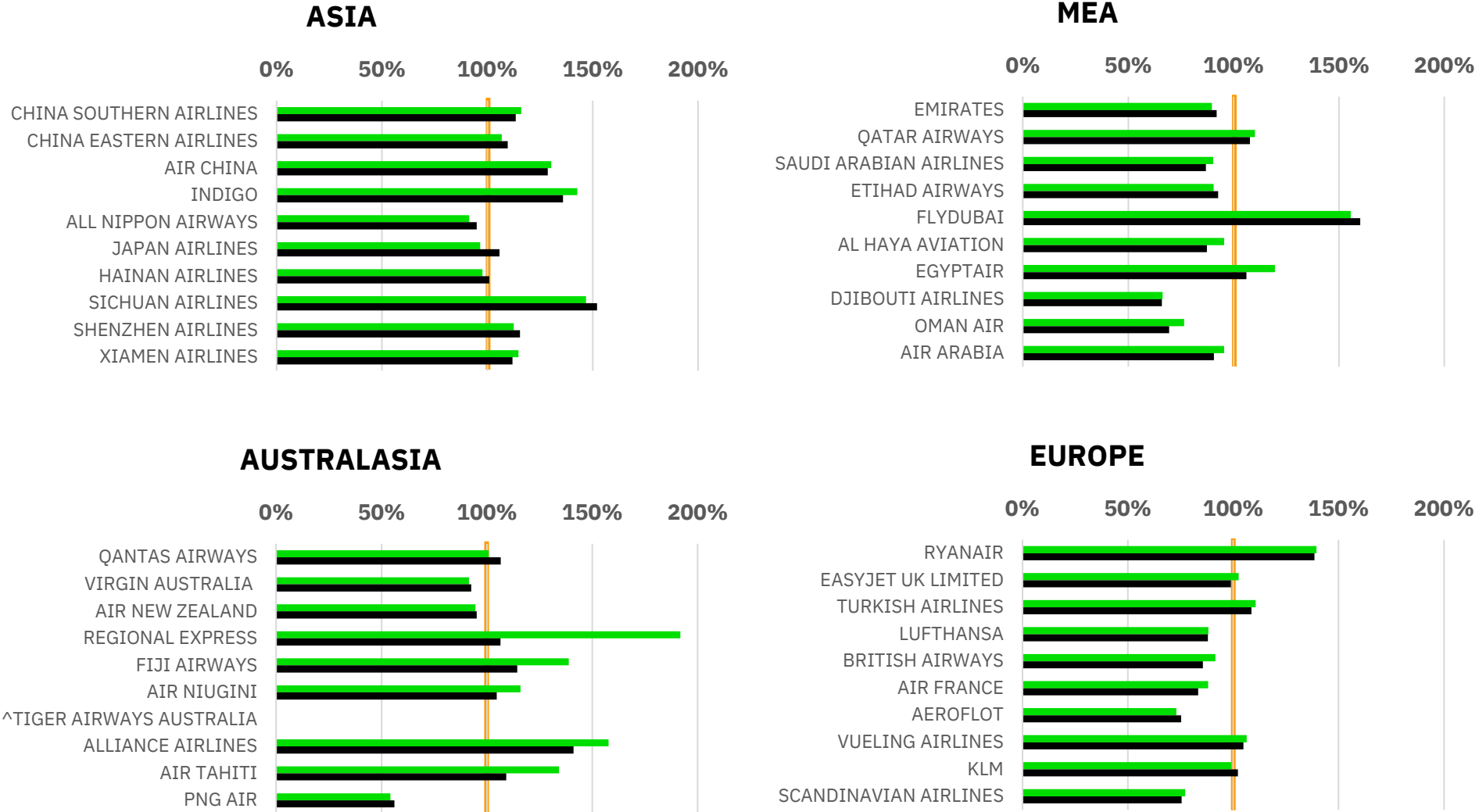
# ASIA SEAT GROWTH

**AIRLINES IN THE HOME MARKETS OF CHINA AND INDIA LEAD ASIAs GROWTH.**

**The top Chinese airlines, in percentage terms, will offer +21% more seats in 2024 vs 2019.**

Across other regions, standout airlines are: Regional Express (+92%), FlyDubai (+56%), and Ryanair (+39%) by percentage growth 2024 vs 2019.

## TOP 10 AIRLINES PER HOME REGION



SEATS  
 FLIGHTS

*^Tiger Airways has ceased trading.*

# 2023 CITY PAIR PRICES RISE UP

Across 380 City Pairs, Economy Airfares up **↑\$76 (+17%)** and Business **↑\$246 (+15%)**

Purchased Airfare % change YTD October 2023 vs 2019 same period

## NORTH AMERICA

	ECONOMY	BUSINESS
BOS-PVG	↑ 16%	↓ 2%
EWR-ORD	↓ 24%	↓ 3%
FRA-JFK	↑ 15%	↓ 3%
JFK-LAX	↑ 33%	↓ 4%
JFK-YYC	↓ 1%	↑ 11%

## EUROPE

	ECONOMY	BUSINESS
DUB-LHR	↑ 27%	↑ 58%
FRA-MAD	↑ 15%	↓ 1%
JFK-LHR	↑ 13%	↓ 5%
LHR-MAD	↑ 22%	↑ 4%
LHR-PVG	↑ 13%	↑ 11%

## ASIA

	ECONOMY	BUSINESS
SHA-SIN	↑ 9%	↑ 22%
BOM-DEL	↑ 24%	FLAT
BOM-LHR	↑ 25%	↑ 13%
PVG-SIN	↑ 9%	↑ 21%
LAX-PEK	↑ 11%	↑ 10%

## LATIN AMERICA

	ECONOMY	BUSINESS
CGH-JFK	↑ 17%	NA
CGH-LHR	↑ 17%	FLAT
EWR-SDU	↑ 10%	↑ 1%
FRA-SDU	↑ 13%	NA
SDU-YYZ	↑ 24%	↑ 8%

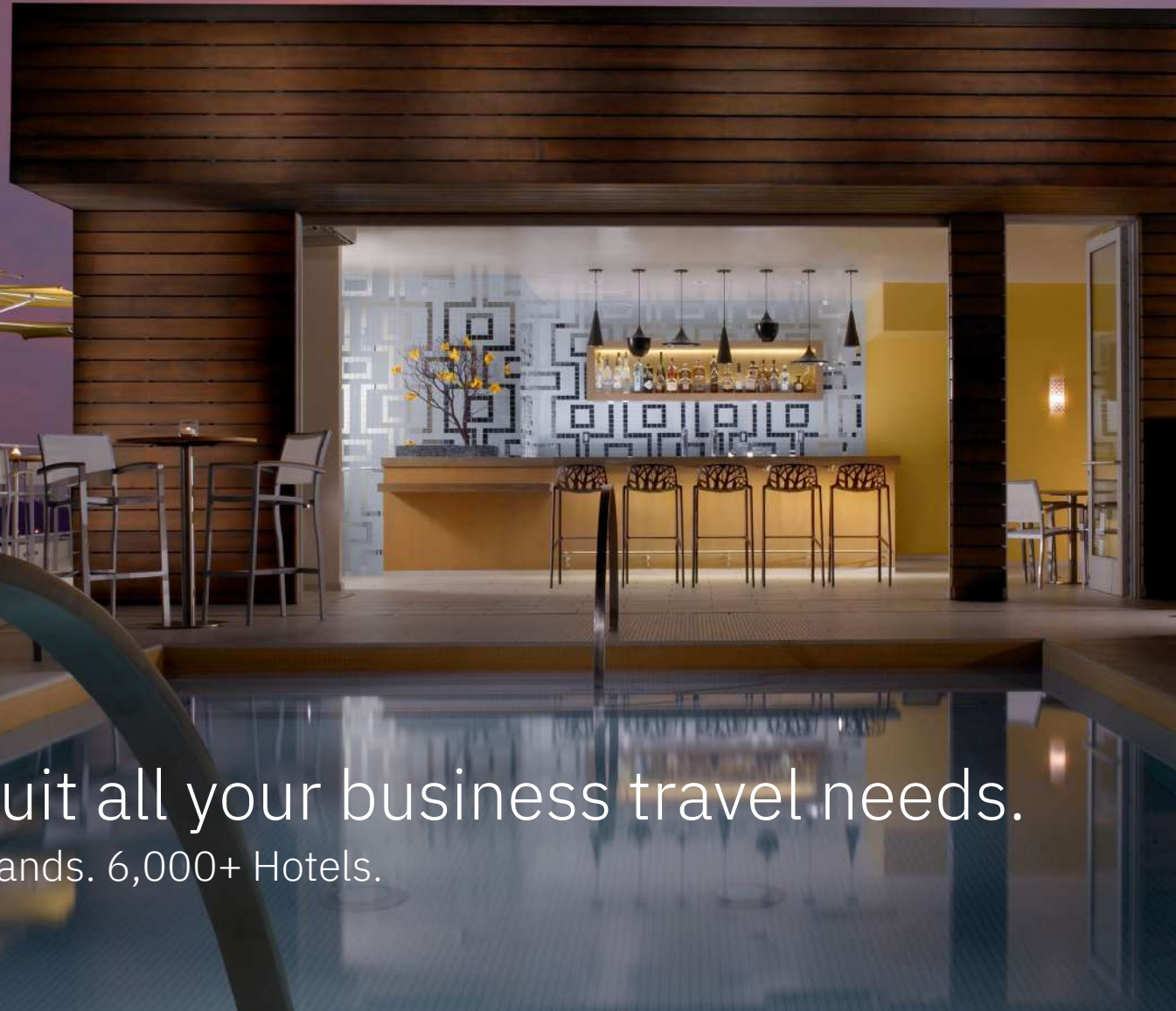
## MIDDLE EAST/AFRICA

	ECONOMY	BUSINESS
CPT-DXB	↑ 6%	↑ 28%
DXB-FRA	↑ 18%	↑ 28%
DXB-SYD	↑ 11%	↑ 19%
FRA-JNB	↑ 12%	↑ 10%
JNB-LHR	↑ 15%	↑ 9%

## AUSTRALIA/NEW ZEALAND

	ECONOMY	BUSINESS
AKL-JFK	↑ 17%	↑ 27%
AKL-SYD	↑ 11%	↓ 14%
MEL-SYD	↑ 4%	↑ 24%
SIN-SYD	↑ 14%	↑ 18%
LAX-SYD	↑ 20%	↑ 14%

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Image: Kimpton Hotel Wilshire | Los Angeles

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HOTELS & RESORTS

 SIX SENSES	REGENT
 INTERCONTINENTAL HOTELS & RESORTS	VIGNETTE COLLECTION
KIMPTON HOTELS & RESTAURANTS	HOTEL INDIGO
VOCO	 HUALUXE HOTELS AND RESORTS 華邑酒店及度假村
 CROWNE PLAZA	 IBEROSTAR BEACHFRONT RESORTS
 EVEN	
 Holiday Inn	Garner
avid	ATWELL SUITES
	
 CANDLEWOOD SUITES	
IHG  ONE REWARDS	

# ACCOMMODATION

## Key Takeaways Q4-2023

1



### 2024 FIXED VS DYNAMIC

A growing trend in 2024 in **North America** and **Europe** is hotels offering corporates **dynamic discounts off BAR**<sup>^</sup>. Replacing the traditional **fixed rate**, dynamic discounts result in corporates riding the price highs and lows of hotel rates with a 10-20% saving. This makes it hard to budget.

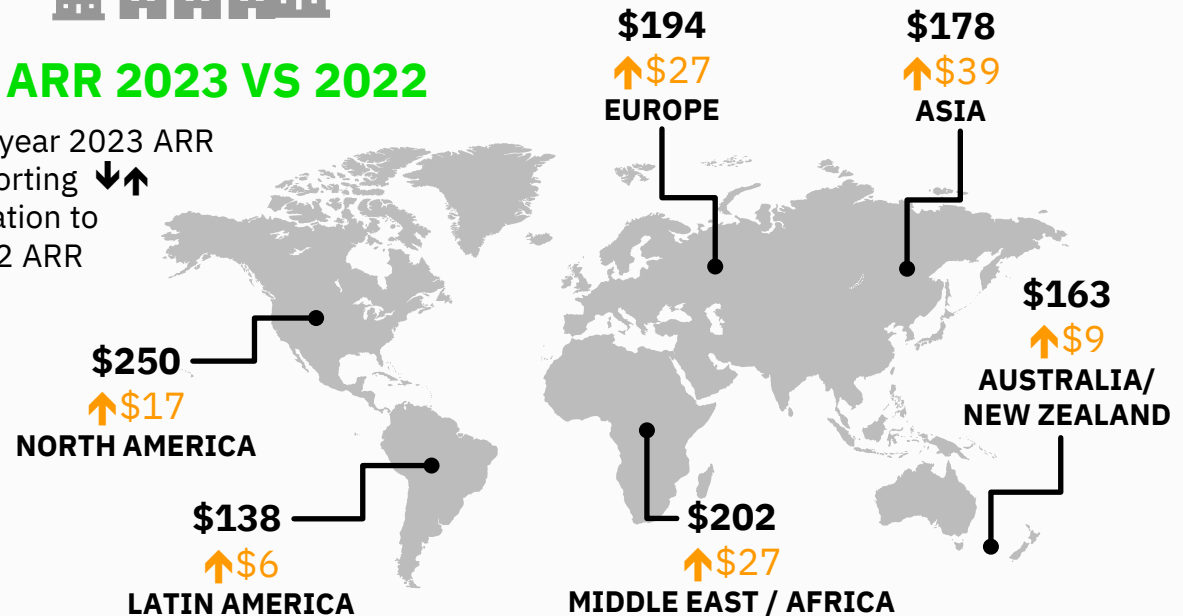
**Hotel Revenue Managers** change room rates on a daily or more frequent basis due to: demand, events, seasonality, day of week, trend, etc. BAR pricing is fluid and can be changed **↑↓** within minutes.

2



### ARR 2023 VS 2022

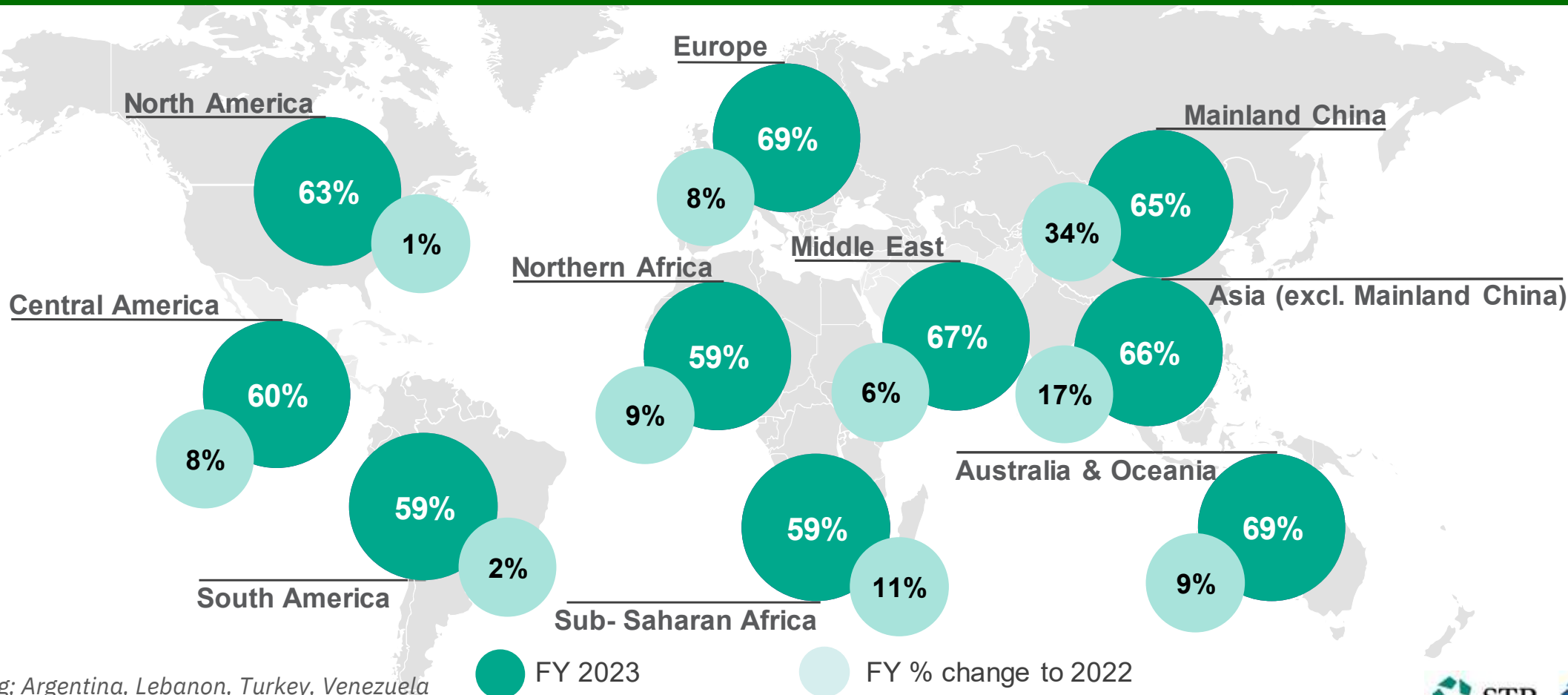
Full year 2023 ARR  
Reporting **↓↑**  
variation to  
2022 ARR



<sup>^</sup> BAR = Best Available Rate offered the public, nightly rate will vary, usually includes Wi-Fi, offer some flexibility changes or cancellations.

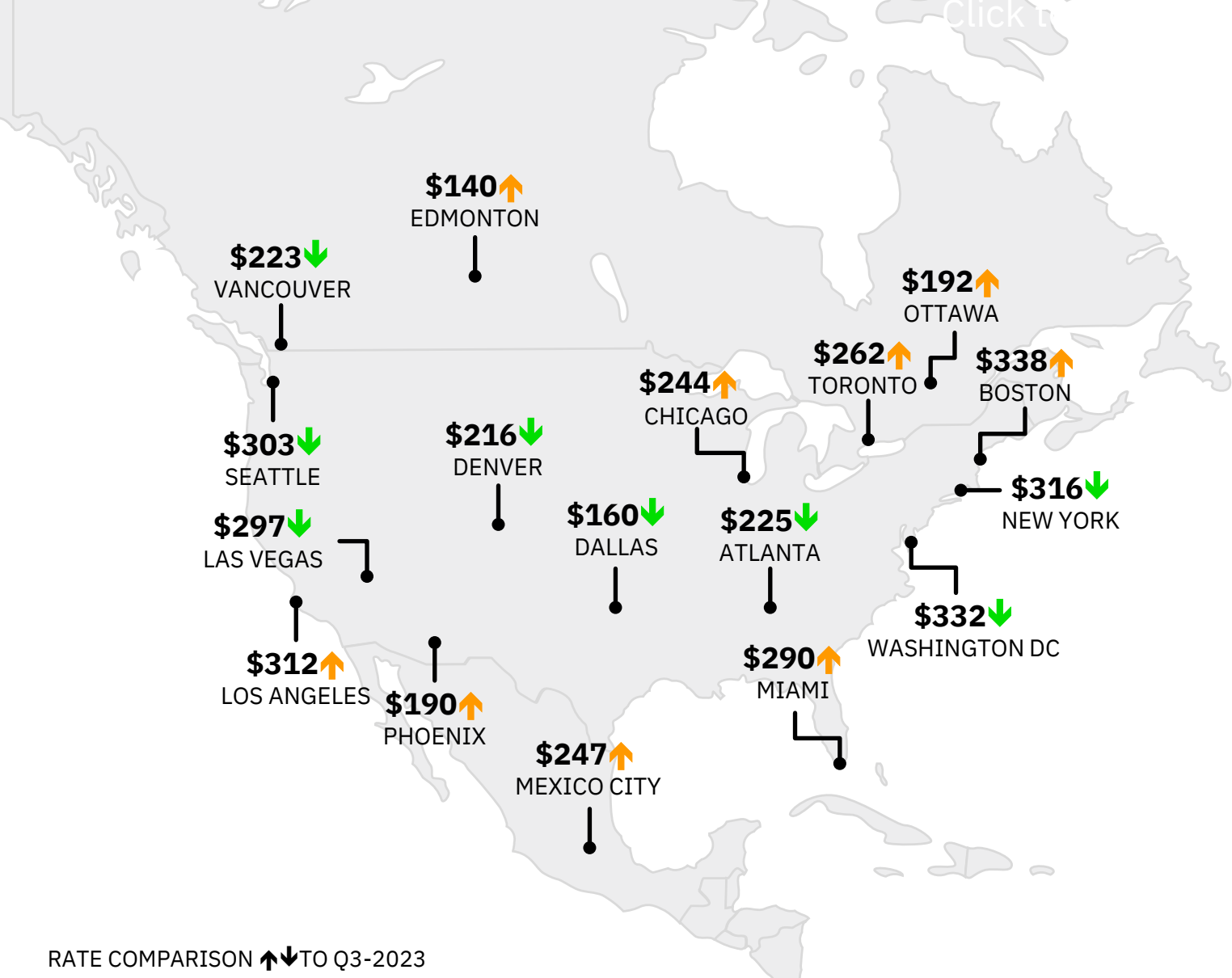
# 2023 THE LAST YEAR OF SUPER-CHARGED OCCUPANCY GROWTH

Occupancy, FY (Full Year) 2023 and % change to 2022



Excluding: Argentina, Lebanon, Turkey, Venezuela

Data source: STR © CoStar Group. For more information : [apinfo@str.com](mailto:apinfo@str.com)



# NORTH AMERICA

## Accommodation Q4-2023

**Q4-2023 SAW A +1% INCREASE FROM Q3-2023 SIGNALLING RATE STABILITY POST NORTH SUMMER.**

### RATE COMPARISON TO Q3-2023

- CHICAGO ↑ 12%
- LOS ANGELES ↑ 36%
- NEW YORK ↓ 22%
- MEXICO CITY ↑ 37%
- VANCOUVER ↓ 32%

RATE COMPARISON ↑↓ TO Q3-2023

Corporate Travel  
Average Rate Paid % Var. Q3-2023 ↑ 1%  
**Q4-2023 vs Q4-2022 ↑ 9%**



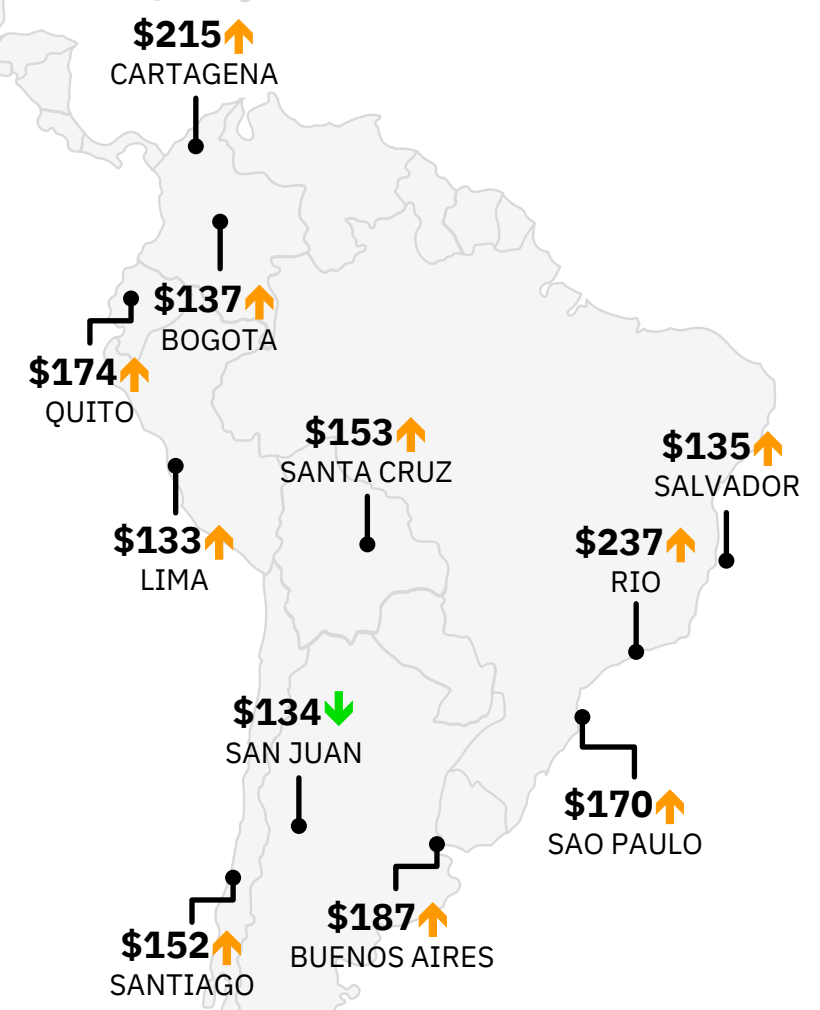
# LATIN AMERICA

## Accommodation Q4-2023

ALL MAJOR LOCATIONS SAW ARR RISES. ACROSS THE REGION ARR ROSE +34% COMPARED TO Q3-2023

### RATE COMPARISON TO Q3-2023

- BUENOS AIRES ↑ 9%
- LIMA ↑ 40%
- RIO ↑ 83%
- SANTIAGO ↑ 5%
- SAO PAULO ↑ 18%



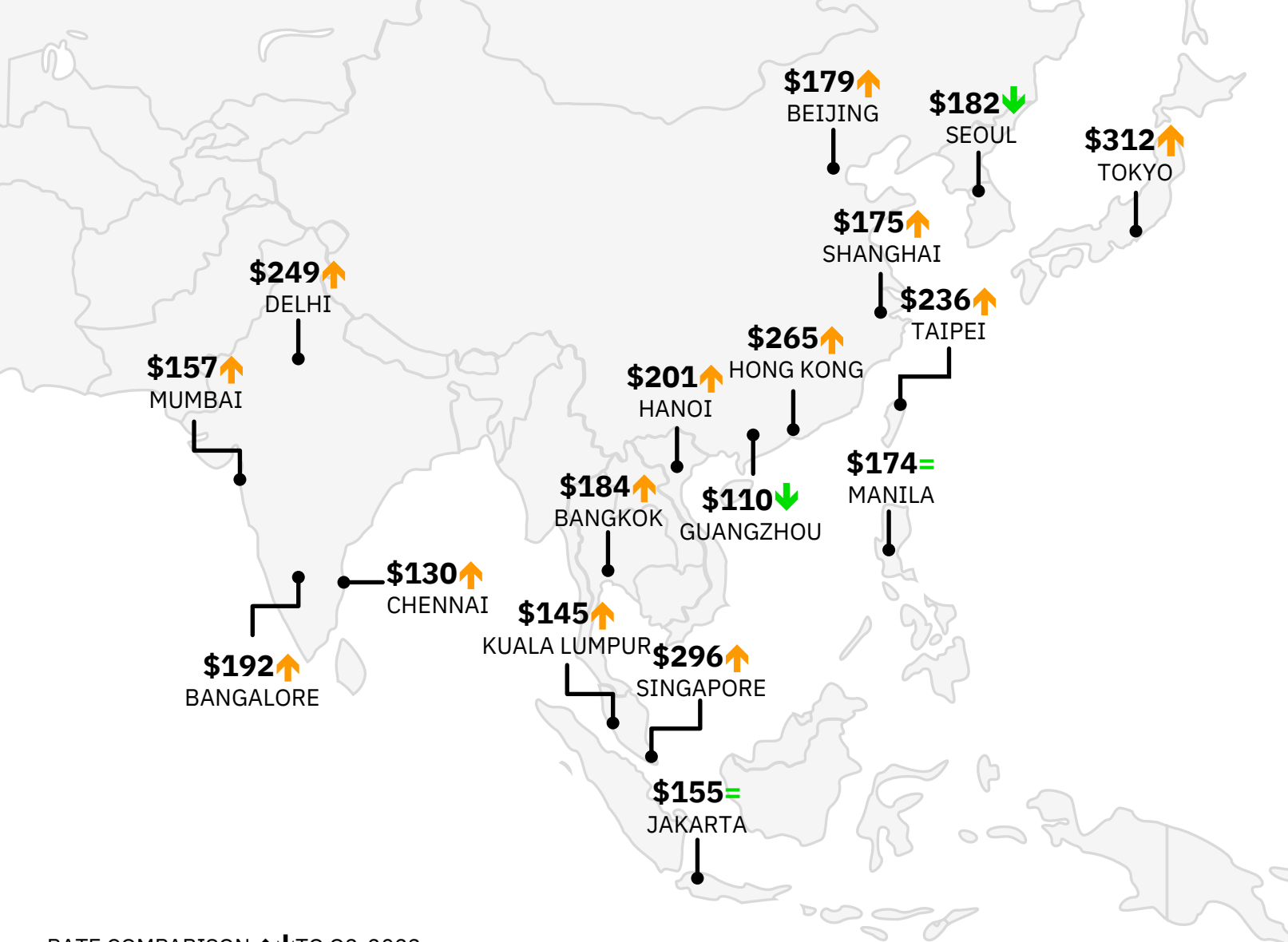
RATE COMPARISON ↑↓ TO Q3-2023

Corporate Travel  
Average Rate Paid % Var. Q3-2023 ↑ 34%  
**Q4-2023 vs** Q4-2022 ↑ 42%



**\$USD**





RATE COMPARISON ↑↓TO Q3-2023

Corporate Travel  
 Average Rate Paid % Var. Q3-2023 ↑ 14%  
**Q4-2023 vs Q4-2022 ↑ 43%**



# ASIA

## Accommodation Q4-2023

**THE FINAL QUARTER OF 2023 SAW THE REGIONAL ARR RISE +14% IN CONTRAST TO RATE HOLDS IN Q2 & Q3 2023**

### RATE COMPARISON TO Q3-2023

- CHENNAI ↑ 35%
- JAKARTA ↑ 1%
- MANILA = FLAT
- KUALA LUMPUR ↑ 38%
- SHANGHAI ↑ 24%
- SINGAPORE ↑ 11%

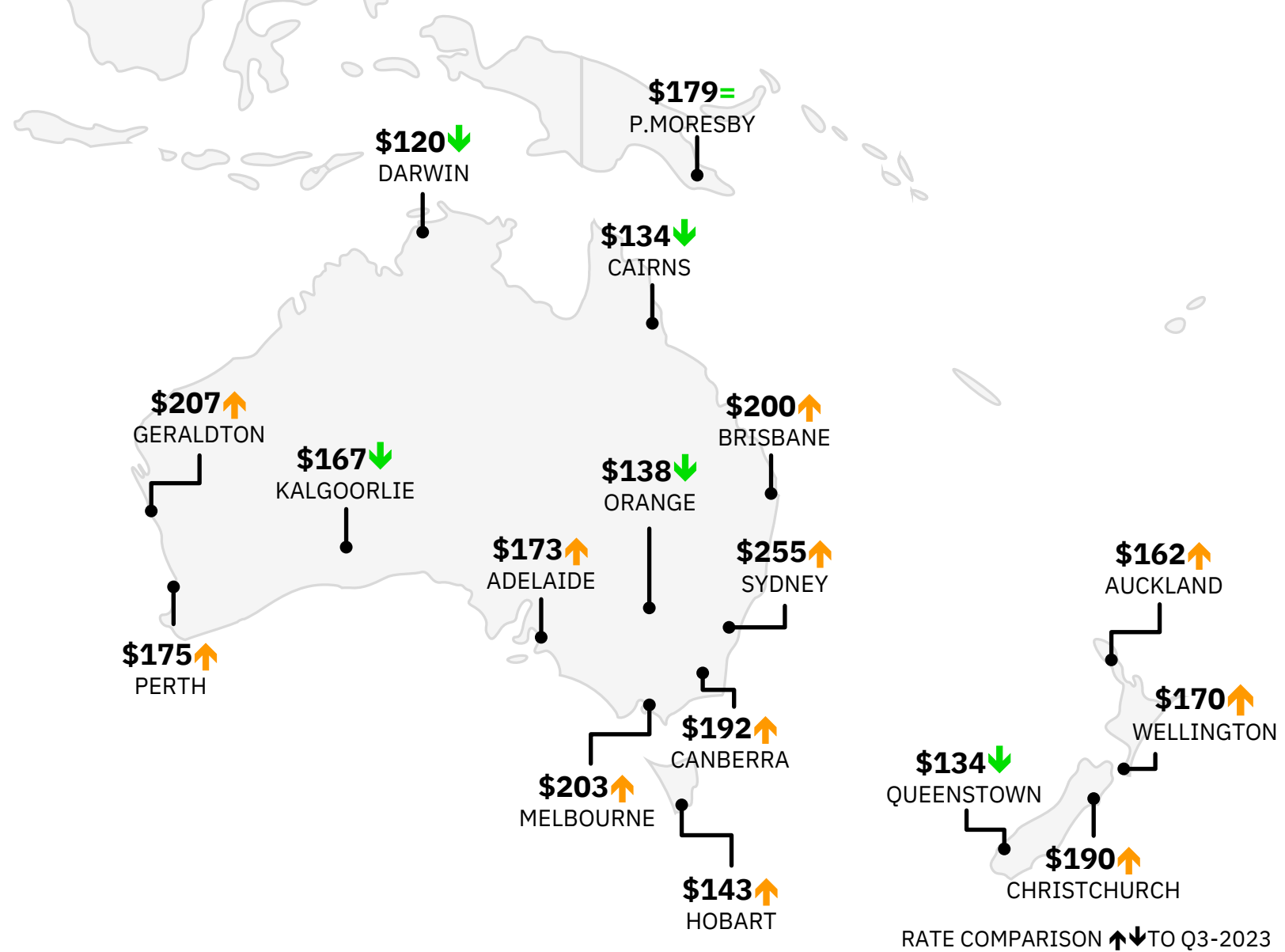
# AUSTRALIA & NEW ZEALAND

## Accommodation Q4-2023

REGIONAL ARR SHIFTS GEAR WITH AN INCREASE OF +12% DURING Q4-2023 FROM Q3.

### RATE COMPARISON TO Q3-2023

- ADELAIDE ↑ 18%
- AUCKLAND ↑ 9%
- MELBOURNE ↑ 25%
- SYDNEY ↑ 41%
- WELLINGTON ↑ 13%



Corporate Travel  
Average Rate Paid % Var. Q3-2023 ↑ 12%  
**Q4-2023 vs** Q4-2022 ↑ 19%

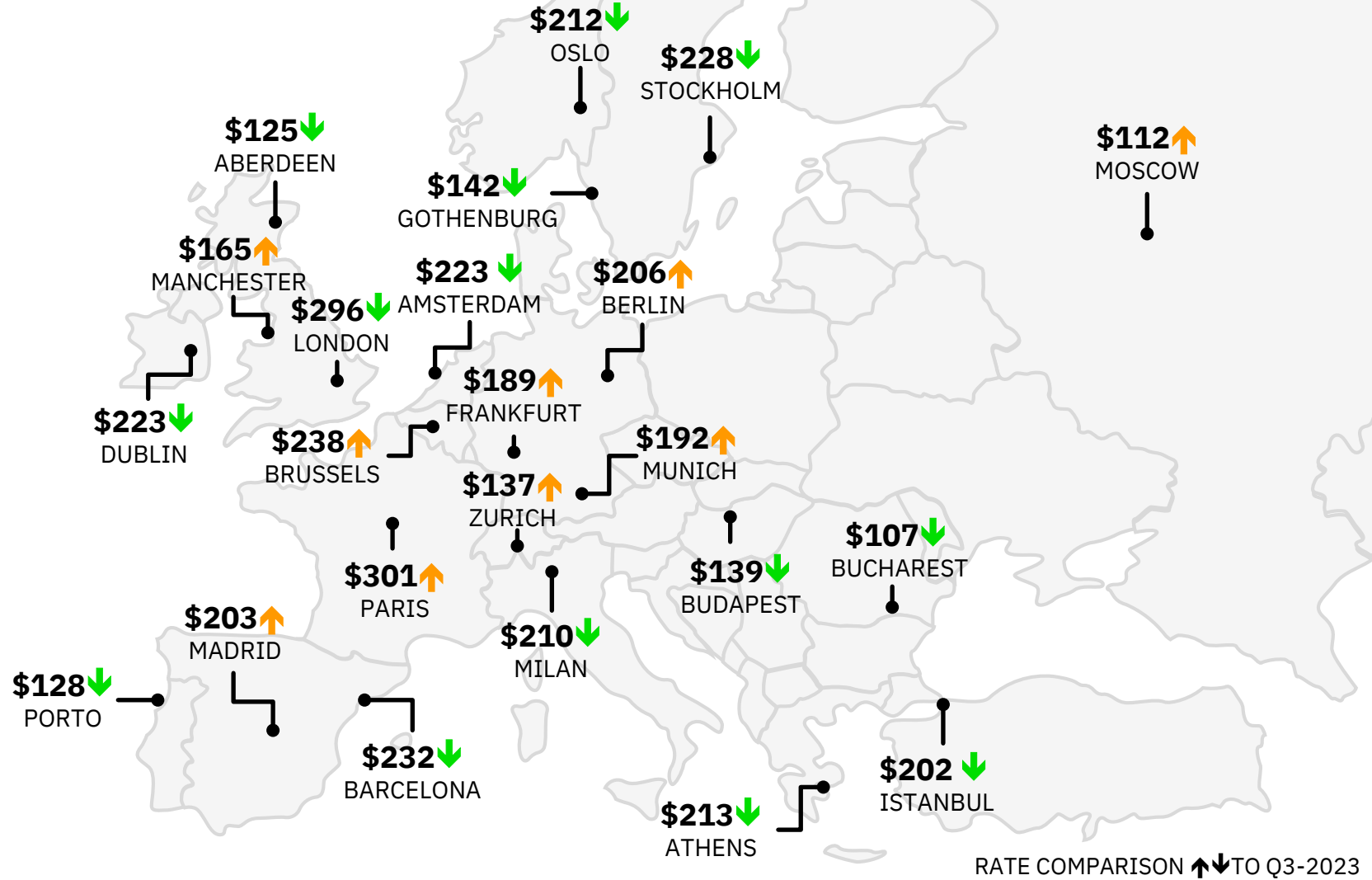
# EUROPE

## Accommodation Q4-2023

**REGIONAL ARR OF \$199  
REMAINED FLAT Q3 TO Q4,  
AND HELD +28% ON  
Q4-2022**

### RATE COMPARISON TO Q3-2023

- BERLIN ↑ 23%
- DUBLIN ↓ 16%
- FRANKFURT ↑ 6%
- LONDON ↓ 3%
- MADRID ↑ 9%



Corporate Travel  
Average Rate Paid % Var.

**Q4-2023 vs**

Q3-2023 ↓ 2%

Q4-2022 ↑ 28%

RATE COMPARISON ↑↓ TO Q3-2023

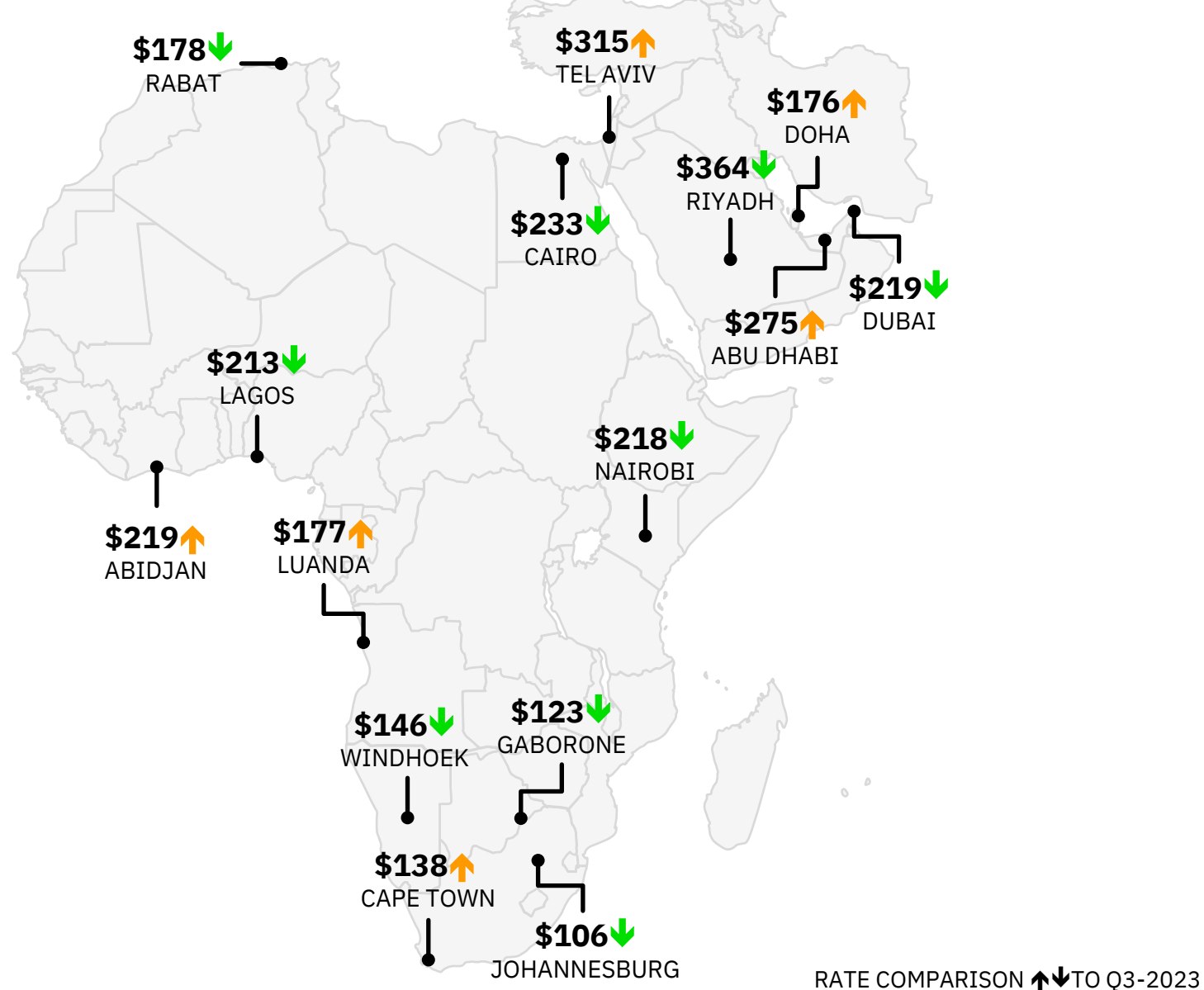
# MIDDLE EAST AND AFRICA

## Accommodation Q4-2023

OVERALL THE REGION SAW AN UPWARD TICK IN ARR OF +\$13 IN Q3.

### RATE COMPARISON TO Q3-2023

- ABU DHABI ↑ 22%
- CAIRO ↓ 18%
- CAPE TOWN ↑ 12%
- DUBAI ↓ 3%
- JOHANNESBURG ↓ 8%
- RIYADH ↓ 15%



Corporate Travel  
Average Rate Paid % Var.

Q3-2023	<span style="color: green;">↓</span>	2%
Q4-2023 vs Q4-2022	<span style="color: orange;">↑</span>	1%

# Mobility

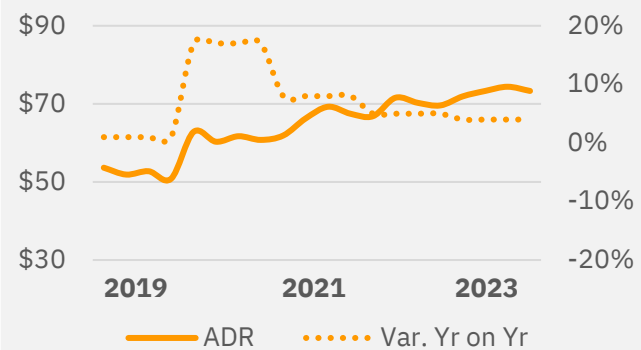
## Key Takeaways Q4-2023

1



### 2023 ADR^ STABILISES

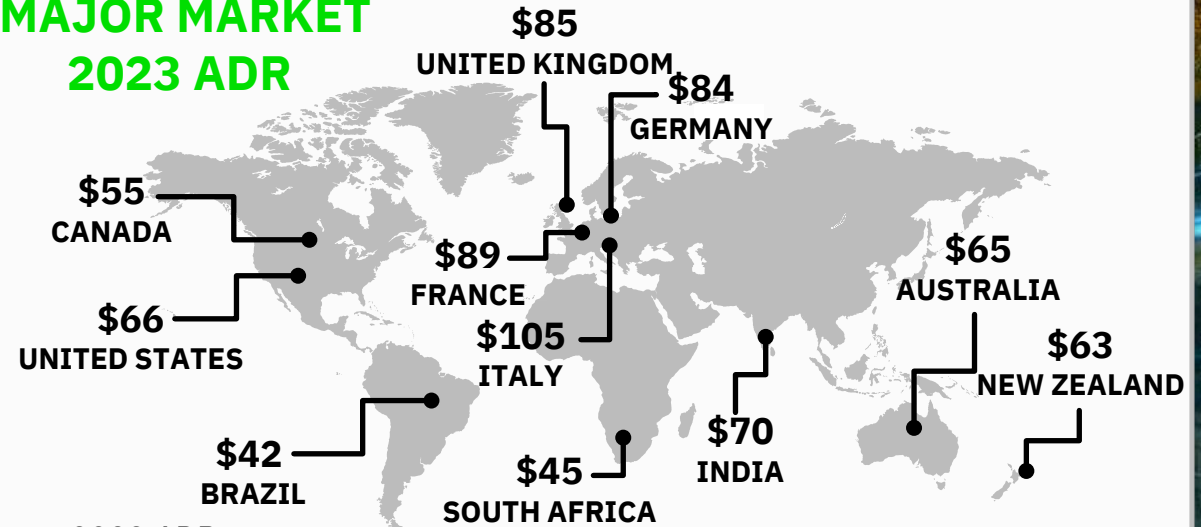
For the year end 2023 the global ADR was **\$73 (+\$20)** on 2019. Over the year the global ADR remained relatively flat.



2



### MAJOR MARKET 2023 ADR



Full year 2023 ADR

^ ADR = Average Daily Rate Booked

# Our Team

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**Glenn Thorsen**  
*Global Sustainability Lead*



# GLOBAL ECONOMY



**Purchasing Managers Index (PMI)** - a measure of the prevailing direction of economic trends in manufacturing and services. PMI is based on a monthly survey of supply chain managers across 19 industries, covering both upstream and downstream activity. A composite PMI™ is the weighted average of manufacturing and service sector PMIs for a given geography or economy, produced by S&P Global. The headline PMI is a number from 0 to 100, meaning a PMI >50 represents an expansion compared to the prior month. A PMI <50 is a contraction and 50 indicates no change.

**Gross Domestic Product (GDP)** is the standard measure of the value added created through the production of goods and services in a country during a certain period. As such, it also measures the income earned from that production, or the total amount spent on final goods and services (less imports).

**Inflation** is a percentage measure in which prices will rise. Typically the rate in which goods and services will increase. Interpreted to mean that a unit of currency effectively buys less than it did in prior periods. It is often reported as a percentage in increase. Inflation can be contrasted with deflation, which occurs when prices decline and purchasing power increases.

# More Information

## FCM Consulting

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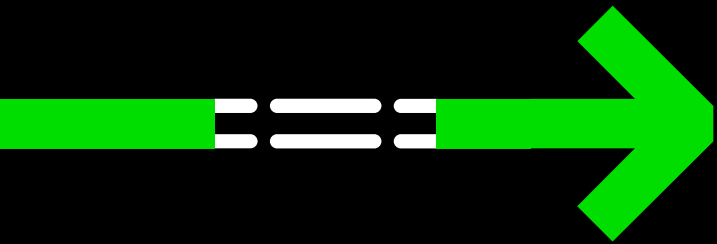
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