



The road to a better ground transportation program

The challenge

- Local transportation is often an underestimated expense, representing 7-12% of total trip costs¹
- Travelers have low policy awareness. In a recent CWT survey² 49% of all respondents said they were unaware of their company's travel policy on local transportation
- For many travelers, the first and last miles are a source of hassle they would gladly do without

Traveler priorities

- Cost, efficiency, convenience, speed and safety
- Timely, user-friendly payment channels and expense processes

Local transportation – the traveler perspective

Rental cars

- Safer (than taxis & Uber)
- Convenient booking (through the TMC or OBT)
- Cost effective

Taxi

- Easy (door to door service and no booking required)
- Privacy (compared to public transport)
- Comfortable (no need to know directions)

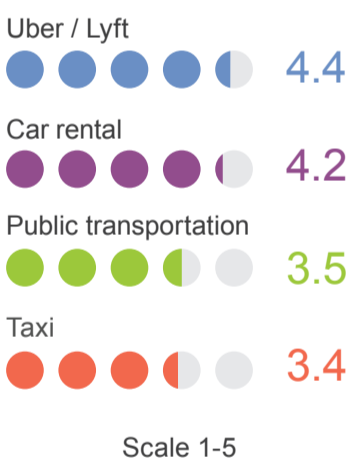
Uber/Lyft

- End to end experience (booking and tracking)
- Easy payment (in app card payment)
- Safe (trust in the brand)

Public Transportation

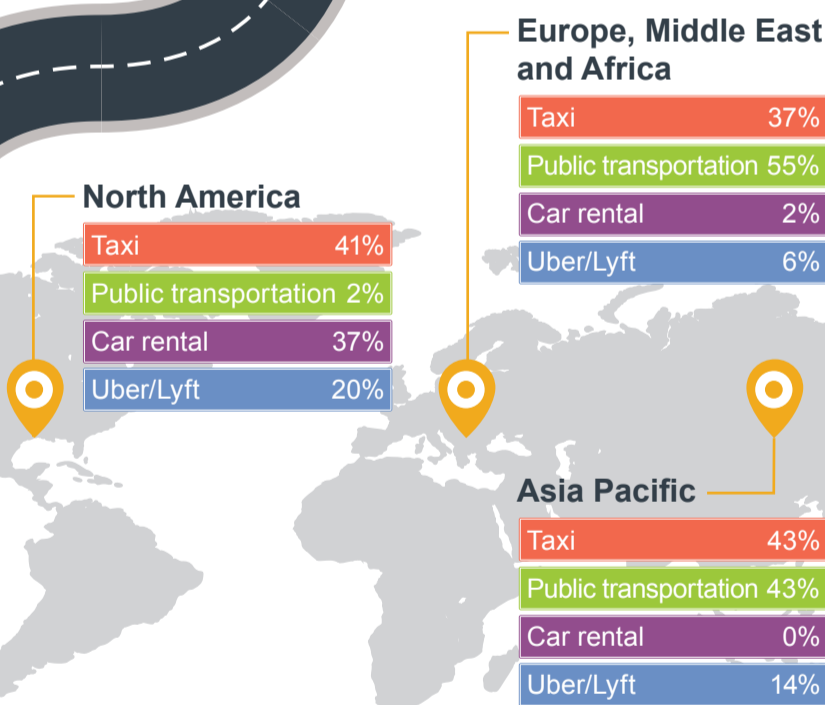
- Cheaper
- Saves time (Especially in big cities)
- Reliable (Less impacted by traffic)

Overall satisfaction by mode of transportation



Usage

Travelers' use of local transportation by home region (in % of trips)



How to drive improvement

- Formulate a clear policy on local transportation globally including sharing economy services
- Communicate your policy well and often
- Make it easy for your travelers to access all options including apps and how to register for a corporate credit card
- Provide advice on how best to use local transportation at top destinations
- Share best practices and raise awareness of first-and-last-mile costs
- Make it easier to book travel within policy by using the latest technologies, including customization of CWT Portal with local mobility solutions

¹ In a recent analysis using CWT's T&E Decision Tree approach.
² CWT Solutions Group's Ground Mobility Study