

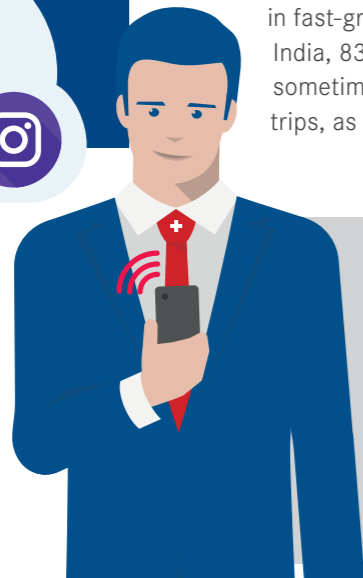


International Travel Management Study 2018 – Insight Switzerland

“Insta-Bragging” on Business Trips – Corporate travelers at risk through social media postings.

Key Facts

- > Two-thirds of corporate travelers post photo or location updates during business trips.
- > Location disclosure creates risks of corporate espionage, burglary and kidnap.

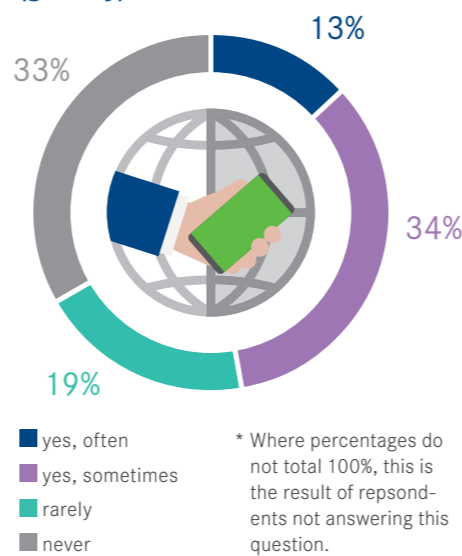


Business travelers publicly reveal their location.

Security experts regularly warn holiday-makers not to reveal where they are through social media – known as “Insta-bragging”. Now data from the 2018 AirPlus International Travel Management Study shows two-thirds of corporate travelers take similar risks. Out of 2180 business traveler respondents world-wide, 13% often post on-trip pictures or location updates during business trips, while 34% sometimes post and 19% rarely.

The trend is especially strong in fast-growing economies. In India, 83% post often or sometimes during business trips, as do 81% in China.

Social media updates during trips (globally)*



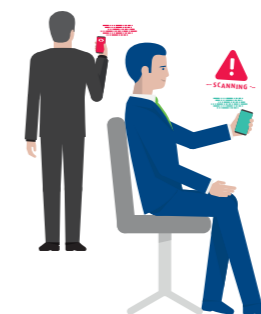
Switzerland – Less interested in social media.

Switzerland’s reputation for discretion and confidentiality lives on. It has the second-highest number of travelers (55%) out of all 24 countries in the study, who never post pictures or location updates. Only the UK (57%) has more refuseniks. Yet even in Switzerland use of social media is a topical issue for corporate security departments, since almost one-third of respondents say they post often or sometimes.

The dangers of Insta-bragging.

Risk of commercial espionage

Commercial competitors can derive important insights. For example, they might work out which customer prospects a rival’s traveler is visiting, or discover potential merger and acquisition activity.



Risk of burglary

Burglars track social media such as Instagram to learn when properties are unoccupied, because the owners are traveling.



Risk of kidnap

Business travelers can be a target for kidnappers, both for financial extortion and terrorism purposes. There are documented examples of kidnappers tracking victims via social media. Experts say companies should develop safe social media usage policies to minimize abduction risks.



Why do business travelers keep posting despite the risk?

Not all aspects of on-trip social media communication are negative. Business travelers can argue that posting has become a normal and engaging way to network with their customers, business partners and colleagues.



Finding the right policy for social media usage by business travelers therefore needs careful consideration and co-operation between relevant company stakeholders. Those include travel managers, security departments and human resources – and of course the travelers themselves.

About this study

For this study, the international market research agency 2hm interviewed 870 travel managers and 2180 business travelers in 24 countries. Interviews were carried out by phone and online.

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