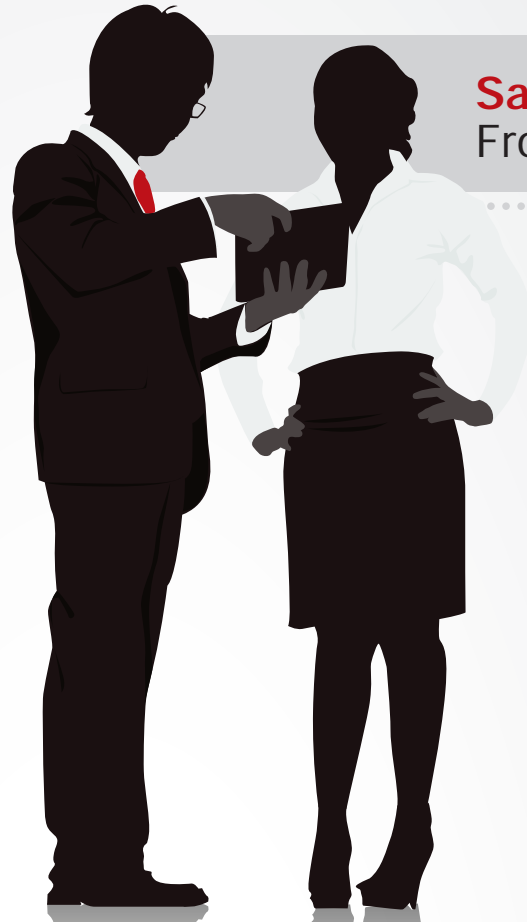


One Single Unit of Business Travel Spend Results in Ten New Units of Industry Sales

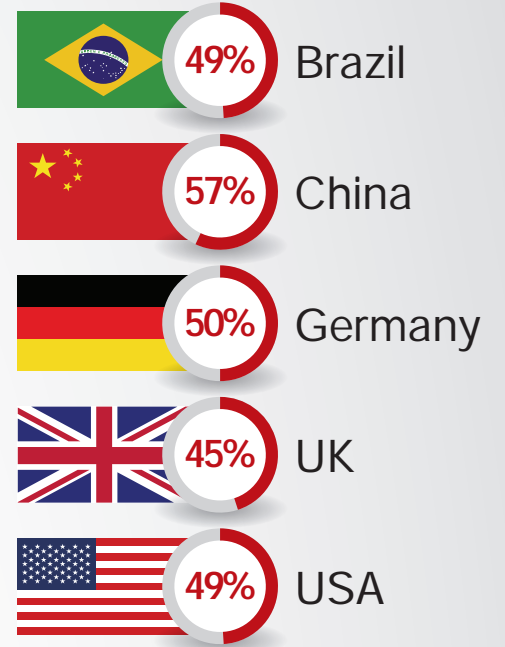
Business travelers in **China** benefit the most from in-person meetings



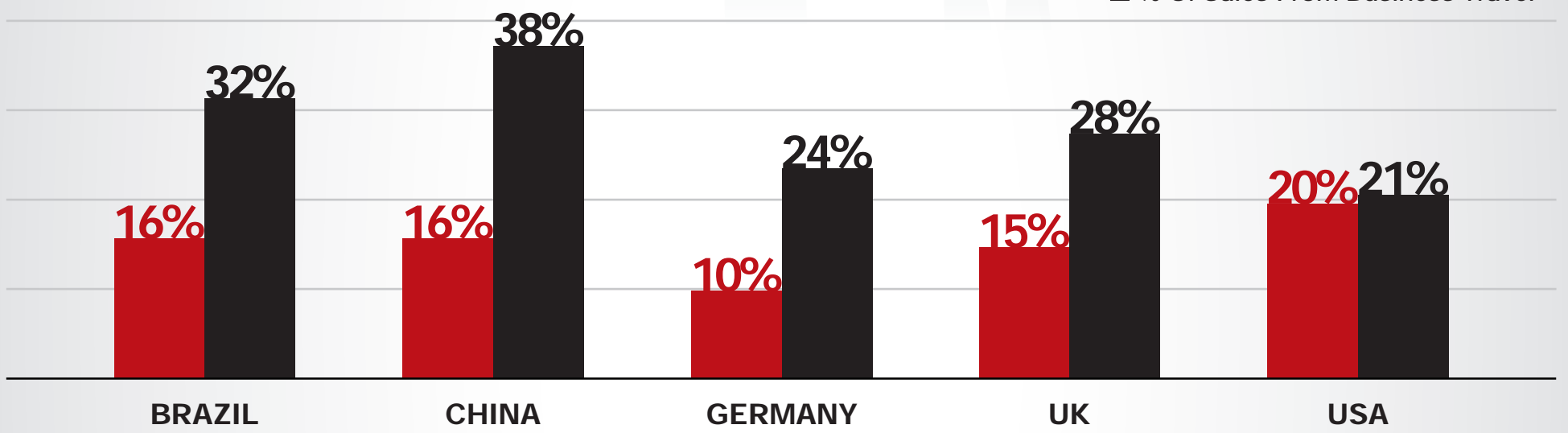
For business travelers in the **US**, trade shows have the highest impact on sales



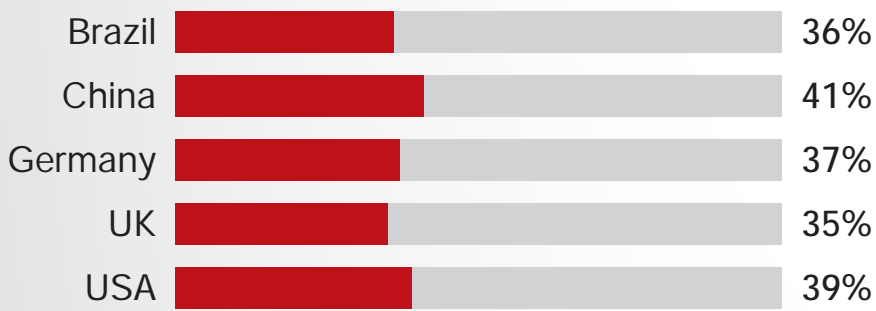
Sales Conversions From In-Person Meetings



■ % Of Sales From Trade Shows
■ % Of Sales From Business Travel



Proportion Of Customers That Would Defect Without In-Person Meetings



On average, 38% of customers would go to a competitor without in-person meetings



On average, 24% of leads are converted to new customers through in-person meetings



Business travelers in **Brazil** would reportedly lose more than others if business-related travel activities were reduced