A nighttime cityscape featuring a river, a bridge with red arches, and a skyline of illuminated buildings. The scene is dark, with lights from the city reflecting on the water.

FCM CONSULTING

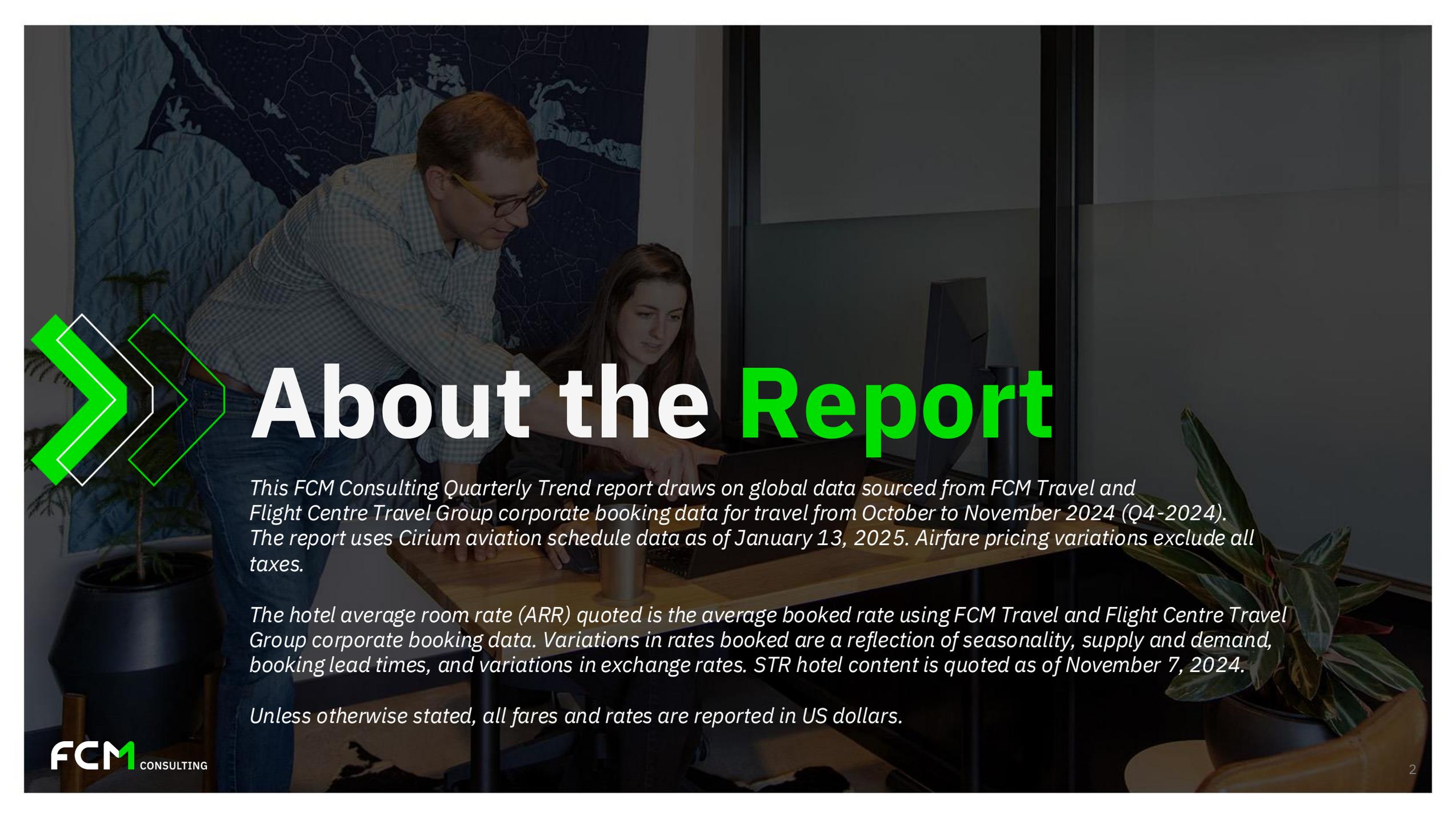
Global
Quarterly Trend Report

Q4-2024

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About the Report

This FCM Consulting Quarterly Trend report draws on global data sourced from FCM Travel and Flight Centre Travel Group corporate booking data for travel from October to November 2024 (Q4-2024). The report uses Cirium aviation schedule data as of January 13, 2025. 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. STR hotel content is quoted as of November 7, 2024.

Unless otherwise stated, all fares and rates are reported in US dollars.

Corporate

Need to know

Passenger load factors globally reached **83.4%** in November 2024. This was led by European and APAC carrier capacity and demand increases.

For the year-to-date (October 2024), Economy Class airfares across 380+ city pairs had a combined average of **\$524**, **↓\$22** and Business Class sat at **\$2617**, **↓\$78**. Both are down compared to the same 2023 period. While a reduction in pricing was observed in the quarter, overall airfares remained strong as seat capacity grew at the end of 2024 and into H1-2025.

This Q4-2024 report looks at 2024 corporate global traveler trends across policy and budgets. Corporate travel budgets will see a need for moderate increases heading into 2025.



H1-2025 AIRLINE SEATS OFFERED

↑110M (↑3.9%) extra seats globally vs. H1-2024.



GLOBAL CORPORATE AIRFARES YTD-OCT

Economy class fares **↓\$22 (↓4%)**, business class **↓\$78 (↓3%)**.



ECONOMIC OUTLOOK

Forecasts across major markets are a mix of upward and downward projections.

2024 GLOBAL TRAVEL TRENDS

61.3% of bookings are made online. Global average trip costs **\$1,600**.



ACCOMMODATION SEASONALITY

Europe's hotel ARR saw a high of **\$209** and low of **\$168** throughout 2024.



ACCOMMODATION COSTS

Occupancy is set to increase in 2025, pushing rates up in major cities.



Corporate Travel

Key Macro Indicators Q4-2024

> INFLATION

Inflation remains strong in the US and Europe, while in countries such as India and Mexico it is reduced. The average consolidated G20 variation is **↓ 0.04** for the period ending December 2024.

> PMI

The Purchase Manager's Index (PMI) shows a decline in December 2024 compared to the previous quarter. For the G20 markets, the average variation ratio is **↓ 0.02**.

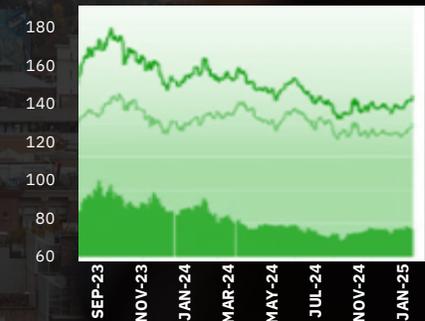
> GDP & UNEMPLOYMENT

From December 2023 to December 2024 data, GDP increased a variation ratio of **↑ 0.05** for the average of all G20 markets, with a few countries on negative trends.

Unemployment ratios show a positive outcome with some exceptions. Variation average of G20 **↓ 0.06**.

> FUEL

Jet fuel[^] for Q4-2025 ranged between \$97 - \$94. In the first weeks of 2025 pricing to climb up to \$99.



For more information relating to the G20 Macro Economic results, refer to the last pages of this report.

[^] IATA Fuel Monitor reported the week ending February 14, 2025

2024 GLOBAL TRAVEL TRENDS

Managing company-wide travel budgets is successful when policy, bookings, and suppliers are in sync.

The FCM Consulting team analyzed traveler trends from 115 countries, providing insights into 2024 global policies, booking habits, and trip expenses. The average total trip cost is an aggregate of both large and small travel programs, reflecting the expenses across all travel classes. Daily meal expenses are based on the average cost of three meals, as reported by various credit card companies and providers.

How to use trends?

Benchmarking travel spending is important for identifying areas where your travel program may be falling short. These insights can guide you in resetting your 2025 targets.

For market specific trends, contact FCM Consulting.



POLICY

64.7%
of trips will be domestic travel

89.9%
of trips will be economy class



BEHAVIOR

4.2
Avg. days away

61.3%
Bookings made online

22.8
Booking days in advance



EXPENSE

TICKET
\$780

NIGHT
\$190

DAY
\$50

DAY
\$42

AVERAGE TOTAL TRIP COST
\$1,600-\$1,800

Aviation

Key Takeaways Q4-2024

> NDC

NDC growth since 2023 was strong amid strategic deployment by several global carriers. NDC adoption increased from negligible percentages to noticeably higher percentages of overall bookings. In 2025 it is expected for NDC growth to be muted.

These headwinds are driven primarily by shifting carrier strategies, maturity of growth potential among global carriers, and slower adoption of NDC by smaller carriers. The caveat to these expected headwinds is if one or more global carriers change their 2025 strategy and shift their content distribution (EDIFACT v NDC).

> FARE SHIFT

Year-to-date ending **October 2024** saw a decline in average paid tickets in economy class **↓\$22 (↓4%)** and business class **↓\$78 (↓3%)** compared to 2023.

YTD-2024 vs 2023 ECONOMY BUSINESS

| | | |
|--------|------|------|
| APAC | ↓ 6% | ↓ 5% |
| EUROPE | ↓ 2% | ↓ 2% |
| LATAM | ↑ 1% | ↓ 9% |
| MEA | ↓ 3% | ↓ 2% |
| NAM | ↓ 3% | ↓ 2% |

> PASSENGER DEMAND

Global passenger demand, as reported by IATA[^], was **83.4%**, up **↑8.1%** in November 2024 compared to the same month in 2023.

European and **APAC** airlines were the highest-performing globally, with demand at **85.0%** and **84.9%**, respectively.

International passenger demand rose **↑11.6%**, capacity grew **↑8.6%** and passenger load factors were **83.4%**. **Domestic** passenger demand rose **↑3.1%**, capacity increased **↑ 1.5%** and passenger load factors were **83.5%**

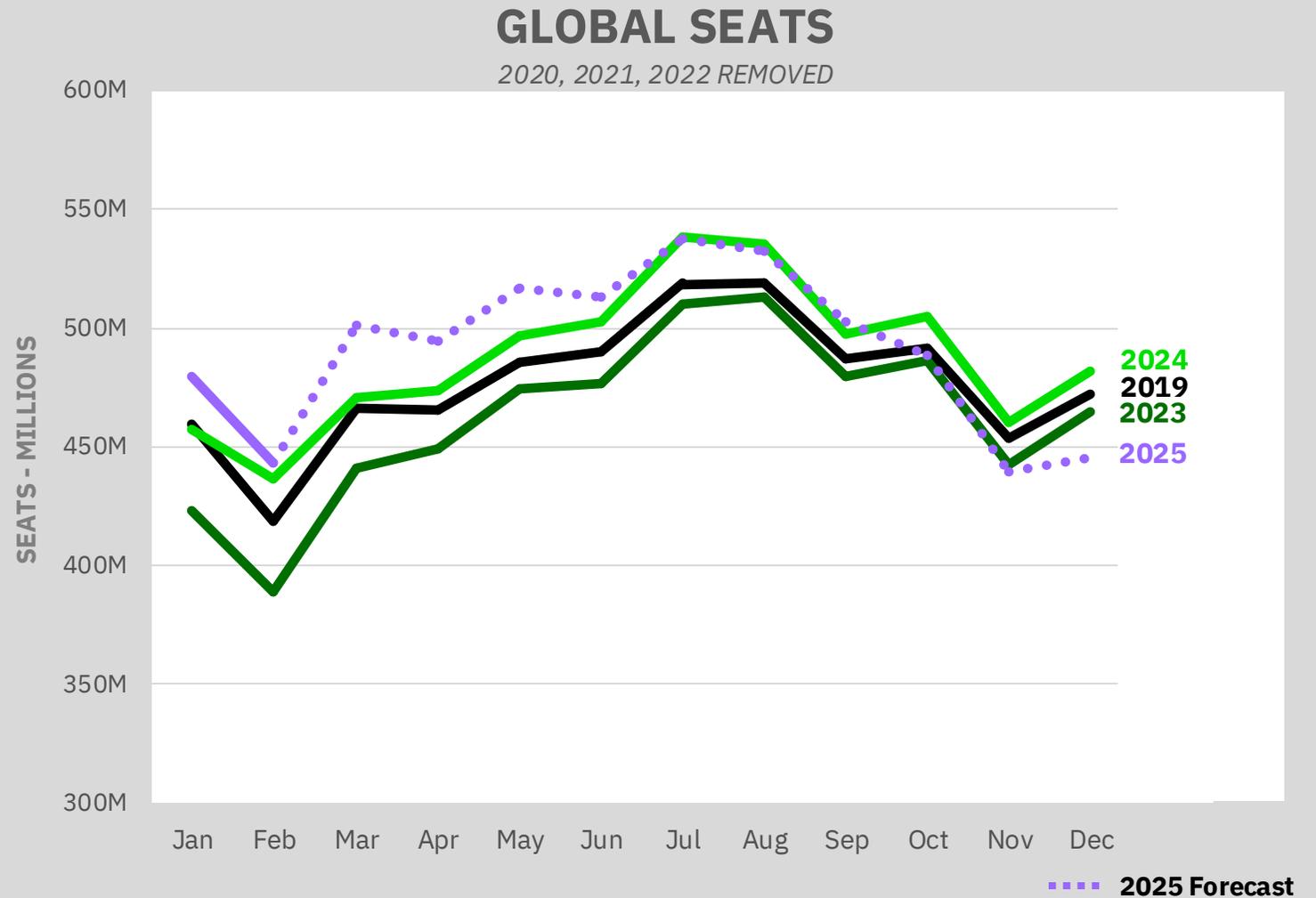
Aviation

↑110M (↑3.9%) seat growth for H1-2025 vs H1-2024.

Long-range forecast indicates H2-2025 seats offered are trending **↓75M (↓2.4%)** compared to H2-2024.

Early forecasts suggest for the full year of 2025 there will be **↑38M (↑0.7%)** more seats than 2024. North American schedules in H2-2025 are **↓9.9%**, pending schedules finalized.

| 2025 vs 2024 | SEATS | FLIGHTS |
|---------------|--------|---------|
| LATAM | ↑ 2.3% | ↑ 1.9% |
| EUROPE | ↑ 3.8% | ↑ 3.0% |
| AFRICA | ↑ 6.4% | ↑ 5.3% |
| APAC | ↑ 1.0% | ↑ 1.5% |
| NORTH AMERICA | ↓ 3.7% | ↓ 1.4% |
| MIDDLE EAST | ↓ 0.8% | ↓ 0.7% |
| GLOBAL | ↑ 0.7% | ↑ 1.1% |



Long-range aviation forecasts are subject to change.
Therefore, we recommend only observing schedules 4-6 weeks ahead.

FCM Consulting Analytics as of January 13, 2025
Source Data: Cirium Air Seats

Global Airlines

The forecast for 2025 seat growth across key corporate airlines is **↑5.0%** on 2024.

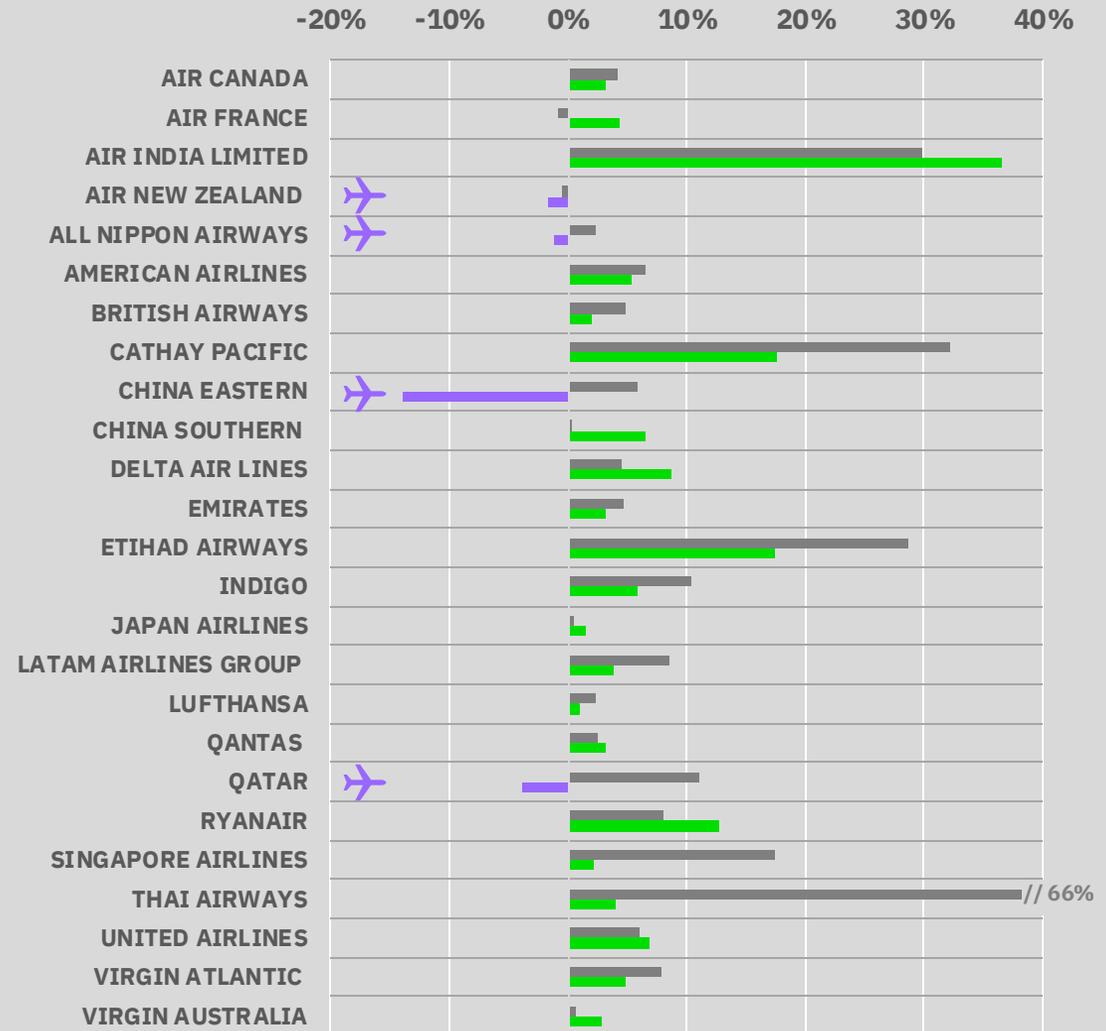
Twenty-one airlines are forecast to increase a total of **↑2.7M** seats in 2025 vs 2024.

Four airlines will reduce seats offered with a combined total of **↓5.8M** less seats than in 2024.

Eleven airlines are forecast to offer an average **↓9.9%** less seats than in 2019, a combined reduction of **↓6.5M** seats.

TOP GLOBAL CORPORATE AIRLINES

Top global corporate airlines (by seats). Chart shows % of seats offered in 2025 vs 2024 as a percentage growth on previous year.



Economy Class and Business Class fares

Across 380 city pairs, **74%** of economy class airfares have reduced year-to-date (YTD), with an overall average of **↓\$22 (↓ 4%)** and across 360 business class city pairs, **61%** of fares have reduced by an average of **↓\$78 (↓ 3%)**.

Purchased airfare % change YTD October 2024 vs 2023 same period

| NORTH AMERICA | | |
|---------------|---------|----------|
| | ECONOMY | BUSINESS |
| BOS-PVG | ↓ 8% | ↓ 4% |
| EWR-ORD | ↓ 9% | ↓ 2% |
| FRA-JFK | ↑ 4% | ↑ 1% |
| JFK-LAX | ↓ 24% | ↑ 11% |
| JFK-YYC | ↑ 9% | ↓ 1% |

| EUROPE | | |
|---------|---------|----------|
| | ECONOMY | BUSINESS |
| DUB-LHR | ↑ 6% | ↓ 6% |
| FRA-MAD | ↑ 7% | ↓ 3% |
| JFK-LHR | ↓ 3% | ↑ 6% |
| LHR-MAD | ↑ 4% | ↑ 6% |
| LHR-PVG | ↓ 9% | ↓ 5% |

| ASIA | | |
|---------|---------|----------|
| | ECONOMY | BUSINESS |
| SHA-SIN | ↓ 24% | ↑ 6% |
| BOM-DEL | ↓ 10% | ↓ 10% |
| BOM-LHR | = 0% | ↓ 1% |
| PVG-SIN | ↓ 23% | ↓ 1% |
| LAX-PEK | ↓ 10% | ↓ 1% |

| LATIN AMERICA | | |
|---------------|---------|----------|
| | ECONOMY | BUSINESS |
| CGH-JFK | ↑ 4% | NA |
| CGH-LHR | ↓ 1% | NA |
| EWR-SDU | ↑ 5% | ↓ 31% |
| FRA-SDU | ↓ 1% | ↓ 9% |
| SDU-YYZ | ↓ 1% | NA |

| MIDDLE EAST/AFRICA | | |
|--------------------|---------|----------|
| | ECONOMY | BUSINESS |
| CPT-DXB | ↑ 3% | ↓ 3% |
| DXB-FRA | ↓ 3% | = 0% |
| DXB-SYD | ↓ 6% | ↓ 3% |
| FRA-JNB | ↓ 1% | = 0% |
| JNB-LHR | ↓ 1% | = 0% |

| AUSTRALIA/NEW ZEALAND | | |
|-----------------------|---------|----------|
| | ECONOMY | BUSINESS |
| AKL-JFK | ↑ 2% | ↑ 2% |
| AKL-SYD | ↓ 8% | ↓ 12% |
| MEL-SYD | = 0% | ↓ 31% |
| SIN-SYD | ↓ 9% | ↓ 4% |
| LAX-SYD | ↓ 1% | ↑ 1% |

Accommodation

Key Takeaways Q4-2024

> THE YEAR AHEAD

For the full year ending **December 2024**, the global average room rate (ARR) was **\$190**, which was **↓\$1** on the same period in **2023 (\$191)** and **↑\$22** on **2022 (\$169)**.

Global hotel occupancy levels in 2024 surpassed 2023 levels, averaging **65-70%** across regions throughout the year. Early forecasts for 2025 signal strong demand in key corporate cities.

> REGIONAL ARR

Q4-2024 ARR Reporting **↓** **↑** vs Q4-2023 ARR

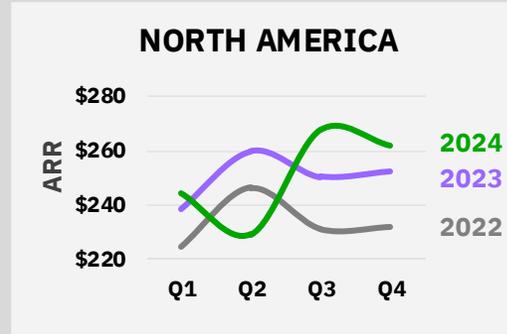


Accommodation

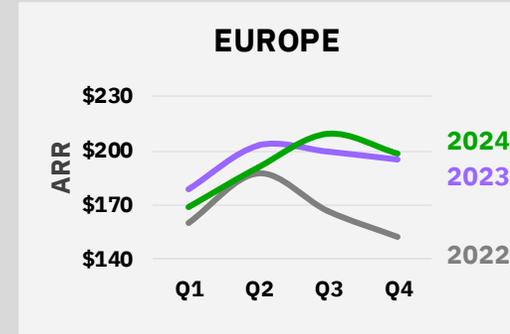
Rate seasonality saw mixed outcomes in 2024

Across **Europe** and **Asia**, consistent seasonality was observed through 2023 and 2024. This is due to traveler demand remaining strong across leisure and corporate travelers.

All other regions experienced year-on-year corporate average room rate (ARR) volatility, indicating seasonality demand trends were not yet stable and **fixed negotiated rates** were key to stabilizing travel budgets.



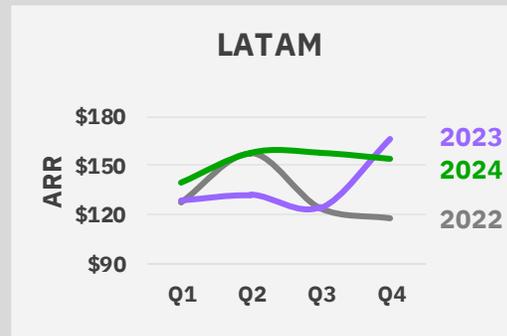
2024 ARR high \$267, ↑\$38 vs ARR low



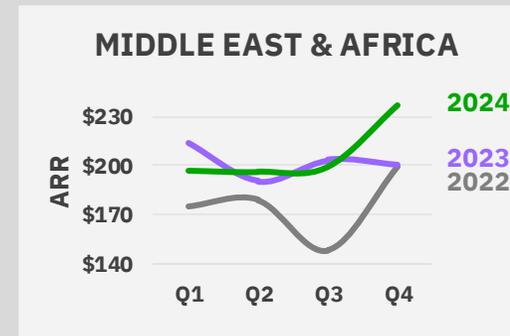
2024 ARR high \$209, ↑\$41 vs ARR low



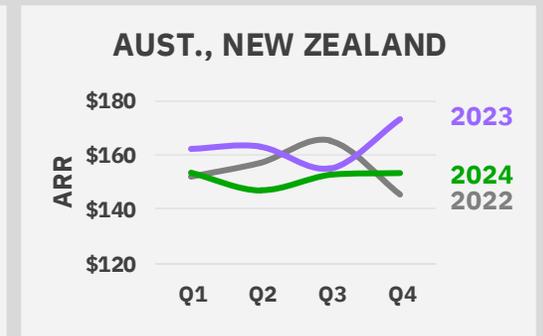
2024 ARR high \$184, ↑\$19 vs ARR low



2024 ARR high \$158, ↑\$18 vs ARR low



2024 ARR high \$237, ↑\$40 vs ARR low



2024 ARR high \$153, ↑\$7 vs ARR low

When contracting corporate hotel rates, FCM Consulting focuses on fixed negotiated rates rather than discounts on the best available rate (BAR). This strategy ensures that corporate clients enjoy consistent price protection for their bookings throughout the year, better supporting budget management.

NORTH AMERICA

Accommodation Q4-2024

Regional average room rate (ARR) growth cooled in Q4-2024 vs Q3-2024. Overall regional ARR for calendar year 2024 was **\$251**, up **↑\$1** on 2023.

RATE COMPARISON TO Q3-2024

| | |
|-------------|------|
| CHICAGO | ↓45% |
| LOS ANGELES | ↓ 1% |
| NEW YORK | ↑ 5% |
| MEXICO CITY | ↓ 4% |
| VANCOUVER | ↓27% |



Corporate Travel
Average Rate Paid % Var.

Q3-2024 ↓2%

\$USD

Q4-2024 vs

Q4-2023 ↑10%

LATIN AMERICA

Accommodation Q4-2024

Regional ARR for the 2024 calendar year was **\$138**, **↑\$15/↑11%** vs 2023. Forecasts for 2025 indicate rates to stabilize across the region.

RATE COMPARISON TO Q3-2024

| | |
|--------------|-------|
| BUENOS AIRES | ↑ 3% |
| LIMA | ↓ 7% |
| RIO | ↓ 41% |
| SANTIAGO | ↑ 5% |
| SAO PAULO | ↓ 12% |



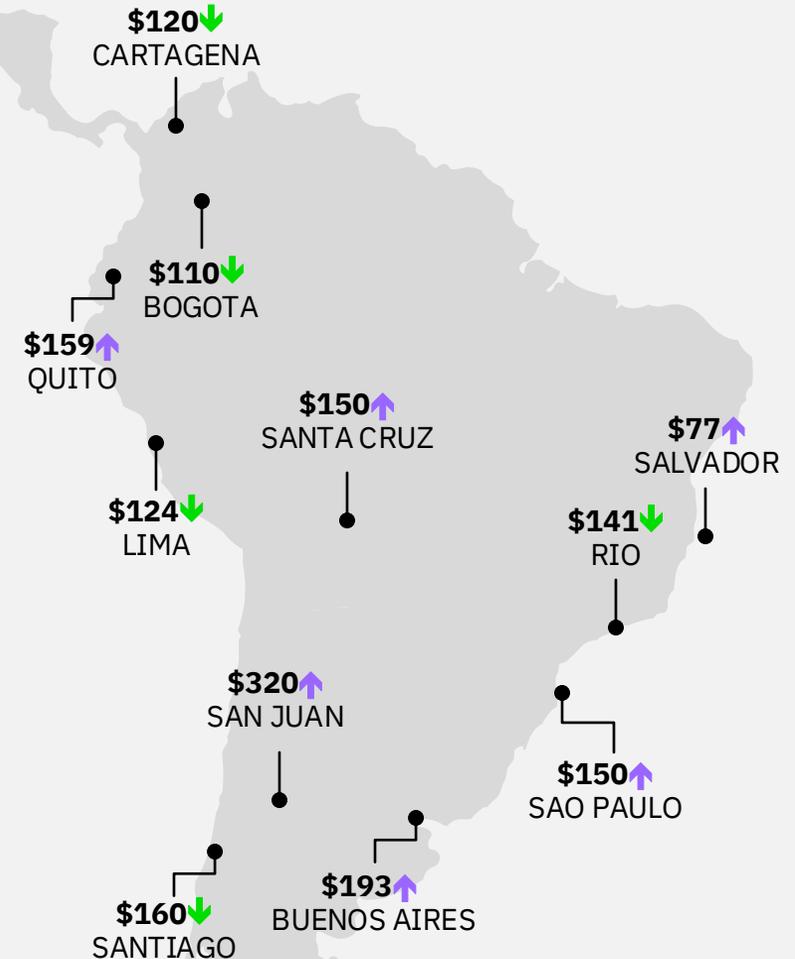
Corporate Travel
Average Rate Paid % Var.

\$USD

Q4-2024 vs

Q3-2024 ↓ 2%

Q4-2023 ↓ 7%



RATE COMPARISON ↑ ↓ TO Q3-2024

ASIA

Accommodation Q4-2024

In Q4-2024 regional ARR climbed **↑\$18** vs Q3-2024. For the full 2024 calendar year the regional ARR was **\$173**, **↓\$5** on 2023.

RATE COMPARISON TO Q3-2024

| | |
|--------------|-------|
| CHENNAI | ↓ 2% |
| JAKARTA | ↑ 6% |
| MANILA | ↑ 3% |
| KUALA LUMPUR | ↑ 16% |
| SHANGHAI | ↑ 6% |
| SINGAPORE | ↓ 3% |



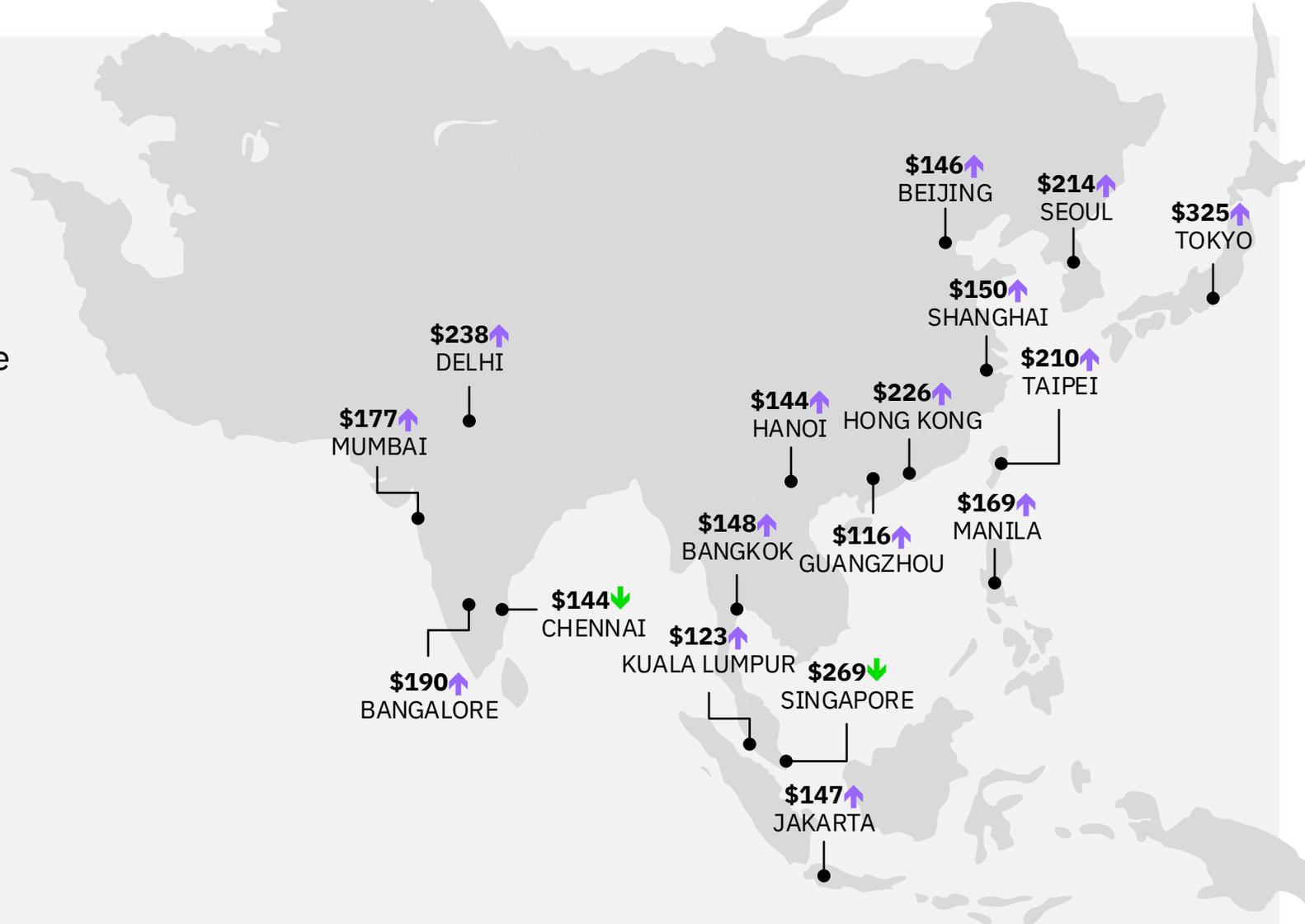
Corporate Travel
Average Rate Paid % Var.

\$USD

Q4-2024 vs

Q3-2024 **↑11%**

Q4-2023 **↓6%**



AUSTRALIA & NEW ZEALAND

Accommodation Q4-2024

Steady corporate demand in key capital cities saw the ARR remain strong in Q4-2024. ARR for calendar year 2024 was **\$153**, **↓\$11** on 2023.



RATE COMPARISON TO Q3-2024

| | |
|------------|-------|
| ADELAIDE | ↑ 7% |
| AUCKLAND | ↑ 13% |
| MELBOURNE | ↑ 3% |
| SYDNEY | ↑ 12% |
| WELLINGTON | ↑ 10% |



Corporate Travel
Average Rate Paid % Var.

\$USD

Q4-2024 vs

Q3-2024 **↑ 1%**

Q4-2023 **↓ 12%**

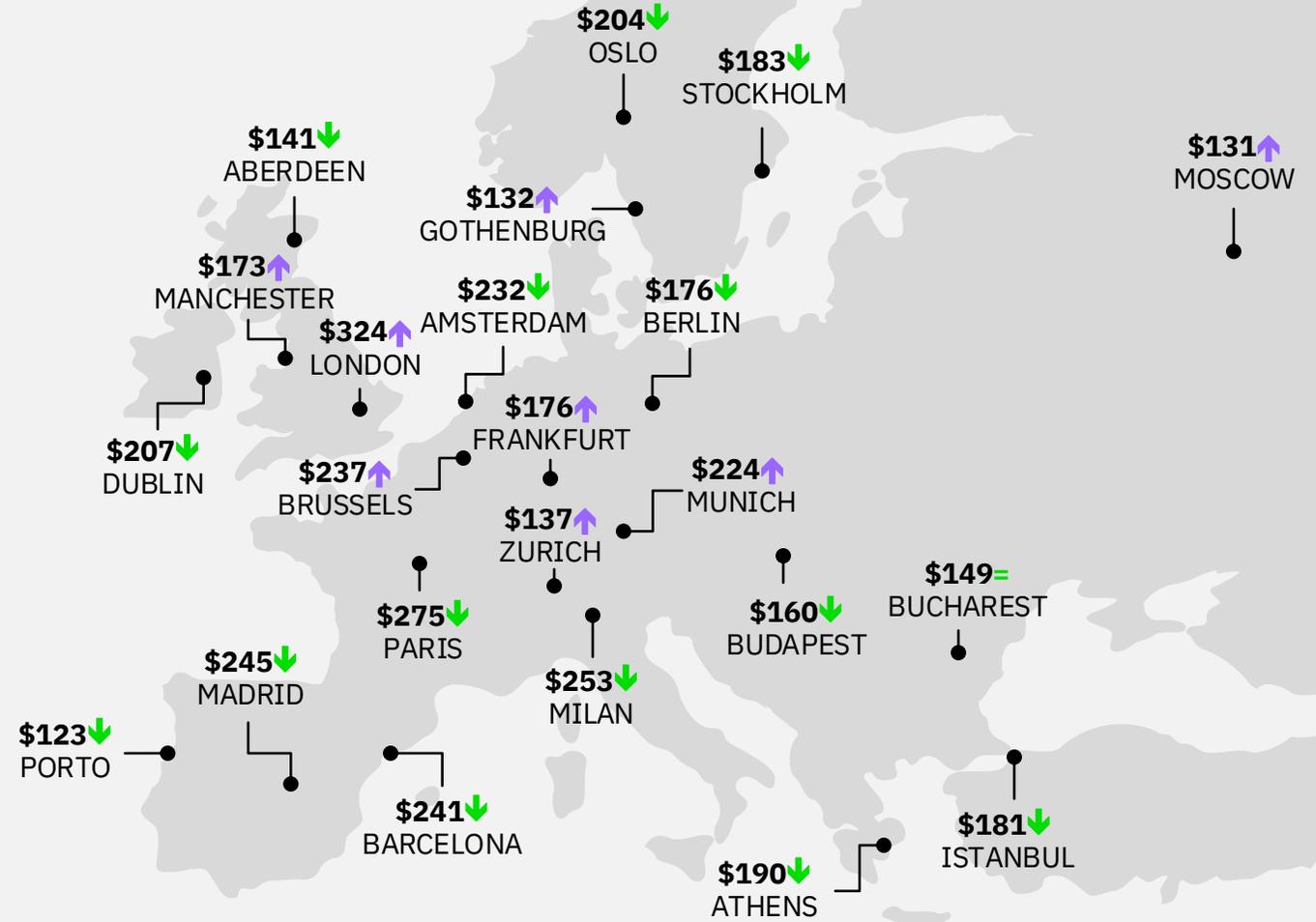
EUROPE

Accommodation Q4-2024

Q4-2024 regional ARR fell **↓\$11** vs Q3-2024.
 For the full 2024 calendar year, the ARR was **\$192**, **↓\$2** on 2023.

RATE COMPARISON TO Q3-2024

| | |
|-----------|------|
| BERLIN | ↓10% |
| DUBLIN | ↓14% |
| FRANKFURT | ↑26% |
| LONDON | ↑3% |
| MADRID | ↓7% |



Corporate Travel
 Average Rate Paid % Var.

\$USD

Q4-2024 vs

Q3-2024 **↓5%**

Q4-2023 **↑2%**

MIDDLE EAST AND AFRICA

Accommodation Q4-2024

Regional ARR in Q4-2024 rose **↑\$38** vs Q4-2024. For the full 2024 calendar year, the ARR was **\$207**, **↑\$5** on 2023.

RATE COMPARISON TO Q3-2024

| | |
|--------------|-------|
| CAIRO | ↓ 6% |
| CAPE TOWN | ↑ 23% |
| DOHA | ↑ 12% |
| DUBAI | ↑ 51% |
| JOHANNESBURG | ↑ 17% |



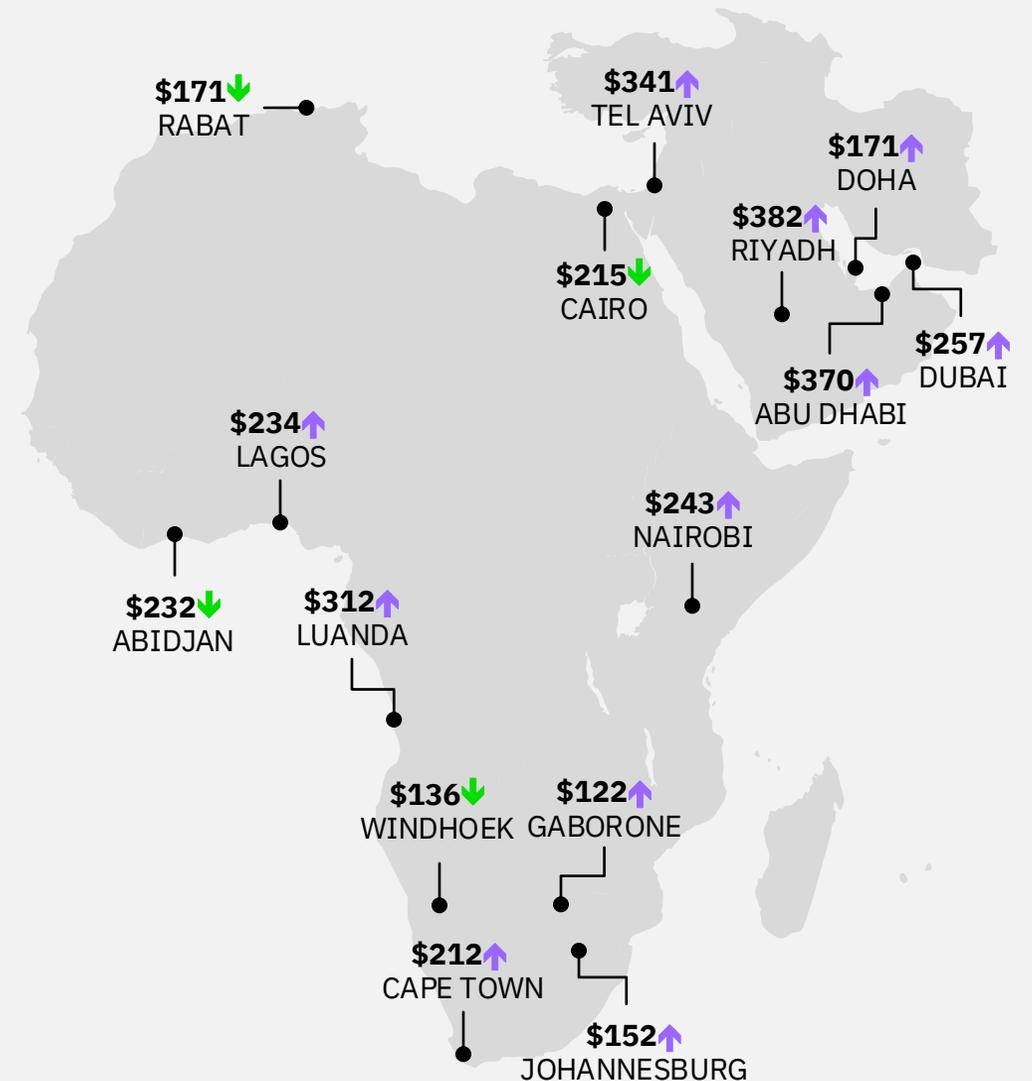
Corporate Travel
Average Rate Paid % Var.

\$USD

Q4-2024 vs

Q3-2024 **↑19%**

Q4-2023 **↑18%**



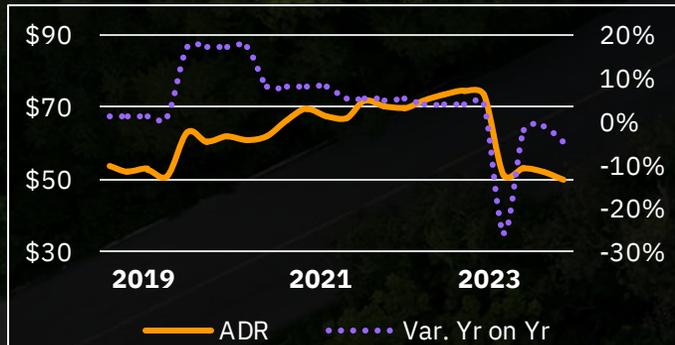
RATE COMPARISON **↑↓** TO Q3-2024

Mobility

Key Takeaways Q4-2024

➤ GLOBAL 2024 CAR RENTAL

The global average daily rate for the calendar year ending December 2024 was **\$50**, **↓3%** compared to 2023.



➤ MAJOR MARKETS 2024 ADR



^ ADR = Average daily rate

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G20 Global Economy

Key Macro Indicators Q4-2024

Geopolitical instability increased in Q2-2024, and we saw some corporations ban travel within the adjacent affected countries. There are some expectations in Q1-2025 for a de-escalation or easing in the geopolitical instability with the arrival of the new US Government; at the same time, we could see an increase in import tariffs due to trading negotiations between some countries.

In Europe, unemployment figures continue to worsen, and manufacturing activity indicates a downstream in activity levels. This quarter, the US and India markets showed positive results with reduced unemployment levels.

Inflation remains a challenge for 2025, as figures indicate it has not been fully controlled. In Europe, additional reductions on the interest rates are expected, but there is a question mark about the Federal Reserve's moves.

Jet fuel prices remain stable at around \$93 - \$95, regardless of the latest geopolitical events observed in Syria.

Q1-2025 should provide a glimpse of what 2025 could deliver from a macroeconomic point of view.

*FCM Consulting shares a sampling of the key metrics to understand future economics on corporate travel budgets: **PMI, unemployment, and inflation**. Other influences that impact the cost of travel include **geopolitical instability, weather and natural disaster impacts, seasonality, government elections, holiday periods, large-scale events, e.g., the Olympics, and others not mentioned here.***

More details on PMI, unemployment and inflation can be found at the end of the report. ^PMI – Purchase Managers Index

| COUNTRY/ REGION (G20) | PMI [^] COMPOSITE | | GDP (US Billions) | | UNEMPLOYMENT | | INFLATION | |
|-----------------------------|-------------------------------|----------------------------------|----------------------|---------------------------------|------------------|--------------------------------|------------------|----------------------------------|
| | Last (Dec-24) | Variation from previous month | Last (Dec-24) | Variation from previous year | Last (Sep-24) | Variation from previous QTR | Last (Dec-24) | Variation from previous month |
| AUSTRALIA | 50.2 | 0.00 | 1,724 | 0.02 | 4.00 | 0.10 | 2.80 | -1.00 |
| BRAZIL | 51.5 | -0.04 | 2,174 | 0.11 | 6.10 | -0.10 | 4.83 | -0.04 |
| CANADA | 49.0 | -0.05 | 2,140 | -0.01 | 6.70 | -0.10 | 1.90 | -0.10 |
| CHINA | 51.4 | -0.02 | 17,795 | 0.00 | 5.10 | 0.10 | 0.10 | -0.10 |
| EURO AREA | 49.6 | 0.00 | 15,545 | 0.09 | 6.30 | 0.00 | 2.40 | 0.20 |
| FRANCE | 47.5 | 0.03 | 3,031 | 0.09 | 7.40 | 0.10 | 1.30 | 0.00 |
| GERMANY | 48.0 | -0.01 | 4,456 | 0.09 | 6.10 | 0.00 | 2.60 | 0.40 |
| INDIA | 59.2 | 0.01 | 3,550 | 0.06 | 8.00 | -0.70 | 5.22 | -0.26 |
| INDONESIA | 51.2 | 0.03 | 1,371 | 0.04 | 4.91 | 0.09 | 1.57 | 0.02 |
| ITALY | 49.7 | 0.03 | 2,255 | 0.09 | 5.70 | -0.10 | 1.30 | 0.00 |
| JAPAN | 50.5 | 0.01 | 4,213 | -0.01 | 2.50 | 0.00 | 2.90 | 0.60 |
| MEXICO | 49.8 | 0.00 | 1,789 | 0.22 | 2.60 | 0.10 | 4.21 | -0.34 |
| NETHERLANDS | 48.6 | 0.04 | 1,118 | 0.11 | 3.70 | 0.00 | 4.10 | 0.10 |
| RUSSIA | 51.1 | -0.03 | 2,021 | -0.11 | 2.30 | 0.00 | 9.50 | 0.60 |
| SAUDI ARABIA | 58.4 | -0.01 | 1,068 | -0.04 | 3.70 | 0.40 | 1.90 | -0.10 |
| SINGAPORE | 51.5 | -0.04 | 501 | 0.01 | 1.90 | -0.10 | 1.60 | 0.20 |
| SOUTH AFRICA | 49.9 | -0.02 | 378 | -0.07 | 32.10 | -1.40 | 2.90 | 0.10 |
| SOUTH KOREA | 49.0 | -0.03 | 1,713 | 0.02 | 3.70 | 1.00 | 1.90 | 0.40 |
| SPAIN | 56.8 | 0.07 | 1,581 | 0.11 | 11.21 | -0.06 | 2.80 | 0.40 |
| SWITZERLAND | 48.4 | 0.00 | 885 | 0.08 | 2.80 | 0.20 | 0.60 | -0.10 |
| TURKEY | 49.1 | 0.02 | 1,108 | 0.22 | 8.60 | -0.10 | 44.38 | -2.71 |
| UNITED KINGDOM | 50.4 | -0.01 | 3,340 | 0.08 | 4.30 | 0.00 | 2.50 | -0.10 |
| UNITED STATES | 55.4 | 0.01 | 27,361 | 0.06 | 4.10 | -0.10 | 2.90 | 0.20 |



Global Economy

Purchasing Managers Index (PMI) is 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 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 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.

Unemployment Rate is a percentage of people in the labor force who are unemployed or not employed. The labor force includes people who are either employed or unemployed. The unemployment rate is a lagging percentage indicator that rises when the economy is in poor shape and jobs are scarce. High unemployment also reduces the amount of disposable income of households and can diminish economic output.

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

More Information

FCM Consulting

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Acronyms

BAR = Best available rate
AAR = Average room rate
ADR = Average daily rate
H1/H2 = Half year
YTD = Year-to-date
PMI – Purchase managers index

Maximize

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