



**MASTER THESIS**  
**USE OF HIGH-SPEED RAIL SERVICES BY**  
**BUSINESS TRAVELLERS**  
**(UPORABA STORITEV HITRIH VLA KOV S STRANI**  
**POSLOVNIH POTNI KOV)**

**Date:**  
31st of July 2012

**Name and Surname:**  
Barbara Fignarova

## AUTHORSHIP STATEMENT

The undersigned Barbara Fignarova, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), declare that I am the author of the master's thesis entitled Use of high-speed rail services by business travellers (Uporaba storitev hitrih vlakev strain poslovnih potnikov), written under supervision of Irena Ograjensek and co-supervision of \_\_\_\_\_.

In accordance with the Copyright and Related Rights Act (Official Gazette of the Republic of Slovenia, Nr. 21/1995 with changes and amendments) I allow the text of my master's thesis to be published on the FELU website.

I further declare

- the text of my master's thesis to be based on the results of my own research;
- the text of my master's thesis to be language-edited and technically in adherence with the FELU's Technical Guidelines for Written Works which means that I
  - cited and / or quoted works and opinions of other authors in my master's thesis in accordance with the FELU's Technical Guidelines for Written Works and
  - obtained (and referred to in my master's thesis) all the necessary permits to use the works of other authors which are entirely (in written or graphical form) used in my text;
- to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Copyright and Related Rights Act (Official Gazette of the Republic of Slovenia, Nr. 21/1995 with changes and amendments);
- to be aware of the consequences a proven plagiarism charge based on the submitted master's thesis could have for my status at the FELU in accordance with the relevant FELU Rules on Master's Thesis.

Author's signature:

July 31<sup>st</sup>, 2012

(Month in words / Day / Year,  
e.g. June 1<sup>st</sup>, 2012)

# TABLE OF CONTENTS

Chapter	Page
AUTHORSHIP STATEMENT .....	ii
TABLE OF CONTENTS .....	iii
LIST OF TABLES .....	v
Introduction .....	1
1.1 Background .....	1
1.2 Research problem .....	2
1.3 Objective of this study .....	3
1.4 Outline of the master's thesis.....	3
1.5 Limitations of this study .....	4
Literature Review .....	5
2.1 European High-speed rail .....	5
2.2 High speed rail vs. air .....	6
2.3 Definition of business travel .....	8
2.4 Business travel characteristics .....	9
2.5 High-speed demand amongst business travellers .....	10
2.6 Corporate travel policy .....	11
Case Study: Eurostar .....	13
3.1 About Eurostar .....	13
3.1.1 Eurostar products and services .....	13
3.2 London-Paris/Brussels corridor .....	15
3.2.1 Business travel between London- Paris/Brussels .....	16
3.2.2 Future competitors .....	17
Methodology.....	18
4.1 Sample selection .....	18
4.2 Data collection .....	20
4.3 Analyzing Data .....	22
Results .....	23
5.1 Main finding of the interviews.....	23
5.3.1 Eurostar Business Travellers' Profile .....	23
5.3.2 Companies' Profile .....	25
5.3.3 Business Travel .....	27
5.3.4 Sustainability .....	33
5.3.5 Summary of Eurostar attributes .....	35
6.1 Survey results.....	36
6.1.1 General profile .....	36
6.1.2 Corporate Travel Policy.....	38
6.1.3 Business travel with Europe .....	42
6.1.4 Business travel with Eurostar .....	44

6.1.5 Eurostar vs. Air.....	45
CONCLUSION .....	49
Bibliography .....	52
Appendix A Eurostar services and connections .....	56
Appendix B Flyer .....	57
Appendix C Interview Guideline Template .....	58
Appendix D Interview Notes.....	59
Appendix E Interview Transcripts.....	64
Appendix G Open-Ended Response from the survey.....	89

## LIST OF TABLES

Table	Page
Table 1. London-Paris/Brussels corridor competition.....	15
Table 2. Business travellers' profile using Eurostar Customers.....	24
Table 3. Companies' Profile .....	26
Table 4. Business Travel .....	28
Table 5. Business traveller profile: age by gender .....	37
Table 6. Type of employment status and the size of the business.....	38
Table 7. Which of the following best describes your organization's travel policy? .....	38
Table 8. Which of the following best describes the organization's policy on employee selection of travel mode? .....	39
Table 9. Economy on planes while business class on trains .....	40
Table 10. Which of the followings best describes the main objective of the travel policy/rules? .....	41
Table 11. Do you book your business travel? .....	42
Table 12. Through which means is your business travel frequently booked?.....	42
Table 13. Who finance the majority of your business travel within Europe? .....	43
Table 14. When traveling on business trips within Europe which of the following options do you usually book?.....	43
Table 15. Overall, how concerned are you with carbon emission? .....	44
Table 16. When traveling on business trip which of the following options do you usually book? .....	45
Table 17. Do you consider Business Travel within Europe as value for money? .....	45
Table 18. When deciding between taking Eurostar or a flight which factors do you consider important in your choice? .....	46
Table 19. What would you consider to be an acceptable maximum added time to your "Door to Door" journey with Eurostar in comparison to flying? .....	47
Table 20. Which of the following attributes of Eurostar did you base your decision on? (If your previous answer was option F: Which of the following attributes of Eurostar makes you choose high-speed train instead of plane?).....	47
Table 21. Overall, what is your satisfaction with Eurostar services in comparison with flying?.....	48

# Introduction

## *1.1 Background*

It has been more than two hundred years since the invention of steam-powered locomotive in 1803 by Richard Trevithick which enabled to travel great distances by train (Biello, 2002). Yet when looking back few years, the rail sector has experienced very slow growth in traffic, in comparison with the other mode of transport such as air or car. This slow growth is mainly associated with conventional railways which run at moderate speed and are still in use today (Biello, 2002). As Biello (2002) explains, the existence of the rail travel almost became the past, as the industry was losing its passenger share towards the attributes of the air and car travel, which were the speed and convenience. It was only after the 1974 petrol crisis<sup>1</sup> hit Europe that the rail travel have regained its importance in the travel sector, and countries such as Italy, France, Germany and Spain decided to invest into a new and fast mode of transport [ high-speed rail] which would not run on fossil fuel ((European Union, 2010))

Another issue, that gradually prompted the increased importance of railway travel, was the concern with the production and use of fossil fuels which have raised serious political and environmental concerns. The alarming forecasts of rise in CO2 emission generated from both air and car traffic, and the climate change associated with the air travel in particularly, became a hot topic of discussion and negative criticism. Since both air and car traffic are troubled with congestion and environmental problems, the development of an efficient and integrated high-speed rail seems to be the appropriate solution to ensure the future sustainability of European transport networks, as it was pinpointed by the European Commission (2008)

Since railway is the mode of transport best suited to expand-both in capacity and quality (Andersen & Pedersen, 1991), the European Union took the initiatives to fight the climate change by introducing a trans-European railway HSL network which will allow extended mobility at European level while at the same time guaranteeing the sustainability (European Union, 2010). The development of the trans-European network<sup>2</sup> is planned to be 30,750 km long by the year of 2030, which will carry 535 billion passengers per kilometre per annum (European Union, 2010). In comparison with the year of 2009 when Europe had only 6 214 km of high speed line, this number is expected to increase almost 5 times in the next following years.

---

<sup>1</sup> Arab oil embargo in 1973-1974

<sup>2</sup> trans-European railway HSL network is part of the TEN-T program which aim is to develop the transport infrastructure within the EU-27 countries [http://ec.europa.eu/transport/infrastructure/index\\_en.htm](http://ec.europa.eu/transport/infrastructure/index_en.htm)

The future plan drawn up by the EU indeed will revolutionise the whole European's short-haul market especially if the rail network continues to be the reason for air transport to cut back on flights which was the case of London-Paris routes, for instance (Behrens & Pels, 2012). It is important to mention that the modern high-speed rail can reach speed limit of 360km/h when running on lines specifically designed for high-speed and travel up to 250 km/h on upgraded conventional lines (European Union, 2010). The significant increase in the speed which has radically cut journey times and the convenient location in the city centre enables high-speed trains to compete with not only car travel but also with air travel on certain European short-haul routes.

Given the convenient city centre location of rail terminals, high-speed rail has been linked of having a niche in the business market (Wardman, 1992a and Tight et al. 2004). Business travel market is of great interest to both air and rail, primarily because they tend to travel more frequently and are less price sensitive than leisure passengers (Mason & Gray, 1995). Despite a growing acceptance of videoconferencing in today organizations (Denstadli et al., 2012), business travel still depends on face-to-face meetings which is one of the main reasons why this sector has increased significantly over the past few years (Gustafson, 2012).

## ***1.2 Research problem***

As it is visible both high-speed rail services and business travel market present an important part of the travel industry. However, in comparison with the airline industry there has been relatively little published about the rail sector, especially when it comes to competition between air and high-speed rail which is rather limited (Adler *et al.*, 2010). Similarly, Behrens & Pels (2012) also points out that there are only few studies related to intermodal competition between high-speed rail and air. It was spotted by the researcher that there isn't a specific study devoted to only business travellers using high-speed trains which would analyse the reasons behind their modal choices. Although, Gonzalez-Savignat (2004) and Behrens & Pels (2012) analysed both business and leisure market separately in their study, however the business travellers modal choice lack of more in-depth study as they only focused on business travellers as consumer market while not taking into consideration factors such as travel policy. According to Mason & Gray (1995) to treat the business travellers just as a consumer market may result in false omission as the analysis would exclude corporate influence.

Consequently, the aim of this paper is to expand the literature related to business traveller and the use of high-speed rail by also taking into consideration also the corporate influence in the decision making. Throughout the exploratory and quantitative study the researcher will explore the opinions and attitudes of business travellers who travel for work-related trips with high-speed rail. The reason behind is to find out the main factors influencing business travellers' booking behaviour to take high-speed train instead of aircraft. In addition, this study will also focus on whether the employing organisation or

the business travellers are environmentally concerned and whether this plays any role when making the booking. The information gained through this study will provide useful information about this market in the high-speed segment.

Founded on this discussion a research question was formulated:

- **RQ:** What are the major factors influencing business people to travel by high-speed trains instead of travelling by air?

**Case study:** Taking into consideration the broad aspect of this study, the researcher decided to use case study of Eurostar in order to narrow down the study. This helps to make the topic more easily researchable.

### ***1.3 Objective of this study***

The main objectives of this study are:

- To obtain more information about business travellers using high-speed rail with Europe
- To understand business travellers modal choice when it comes making taking a plane or rail
- Present the main attributes of Eurostar high-speed rail service that make business traveller choose rail over air.
- Drive up suggestions which could make high-speed travel for business traveller more appealing. This could be essential for Eurostar or to other rail companies who wish to increase business travel demand on their services.

### ***1.4 Outline of the master's thesis***

A pre-study of an extensive literature study was carried out in the early stage as part of the thesis proposal which provided valuable information and helped to enhance the researcher's knowledge in the field of high-speed rail travel. The initial literature study was later narrowed down to a more focused research. This is mainly because comprehensiveness in the exploratory literature review is not as important as keeping the focus on the given problem (Veal, 2011). Consequently, the following key words have been identified in the line of the master's thesis which are "business travel", "high speed rail travel" and "corporate travel policy". The research was mainly searching for articles through the university online library database called SCOPUS since academic databases provides level of reliability as Veal (2011, pp.157) argues. Taking into consideration the absence of satisfactory information on this topic other types of resources have been used such as books and the World Wide Web. The information and data obtained throughout these channels helped to build up a focused exploratory literature review which is presented in the chapter two.



In chapter three the researcher presents a brief description of the selected case study - Eurostar. The emphasis of this chapter is placed upon the company's history and development over the past few years, and the variety of services provided to their travellers, in particularly to business travellers and its competitors.

Chapter four describes and explains the motives behind the chosen methodology which comprises of interview study, pilot study and lastly qualitative study. Here the researcher also presents the theoretical background and justifications for using mix methods.

The fifth chapter, contains the main finding of the exploratory study which is then followed by main findings and analysis of the qualitative data obtained through online based questionnaire..

The summary of this study and the conclusion can be found in the last chapter seven alongside with the proposed recommendations for further research. This is followed by the Reference section on page 51, which inclusive of all literature and the resource used for this master's thesis, and the Appendices section starting on page XX which compresses documentation.

### ***1.5 Limitations of this study***

Although this research generates important findings in the field of business travel with high-speed trains it has some limitations.

- First, the focus of this study is on business travellers only. Taking into consideration that leisure and business travellers behave differently this study is not transferable on this market
- Second, this study uses combination of non-probability sampling techniques which does not allows to generalised in a statistical sense to the population (Saunders, Lewis, & Thornhill, 2009)
- Third, the sample only includes only business travellers who travel for work related trips thus business travellers whose travel is not related to work such as incentive travel, is not included in this sample.
- Fourth, the results of the survey may be criticizes as the sample is draw at only one Eurostar's terminal. Also the sampling was carried out in one time frame which was before the refurbishment of Eurostar trains and the introduction of the Wi-Fi on board of Eurostar which could have effects on the modal choice in the future

## Literature Review

### 2.1 European High-speed rail

Based on the ‘High speed Europe, a sustainable link between citizens’ publication, sponsored by the European Union (2010:4), **high-speed train** is defined as

*“a train capable of reaching speeds of over 200 km/h on upgraded conventional lines and of over 250 km/h on new lines designed specifically for high speeds.”*

The very first high-speed rail network was the Shinkansen in Japan which began its commercial operation in October 1964 (Central Japan Railway Company, 2012). The Shinkansen high-speed train, also known as the “bullet train”, proved to be a successful alternative mode of transport for crowded roads and airports that inspired other parts of the World (Biello, 2002). One of the first countries to launch high-speed line in Europe was Italy in 1977 between Florence and Rome; however, it was France who revolutionised high speed rail travel in Europe with the introduction of HSR on the Paris and Lyon connection in 1981 (European Union, 2010).

At present there are number of high-speed rail networks in Europe amongst which the most popular operators are Eurostar which connects United Kingdom with the mainland; TGV covers long distance within France and northern Spain; ICE<sup>3</sup> (InterCity Express) offers services all across Germany and also to Amsterdam, Vienna, Brussels and Switzerland; Thalys<sup>4</sup> connects France, Belgium, Germany and Netherlands; AVE<sup>5</sup> links major towns and cities of Spain and Eurostar Italia covers extensive part of the country (Rail Europe Limited, 2012<sup>6</sup>).

The development of the high-speed rail has in deed spread across Europe. According to European Union’s (2010) report the European network is taking its final desired shape as more and more projects are being planned to expand high-speed lines. The Belgian HSL network has in place a plan to expand and improve rail access to Brussels National Airport; Spain is planning on to add 10,000km of high speed lines by 2020; Sweden is planning to develop a new high-speed connection between Stockholm and Gothenburg (European Union, 2010) and United Kingdom which is relatively behind in term building high-speed rail, owning only around 110km (70 miles) of high speed lines also known as HS1 or Channel Tunnel Rail link (CTRL) have decided to create a HS2 line which will link

---

<sup>3</sup> ICE short for “InterCity Express” is a high-speed train which design reminds of the Japanese bullet trains <http://www.raileurope.co.uk/Default.aspx?tabid=1643>

<sup>4</sup> Thalys is a new high-speed line in the Netherland <http://www.raileurope.co.uk/Default.aspx?tabid=1696>

<sup>5</sup> AVE is short for Alta Velocidad Española which means in translation “Spanish high speed” which design was inspired by the French TGV

<sup>6</sup> Rail Europe web site: <http://www.raileurope.co.uk/Default.aspx?tabid=2022>

London Euston and Birmingham International (Preston, 2012). Once this is built the development should continue all the way to Manchester and Leeds. Moreover there are also plans to connect all the high-speed lines by to create a comprehensive European Railway network (European Union, 2010).

Besides these infrastructure projects which are taking place, some of the big railway companies such as Deutsche Bahn (Germany), SNCF (France), SNCB, Eurostar (UK, France and Belgium), NS Hispeed (Netherlands), ÖBB (Austria) and SBB (Switzerland) and the two additional members Thalys and TGV Lyria have joined forces under organisation name called Railteam, in order to make travel across the Western European rail network as smooth and comfortable as possible (Railteam, 2012a and Nash & Weidmann, 2008). This is mainly in terms of services this alliance tries to provide for their customers. The members of the rail team can enjoy comprehensive range of services, before they start their journeys and also throughout their journey. This includes multilingual staff at the train stations, on board personal that is there to assist passengers, hassle-free changes in reservation in the event of a delay and real-time information to help passengers to be up-to-date with their journey (Railteam, 2012b). Besides these services the Railteam Alliance also offer an exclusive frequent travellers benefit which allows the passenger to access the lounges and collect points and use them with high-speed rail networks such as DB Bahn, TGV, Eurostar and ÖBB. By working together as a team, the members of this association hope that the organisation (Railteam Alliance) will increase the number of high-speed passengers (Nash & Weidmann, 2008).

## **2.2 High speed rail vs. air**

### **Market share**

Over the time high-speed rail have caused decrease in air traffic and became a serious competitor in the European short-haul market. As it was pinpointed by authors Behrens and Pels (2012) the competition of high-speed rail and airlines for passengers in the short-haul European market are increasingly growing and this is visible both inside the countries as well as internationally. For example, in Spain the high-speed rail operating between Madrid to Barcelona has stolen 46% of air traffic in a little over a year, while on the Madrid - Seville route which opened 17 years ago (at that time) in 1992<sup>7</sup> has since captured 90% of the air market (Network Rail, 2009). On international level, one of the best examples is the London-Paris/Brussels route. Since the entry of the high-speed rail Eurostar, the rail operator has not only reduced the air traffic (Civil Aviation Authority, 2011) but at the same time caused that certain airlines have withdrawn from this market

---

<sup>7</sup> the first commercial journey between Madrid and Seville was on 21 April 1992  
[http://www.adif.es/en\\_US/infraestructuras/lineas\\_de\\_alta\\_velocidad/madrid\\_sevilla/historia\\_madrid-sevilla.shtml](http://www.adif.es/en_US/infraestructuras/lineas_de_alta_velocidad/madrid_sevilla/historia_madrid-sevilla.shtml)

(Behrens & Pels, 2012). Moreover Gonzalez-Savignat (2004 in Adler *et. al*, 2010) is of the opinion that high-speed rail could achieve 40% market share in the business sector.

### **Competitive advantage**

Since the high-speed trains run considerably at lower speed than airplanes, in order to gain competitive advantage it has to achieve an acceptable travel time. Travel time includes all the access and egress journeys to train stations as well as any waiting time at the station and any transfer time if the passenger is catching a connecting rail service (Martínez Sánchez-Mateos & Givoni, 2011). Ideally, travel time should be seen as a door-to-door journey as Martínez Sánchez-Mateos & Givoni (2011) conclude, which starts from the point when a person leaves his house or office until he reaches the end of his journey which could be any meeting place where this person needs to be. Consequently, when comparing the rail and air journeys, generally the most important parameter which dictates the rail/air market share is travel time (Åkerman, 2011).

The literature on competitive advantage is quite widespread, yet it differs in opinions of what is an ideal length of journey that rail network can compete divers. In the 90's it was believed by some academics that high-speed rail could gain competitive advantage over a comparatively large distance. For example, Janic in 1993 suggested that high-speed rail could compete in market as greater as 2000km or even more (Adler , Pels, & Nash, 2010), while Campeno in 1995 concluded that high speed-rail can only achieve competitive advantage were the distance is under 1400km (Tight, Delle Site, & Meyer-Rühle, 2004). However, when comparing theses figure with more recent studies this distance in which high-speed rail can compete is much lower than it was predicted by the two authors. According to Adler *et al.* (2010) who took into consideration the two modes travel speed, concludes that competition could be expected between the two modes in journeys between 300 to 750 km. Based on the report of European Union (2010) rail is a preferred transport were distance is between 400 and 800km, while journeys above 900km its the air who has the advantage. Amos *et al.* (2010) aded that journey which take about 3 hours which are around 750km and were airports are located far from the both cities, high-speed rail can deliver competitive advantage over airlines.

While travel time is the most important factor there are also other key factors which could influence the competitive advantage. While Andersen, Moller, and Sheldon (1986 in Andersen & Pedersen, 1991) arguess that these are factors are frequency, direct connections, regularity, comfort, information, and service in general. However are not as significant as travel time (Åkerman, 2011) beside frequency and service these factors are ticket prices, access to terminals, check-in time, reliability, and punctuality. However as the authoer stated they will not be as significant impact.

## Future Perspectives

When looking at the competitiveness of the two modes it should be also noted that there are other factors which could increase the high-speed rail competitiveness, such as innovation and development of technology. High-speed rail is, indeed, on the right track to increase its competitiveness over the next following years mainly in terms of speed and service. With regards to the travel time it should be noted that rail way has a great potential to gain much more competitive advantage in travel time. The evidence of this is the TGV Est line which has achieved a rail speed record of 574.8kph set on 3<sup>rd</sup> of April 2007 (ALSTOM, 2012). Consequently, a much more attention should be given to high speed rails as perhaps, with such a speed, rail travel could possibly one day in the future even compete on journeys such as 2000km.

Moreover in terms of services, a good example of innovative high-speed rail is the Italian high-speed rail named 'Italo' which was recently introduced on Rome and Milan route. The new high-speed rail is equipped with WI-FI, satellite television, a 39-seat cinema carriage and luxury seats (Pianigiani, 2012). Thanks to its features, this new and improved train has significantly increased its market share from 32% to 55%, while travel airline decreased by 20% from 52% (Pianigiani, 2012). Such an entertainment as it is visible could really make the rail journey time, much pleasant and entertained especially when taking a long distance train. When it comes to business travel and their needs, the researcher believes there is still plenty of space for improvements and innovative ideas to make the travel by high-speed rail more appealing which would shift more business air travellers towards the use of high-speed rails.

### 2.3 Definition of business travel

While Tornquist (1973) defines **business travel** as “*journeys undertaken for exchange, receipt or imparting of information, or related to buying or selling functions*” (Wardman, 1992b:20), Davidson & Cope (2003:3) outline that a business travel “*comprises all trips whose purpose is linked with the traveller’s employment or business interests.*” This broad but simple definition; however, embraces a variety of different forms of business travel most of which are work-related. For example a business travel could involve:

- an *individual business travel* where the employee is required to travel in order to fulfil their work,
- *meeting*, includes variety of *events* (such as conferences, training seminars, annual meetings etc.), used as a platform to communicate with and between employers, customers, shareholders and members

- *exhibitions* such as trade show, are type of business travel where the company or organisation sends out their sales team in order to promote their products to potential clients
- *incentives trips* which employee receive as reward for performing well e.g. in sales
- and *corporate hospitality*, trips organised by the companies who wishes to strength their business relationship with their valuable or build new business relationships with potential clients by threatening them to dinner or taking them for a sport event for example (Davidson & Cope, 2003).

Furthermore, as it was pinpointed by (Davidson & Cope, 2003) the term “business travel” is used in many cases interchangeably with “business tourism”. According to the authors the term “business tourism” can be seems somewhat confusing as the combination of “business” and “tourism” present two different activity. Consequently, for reason of logic and clarity, the term “business travel” is used by the two authors in their study. However as (Swarbrooke & Horner, 2001) argues, there is a qualitative difference between the two term. Based on their definition, “business travel” is more associated with the actual trip of getting from one point to another one. Here, for example, a day trip for business purposes is seen as a business travel rather than business tourism mainly because it does not includes overnight stay therefore based on the standard interpretation of ‘tourism’ or tourist this person travelling for business is not true “tourist.” Consequently, Swarbrooke & Horner (2001) understand business tourism as a broader term which covers all aspect of the business travel experience where the traveller stays away for at least one night. As it was further acknowledged by the two authors the two terms indeed overlap subsequently in their study the broadest term of ‘business tourism’ is used by the authors.

Taking into consideration that the term ‘business travel’ and ‘business tourism’ can be interpreted either as two terms having the same or different interpretation, the research decided to use the term ‘business travel’ in this study for two main reasons. First and formal the focus of this study is on the use of high-speed rails which facilitates that the business passenger gets for one destination to another. Consequently this study reflects to some extent the interpretation provided by Swarbrooke & Horner (2001) of the term business traveller. However, the use of term business travel does not necessarily means that the business passengers choosing to travel with high-speed trains are only day trip business trips. Nevertheless for the same reason as Davidson & Cope (2003) stated, the second reason why the term business travel was selected is for its clarity thus in order not to cause confuses amongst the passengers using high-speed trains for business purposes the term business travel was used.

## **2.4 Business travel characteristics**

In the past two decades the business travel market has undergone fundamental changes, particularly in the patterns of buying behaviour, which has resulted from the liberalisation

of air traffic in the early 1990s. Since 1993, when the European Union open the door to the free market in the air travel, monopolies have been broken up and 20 new airlines have opened their businesses (Europa, 1996). The introduction of low-cost airlines, such as Ryanair and easyJet, led to a substantial increase in competitive pressure thus a more highly competitive market has developed (Mason, 2002).

How these changes influenced the business travel market in terms of buying behaviour? Business travel is a considerable cost to the employing organization, therefore the cheap airfare deals which came with the changes in the air travel market “*meant new opportunities for companies to reduce their travel expenditure*” (Gustafson, 2012: 278) particularly in the short haul market.

The consumption of low cost airlines in the short haul market became more common amongst business travellers, the additional benefits of the business class such as frequency, flexibility, frequent flier programme awards and in-flight comfort became less important. Consequently the traditional perception of business travellers takes on new form where the “*price is shown to be the most important purchase factor followed by in-flight comfort and then flight frequency*” (Mason, 2000:107)

These changes have been also acknowledged by the Civil Aviation Authority (2011) who reported that there has been a decline for premium classes, primarily in the short-haul market. However this decline was not as big as it was in the First/Business Classes which saw a decline of more than 30% in the short-haul international market Civil Aviation Authority (2011). According to Mason (2006) also explains that today’s business travellers relatively few time (20-30%) change their initial flight arrangements. Consequently, there isn’t such a demand for business classes and fully flexible/economy tickets offered by airlines which are specially developed for business travel passengers whose business trips are not certain.

## **2.5 High-speed demand amongst business travellers**

Similar to general key features of high-speed rail competitiveness, travel time is also plays a very important role which determines the business travellers’ choice. (Nash, 1991) concludes that typical door-to-door journey by air is rarely possible to achieve below 3 hours, however short the journey. Consequently, as the author points out, in order for a rail to achieve competitive advantage; the 3 hour journey time is often seen as a significant perimeter for rail services. However, in the case of business travel it should be noted that not all business travellers trip ends in the city centre and subsequently some access time should be also added rail services as well. The author also added that where no direct air service exists or number of daily flights is poor, rail may also gain competitive advantage

in the business market even with considerably longer journey times. Nash (1991) further note that business travellers would be even be willing to pay extra for such a feature as speed and Mason (2000) argues that any additional travel could remove low cost airlines from consideration.

Besides travel time, there other factors that could influence business travellers' modal choice. Gonzalez-Savignat (2004) focused her study on both business and leisure travellers independently, generating some great information about the business travellers in this sector. While time variable is remaining an important feature influencing business travellers decision, she found that self-employed are more likely to choose their own transport within the parameters of certain cost. However travellers as an employee the author found this group it is not easy to determine whether they are price sensitive as they do not spent their own money. Beside the above mentioned factors it is also fare, travel, and frequency that influence this market decision.

Menendez et al. (2002 in Ureña, Menerault , & Garmendia) concludes that the airplane waiting time and travel time is not suitable for working, highs speed rail provides suitable environment for working purposes.

Civil Aviation Authority (2011) aviation predicts that the expansion of railway network and the improved access to rail booking are likely to increase the completion from rail operating in the short-haul corporate travel market; however, as it was noted by Civil Aviation Authority travel time still presents main driver of modal choice this competition will be only visible on the shortest air routes. Civil Aviation Authority (2011) also noted that beside frequency and speed of service, factors such as total journey time and schedule also play an important role in business traveller travel choice.

Román & Martín (2011) has analysed the access and egress time to terminal on the Madrid and Barcelona rout, by also taking into account the whole travel time and other aspects. In their study, the two authors concluded that the most effective way how can high-speed rail increase its share is by reduce the access time. According to the authors by reducing the access time it should have greater influence on the market growth than improvements in other features such as fares, travel time or service progression.

## **2.6 Corporate travel policy**

Since the deregulation of the European Union market and the entry of the low cost airlines which enabled a much cheaper travel, business travel expenditure has become a focal point of many companies who begin to take closer look at the spending of their executives who travel for business trips (Mason & Gray, 1995). Consequently, several companies have put a travel policy in place in order to control business travel expenditure. According to (Rothschild, 1988) companies that have successfully adopted travel policy in deed are



saving money on business travel; however, not all decisions regarding travel are designed to save money. Besides achieving the most cost effective travel, corporate travel policy has also an impact on staff well-being, efficiency and remuneration (Civil Aviation Authority, 2011).

Gustafson (2012) explains that travel policy typically comprises of different rules and guidelines related which transport and/or supplier should be used, it dictates the level of comfort can employee enjoy and what type of ticket to book. Also regulations related to pre-travel arrangements, such as a company may require approval before the business traveller is allowed to go for business trip or trough which means can business travel book trip, are usually also included in a travel policy (Gustafson, 2012).

(Rothschild, 1988) concludes the travel policy is a reflection of corporate philosophy in terms how it wishes to manage their travel and also its concern. Yet, while company express their needs and wants in terms of corporate there, these need s and wants do not necessary has to match with the needs and wants of the employee. Consequently, organisation has certain influence over employees and business travel (Mason & Gray, 1995).

As it concluded by Mason & Gray (1995) there are three stakeholders groups (the *organization entity*, the *travel organizer*, and the *traveller*) in the air travel market who can have an influence over the buying behaviour as each stakeholder seeks its own benefit. A good example of such situation would be when a company wishes to minimise their cost while, while the traveller would like to have comfort during the travel for higher cost. The final decision can result either in “victory” for one stakeholder or end in a compromise solution (Mason & Gray, 1995). Consequently the needs of the company may not reflect the needs of business traveller (Mason & Gray, 1995). This suggest that some business traveller do not act they would normally if the policy wouldn’t be in place. In this paper the researcher only focuses on two stakeholders which are the business traveller and to company.

With regards to travel class according to (Civil Aviation Authority, 2011) some companies mandate flight time to specific travel class and also on the shorter trips there is an increasing influence or the choice between air and rail deppending on he journey leght and price. Mason (2000) concludes that business travellers are not as price sensitive if the travel policy allows them to use business class.

## Case Study: Eurostar

### 3.1 About Eurostar

Eurostar<sup>8</sup> is a high-speed passenger trains which connects United Kingdom to France and Belgium via the Channel Tunnel. The first commercial services was launched in 1994 between the Waterloo International station to Paris Gare du Nord, Brussels Midi and Lille carrying 750 passengers and operating at speed of up to 300kph (Eurostar, 2012). Today, the company is located at the St. Pancras International station, operating six core services to French Alps, Paris, Brussels, Lille, Disneyland® Paris and Avignon; and offers more than 100 connecting tickets to destinations across the UK, Belgium, the Netherlands, Switzerland, France and Germany . Beside the St. Pancras terminal, Eurostar also launched two other services from the UK which are operating from Ebbsfleet International and Ashford International (see Appendix A) (Eurostar, 2012).

#### 3.1.1 Eurostar products and services

Eurostar provides a quick and easy city to city central connection. The train operator runs up to 18 services to Gare du Nord in Paris reaching the city in 2 hours 15 minutes from London St. Pancras station and only 1h 51 minutes to Brussels Midi Station with 9 daily services (Eurostar International, 2012). Besides the daily travel services to Paris and Brussels, Eurostar also offers to its passengers 3 travel classes which differs in prices and standards. It is also important to note, that Eurostar has a great interest in gaining more business travellers. This is mainly visible the travel classes were 2 out of 3 classes are specifically developed to suit the needs of business travellers. Yet, as it was mentioned in the literature review, more and more business travellers are also booking the lowest class with lowest fare, consequently the researcher present below all 3 travel classes offered by Eurostar:

- *Standard class* – provides basic service with comfortable seats and check-in up to 30 minutes before departure. The passenger is given the option to either book a non flexible or semi flexible, the latter is for an additional fee. Standard class is mainly for travellers on a budget as the return fare to both Paris and Brussels starts from £69 (Eurostar International, 2012).
- *Standard Premier* – similarly to standard class, also provides the option of non flexible and semi flexible ticket. The difference between the two classes is that premier provides exclusive carriages for its passengers, free newspaper and magazine, and a light lunch or dinner served with drinks. Based on the BEurope (2012) website's this product is aimed for price conscious business travellers who

---

<sup>8</sup> Information gained about Eurostar were from this website [www.eurostar.com/](http://www.eurostar.com/)

seeks a higher level of comfort and service, and also the freedom to work (Eurostar International, 2012). The return fare of Standard premier starts from £189.

- *Business premier* – this is an exclusive business class whose passengers can enjoy special carriage suitable for work, fully flexible tickets, check-in up to 10 minutes before the scheduled departure, drinks and meal on board, free newspaper and magazine and access to the business lounge. The usual return ticket price of this class starts from £450 for both Paris and Brussels (Eurostar International, 2012).

*Eurostar lounges* – are accessible to all Business Premier passengers and Frequent Eurostar Travellers who are holder of a Carte Blanche travel card. This service is available in London St. Pancras International, Brussels Midi and Ashford International. The members of this lounge can enjoy a free drink at the bar; choose from large variety of newspapers and magazines, use complimentary wireless internet and also invite a guest to accompany them (BEurope, 2012).

It is important to note that all carriages provide spacious and comfortable seats, however, the level of comfort rises with the class.

### **Loyalty programs**

Besides the choice of 3 different travel classes, all Eurostar travellers can take part in the loyalty programmes which are the followings:

- The *Eurostar Frequent Traveller* program is designed specifically for business travellers. This loyalty scheme allows travellers to collect points which later can be used to redeem rewards. Also the Eurostar passengers can enjoy special rates on car hire and hotel bookings and also benefit from Eurostar business lounges mentioned above (Eurostar International, 2012).
- *Eurostar Plus* is aimed to all other travellers by earning points for every travel booking they make through the Eurostar website. The travellers of the scheme can receive reward in form of cash-back which can be spent on future travel with Eurostar (Eurostar International, 2012).

Apart from the above mentioned services, Eurostar travellers will from the next year of 2013 be able to enjoyed internet connection also on the board of the trains which at the moment is not available (Cousins, 2012). In addition, the rail operator is also planning on to refurbish its existing 27 trains and introduces 10 new trains by 2014 (Cousins, 2012) with speed up to 320kph (the current speed is 300kph) and carry 900 passengers, which is 150 passengers more than its now (Turner, 2010). The increase in speed would mean further reduction in journey time to just over two hours on London-Paris rout which take 2h 15 m at the present time (Turner, 2010).

### 3.2 London-Paris/Brussels corridor

According Civil Aviation Authority (2011) Paris and Brussels were to top five short-haul destinations for business passengers by air in 2007, yet the increased competition from Eurostar had for consequence that air markets share dropped from 11% to 9%. Since Eurostar launched its first service in 1994, the company has carried more than 115 million of passengers between London and Europe (EurostarInternational, 2012) gaining share of 59% on London-Brussels rail/air market and 66% share on London-Paris. Nevertheless, as Preston and Wall (2008 in Preston, 2012) argues demand for Eurostar London to Paris/Brussels routs has not growth as forecasted due to increased competition from other modes and other destinations. It is important to note that when traveling to Paris or Brussels business travellers can choose either between flying and taking the high-speed train. Although some airlines such as Ryanair and BMI withdraw from the London-Paris/Brussels corridor, this market still remains highly competitive as shown in Table 1. One of the biggest competitor for both routes Paris and Brussels is British Airways (BA) which operates together up to 11 flights a day to both Charles de Gaulle Paris (CDG) and Orly (ORY) airports and up to 6 flights to Brussels (BRU). Air France together with CityJet<sup>9</sup> competes only on the Paris route. The two airlines have together up to 9 flights a day from London Heathrow (LHR) and London City airports to Paris CDG and ORY. One of the lowest numbers of frequent flights has EasyJet, with up to 3 flights a day on the London Luton and Paris CDG route.

**Table 1. London-Paris/Brussels corridor competition**

	<i><b>Eurostar</b></i>	<i><b>BA</b></i>	<i><b>EasyJet</b></i>	<i><b>Air France / CityJet</b></i>	
London	St. Pancras	LHT	LTN	LHR	London City
Paris	Gare du Nord	CDG & ORY	CDG	CDG	ORY
Frequency <sup>10</sup>	18	Up to 11	Up to 3	Up to 5	Up to 4
Return	S: £69	Orly <sup>11</sup>	S: £63.9 <sup>12</sup>	E: £115 <sup>14</sup>	E: £137 <sup>15</sup>
fares*	SP:£189	E: £110	F: £180.9 <sup>13</sup>	PE: £446	
	B: £450	B: £ 415		B: £553	

<sup>9</sup> CityJet is a subsidiary of the Air France KLM Group <http://www.cityjet.com/about-us/>

<sup>10</sup> Carrier which did not provided information about their regular number of daily flights; the months of late September and October of 2012 were check to determine the approximate number. Also this months were specially selected to avoid the increased demand for Olympics game which could have effect the usual frequency of the flights.

<sup>11</sup> Lowest price for return ticket is available for flights Paris ORY

<sup>12</sup> Return fare for London –Paris was calculated using the year overview option and the lowest fares for standard ticket were selected: £26.99 (outbound flight) + £ 27.91 (inbound flight) + 9 (admin fee) = £63 (lowest fare for 2012).

<sup>13</sup> Return fare for London –Paris was calculated using the year overview option and the lowest fares for flexi ticket were selected: £94.99 (outbound flight) + £85.91 (inbound flight) = £180.9 (lowest fare for 2012).

<sup>14</sup> [http://www.airfrance.co.uk/GB/en/local/resainfovol/meilleuresoffres/promo\\_paris.htm](http://www.airfrance.co.uk/GB/en/local/resainfovol/meilleuresoffres/promo_paris.htm)

<sup>15</sup> <http://www.cityjet.com/booking-and-online-check-in/book-your-flight/>

Brussels	Midi	BRU	N/A	N/A	N/A
Frequency	9	6	N/A	N/A	N/A
Return fares *	S: £69 SP: £189 B: £450	E: £132 B: £380	N/A	N/A	N/A
Travel class/fare	Standard Standard-Premier Business	Economy Business	Standard Flexi	Voyageur Premium-Economy Premium-Affaires	Standard-Economy Premium-Economy

\*Fares vary depending on the demand and the time when the booking was made thus the prices showed in the above Table 1 are just for guidance.

### 3.2.1 Business travel between London- Paris/Brussels

The London – Paris/Brussels market share is not the only feature these companies compete for. As it is visible from their profile, each carrier provides travel class or type of fares aimed to target business travellers. For example, easyJet who had before only one product in the company's entire history, has recently introduced a new product called 'flexifare' to increase its share of the business travel market and boost revenues (CAPA Centre for Aviation, 2011). While feature of the cabin remains the same, business travellers of this fare can enjoy speed boarding and unlimited flexibility to change the date of their flights etc. (easyJet, 2011). CityJet which brand themselves as 'London's business airlines' provide premium economy (cityplus) class specially designed to target frequent business flyers who require flexible tickets while standard economy (cityvalue) provides affordable fares for business travel class who do not require such a flexibility. Also the company targets its customers by advertising check in from 15 minutes. According to Civil Aviation Authority (2011) London City has substantially increased its business passenger over the period, by 1.4 million compared, compared to year 1996 when this number was fewer than half million. Further in comparison with other airports London City has recorded the highest proportion of business travellers reaching 48% from this industry group (Civil Aviation Authority, 2011). Civil Aviation Authority (2011) note that this could be because of the airports convenient location to the financial centre<sup>16</sup> of London, and services that the airlines provides in terms of frequency, routes, and speed of transit. Strong position in business traffic has also retained Heathrow airport (Civil Aviation Authority, 2011) from where BA and Air France fly. BA and Air France similarly to Eurostar, have on offer for their business passenger better level of cabin class, loyalty program and access to lounges amongst other. There are of course other services that the air carrier offers to their business traveller which would probably take over of few other pages. Yet the aim is not to describe

<sup>16</sup> Financial centre refers to the City of London (the 'Square Mile') and Canary Wharf. (Civil Aviation Authority, 2011)

each travel class, but to show that competition in gaining high share of business travellers is indeed desired in this corridor and also very strong.

### **3.2.2 Future competitors**

At present, Eurostar is the only rail company operating through the Chanel tunnel. However, the privilege of Eurostar being a monopoly organisation soon will come to the end, as EU effort to open the rail sector to competition will mean that other rail companies will be able to operate through the Chanel. In fact, the German high speed rail operator Deutsch Bah showed interest in launching services from London to Frankfurt from 2015 (Cousins, 2012)

## Methodology

In this chapter the aim is to present and explain the instruments which were used in this research process as a medium of collecting, analysing and interpreting information in order to answer the research questions.

### 4.1 Sample selection

#### Population

Reflecting on the research question of this master's thesis, the target population of this study are business travellers who are using Eurostar trains for work-related trips. Having clearly identified the researched population, Sirakaya-Turk *et al.* (2011) suggest that the next step is to obtain a sampling frame. Based on the authors' explanation, this is a list that usually contains all the member of the population. In this case, the sampling frame would therefore be Eurostar's customer database. Unfortunately, the researcher was unable to access these information thus the size and the population remains unknown. In order to reach the targeted members of the population, non-probability sample was used, mainly because the sampling techniques in this category enable to collect samples without having a sampling frame (Saunders, Lewis, & Thornhill, 2009).

#### Sampling technique

When conducting the exploratory study, the researcher has decided to use the convenience sampling procedure as the targeted business travellers were of convenient accessibility (Altinay & Paraskevas, 2008). The information was collected through face-to-face interviews in the Eurostar's waiting lounge for regular ticket holders at the St. Pancras International in London and Gare du Nord in Paris. Since the interviewee number obtain during the journey was very small, as a result of limited time between the check-in and boarding time<sup>17</sup>, another set of interviews were required. Initially, the researcher planned to continue with the convenience sampling at the St. Pancras station; however, this option was later rejected for the reason that it would be very hard to obtain sufficient interviews from business travellers who are on their way to catch their train or to a meeting. Consequently, the researcher decided to publicise the need for volunteers who would be

---

<sup>17</sup> It is important to note that the researcher didn't obtain permission to access the Eurostar's waiting lounge. Consequently, to get around this problem the researcher booked a round trip from London to Paris with Eurostar in order to get access to the lounge. What is important to mention here, is that when traveling with Eurostar the earliest possible check-in is 75 minutes (or less) before the scheduled departure or 30 minutes latest ([http://www.eurostar.com/UK/uk/leisure/travel\\_information/at\\_the\\_station/check\\_in.jsp](http://www.eurostar.com/UK/uk/leisure/travel_information/at_the_station/check_in.jsp)). Since the check-in time and the security check are considerably quick most travellers didn't rush to enter the lounge. Also the boarding starts 20 minutes before the departure leaving only very short time between the check-in and the boarding time. Hence the time that was initially allocate for interviews with potential participants was substantially limited which resulted in low number of interviews.

willing to spare their time to participate in this exploratory study. Hence, the second sets of interviews were collected by using the self-selection sampling technique (Saunders, Lewis, & Thornhill, 2009).

Bearing in mind the increasing use of social networks and forums, and the targeted audience of this study; professional network 'LinkedIn'<sup>18</sup> and online 'Business Traveller'<sup>19</sup> forum have been selected as the main promotional channels to reach the desired sample of the population. One of the main reasons of choosing LinkedIn is because it's a social network aimed at professionals where the members have the possibility to join groups with similar interest such as business or travel. Subsequently, the researcher has joined number of LinkedIn groups that the population are likely to belong and posted a short text aiming at business travellers who use Eurostar to participate in this study. The same has been done in the case of Business Traveller forum, where the text was posted, primarily, on discussion boards which had either Eurostar or high-speed rail as a headline.

The success of gaining more interviews through these two channels has encouraged the researcher to use the web-sites also when carrying out the survey. Similarly to the exploratory study, the researcher created a short text with the link of the survey which was then posted to various LinkedIn groups. To maximize the respond rate, the post was regularly, at least once a week, updated and reposted during a period of 1 month. With regard to 'Business Traveller' forum, this study was publicised under discussion topic named Eurostar. In addition, one of the main advantages of using this forum is that it allows registered members to create a new discussion topic. Hence, the researcher also created a new forum topic with a specific headline targeting only business travellers of Eurostar, text explaining the study and the link of the survey.

Besides publicising this study online, the researcher also decided to design flyers as another tool to inform the targeted sample about this study (see Appendix B). Once the flyers were printed out, the researcher personally distributed them at the St. Pancras International railway station in London. Further, it is important to note that time, place, selection of the individuals and the duration of the sampling process have been also taken into consideration in the sampling process<sup>20</sup>. Since the target group of this study are business travellers, responses were drawn during the week. Flyers were handed out at two strategic positions which were the check-in gate and at the arrival. In order to make sure that the flyer got to the right hands, potential respondents were screened by asking the

---

<sup>18</sup> professional network <http://www.linkedin.com/>

<sup>19</sup> leading magazine for the frequent business traveller <http://www.businesstraveller.com/>

<sup>20</sup> When carrying out sampling, Finn et al. (2000) also draw attention to the need to address the right place in terms where exactly will the sampling take place e.g. if the sampling is done in a venue then the entry/exit points would be the most appropriate. Moreover, choosing the right time of the year and the day also plays an important role and should be also considered. In addition, the duration of the sampling process and who should be selected needs to be carefully thought through in order to gain a representative sample.



travellers if they are traveling with Eurostar for business/work-related trips. To enhance the response rate, the researcher also tried whenever possible, to briefly explain the purpose of the study and pinpoint the survey linked to the traveller. Lastly, the participants were given enough time to respond as the online survey has been closed after a week from when the last flyer was distributed.

### **Sampling size**

To determine the suitable sample size, most researchers tend to look at previous similar studies as a starting point (Sirakaya-Turk, et al. 2011) primarily as there are no set of rules which could be followed (Saunders, et al. 2009). Sirakaya-Turk et al. (2011) explored that the commonly use sample size in the literature is between 200 and 400. Yet as the authors argues, based on their experience this sample should be around 600 and 800. Swarbrooke & Horner (2001); however; pointed out that when conducting an inductive research a small sample of subjects might be more appropriate.

## ***4.2 Data collection***

### **Qualitative data**

Semi-structured interviews were conducted with business travellers using Eurostar's high-speed trains for work-related trips as part of the effort to gain familiarity and knowledge about business travellers using, specifically, this form of transport. The conversation was shaped around an interview guide<sup>21</sup> (Appendix A), which included open-ended questions to obtain information related to:

#### **(1) the business traveller**

Here, the researcher was interested in the travellers age, position held within the company, business travel experience with Eurostar, reason of travel, the length of stay and travel class. The main purpose of discussion was to identify the travellers' profile and experience within business travel.

#### **(2) the company**

The aim of this discussion was to explore whether the company has a travel policy and if so, how does it affects the business travel. Also, in this discussion the interviewees were asked to briefly describe their company in terms of the size and the nature of business.

#### **(3) the business travel within Europe**

In this discussion the business travellers were asked about their travel arrangements, loyalty programs, and also about their view on business class as a product with Europe and their preferred mode of transport also within Europe. In addition, the interviewee was

---

<sup>21</sup> It is important to note, that since this is only a guide the interviewees were not limited to these questions only.

presented with a hypothetical situation concerning the travel cost to see how the company would react if they would need to cut on travel cost.

#### **(4) sustainability**

Lastly, the aim of this discussion was focusing on travel policies that would reinforce the practice of sustainable activities in their business travel. Furthermore the researcher was also curious about the business traveller's view and opinion regarding embedding sustainable practice into their travel and which travel they consider to be more environmental friendly.

#### **Pre-test**

The information and knowledge generated from this exploratory study helped to facilitate the content and the structure of the survey. However, before the survey was published online, the questionnaire was pretested. Business travellers who participated in the exploratory study and those whose contact details were known were contacted and kindly asked to complete the survey. Also they have been asked to express their opinions about the questions, language, clarity of question and flow. Reason being, is it to make sure that the participants understand the questions and provide appropriate responses (Finn *et.al*, 2000). A pre tested sample of 3 responses out of 4 was collected. The respondents also provided suggestions for improvements. Accordingly, only some minor modifications have been undertaken.

#### **Questionnaire design**

An internet based software tool SurveyMonkey™<sup>22</sup> was used to create the online base questionnaire. Final version of the survey starts with an "Introduction" section which explains briefly the aim and the objective of the survey. This is followed by a "disqualification" question in order to exclude respondents who do not fulfil the necessary criteria of the chosen sample. Subsequently, respondents who clicked "yes" to the "*Do you use Eurostar for business/work related trips?*" question have proceeded to the next following 26 questions with mainly predetermined answers.

It is worth of mentioning that in some cases the closed-ended questions were also accompanied with an optional "comment field" which gave the respondents an opportunity to further elaborate on the give question if they wish to do so. Moreover, the option of "other (please specify)" textbox was also made available in the circumstances where the respondent were unable to find an appropriate answer which would reflect his/her response. With regard to open-ended questions most of them did not require much reflection and were easy for the participants to answer without much thought.

The researcher tried to place the questions in a logical and for the respondent convenient order. Consequently, the questions were categorised into 6 main topics which have

---

<sup>22</sup> <http://www.surveymonkey.net>

followed in this presented order: (1) respondents' personal related information, (2) corporate's travel policy, (3) business travel with Europe, (4) business travel with Eurostar, (5) Eurostar vs. short-haul flights within Europe and lastly (6) Eurostar's attributes.

### ***4.3 Analyzing Data***

Since this study is based on both qualitative and quantitative data where qualitative researcher facilitates the quantitative, there are two stages of data analysis. In the first stage, the researcher transcribed all the interviews using data sampling method which helped to reduce the irrelevant information (Saunders *et al.* 2009). The data was categorised and main finding were highlighted. Information gained through this researcher provided bases of the questionnaire.

Since this study uses non-probability sample technique it is not possible to provide statistical data (Saunders *et al.*, 2009). This, however does not mean that there should be a problem in answering the questions. According to Saunders *et al.* (2009) researcher question of type such as 'What job attributes attract people to jobs?', which is quite similar to research question in this study just of a different context, will provide an answer. The survey was analysed through the software tool Survey Monkey which enabled to filter responses and also crosstab responses. The open-ended questions or were respondents could leave a comment was handled as qualitative data and where possible the response were grouped.

## Results

### 5.1 Main finding of the interviews

In total 7 interviews of duration between 15 to 40 minutes were conducted during the month of March and April of 2012 either face to face or through Skype. The key findings and responses of each individual are presented according to the topics from the interview guideline and are analysed below. Business travellers that wished not to be recorded, notes were taken instead and can be found in the Appendix D. The remaining business travellers who did not mind to be recorded a word to word transcribed of the audio-recording is provided in Appendix E.

#### 5.3.1 Eurostar Business Travellers' Profile

**Age.** The researcher interviewed different age groups from younger generation to middle age and older. As it is visible from Table 2 the proportion of middle and older age business travellers is higher than the younger aged business travellers. This could present some limitation in terms of understanding the motivation and attitude toward the use of high-speed rail by business traveller from a younger perspective. Nevertheless, the researcher believes that this should not have a major effect on the study as it is more likely that the younger generation is less experienced in this matter compared to business travellers in their middle age or older.

**Gender.** One female and six male business travellers were interviewed who travel with Eurostar for numeral reason. Some of the reasons were because of customers, exhibitions, conferences, projects or simply because the person was invited to attend a meeting. According to an anonymous business traveller, who is a business travel specialist and possesses a deep understanding of this travel sector, explained that the reason behind a business travel can be anything and that there is no standard reason.

*“If you would ask a hundred people, a hundred businessmen getting off Eurostar why they going were they going, they would all give you different answer.”* Quoted from BT6

**Occupation.** The next thing that should be highlighted from Table 1 is the occupation of business travellers in particularly of BT1 and BT2 who both work for higher education institutions which makes them atypical corporate employee. As the University Professor referred to himself during the interview: *“I am not your typical business traveller”* Quoted from BT1, 2012. This information has brought a new perspective for the researcher which has not been taken into consideration when creating the guideline. Nevertheless, the main point of the interviews was to learn and familiarize with this sector. Hence, taking this into consideration the questionnaire will accommodate the “not typical” business travellers was well.

**Table 2. Business travellers' profile using Eurostar Customers**

	<i>Age</i>	<i>Gender</i>	<i>Occupation</i>	<i>Experience</i>	<i>Reason</i>	<i>Duration</i>	<i>Class</i>
<b>BT1</b>	67	Male	University Professor	Brussels Regular trains	Invited to attend a meeting	1 day	Business
<b>BT2</b>	68	Male	Partner/ Co-owner	4 <sup>th</sup> time	Business exhibitions	3 days	Economy
<b>BT3</b>	51	Male	Partner/ Executive	Paris Brussels	Forgot to ask	3 days	Business
<b>BT4</b>	37	Male	Export Manager	4x p/m Paris Brussels	Customers	1-2 days	Standard
<b>BT5</b>	23	Female	Office Manager	2x p/y	Exhibition, Conferences	1-3 days	Standard
<b>BT6</b>	54	Male	Director	4-5x p/y	No standard reason	2.4 day	Self-financed: standard Companies: varies on policy
<b>BT7</b>	50	Male	PhD Senior Research Fellow	Travels only with trains 3-4x p/y	Projects Conferences	2 days	Economy

\*BT is an abbreviation of Business Traveller

**Experience.** Regarding the travellers' experience with Eurostar in terms of how often they use this service, in majority of cases proved to be similar. Most of the business travellers are not regular user and travel around 2 to 4 times a year. Nevertheless some of them are business travellers for quite a long time and have rich experience in this area. The only exception to the rule was the export manager who uses Eurostar on regular basis which is around 4 times a month when travelling to Paris, Brussels and other towns and cities making him one of key contributor to this study.

Moreover, from this conversation, the researcher also found out that almost each person enjoys travelling with Eurostar except one. The reason behind not favouring Eurostar is mainly because the person considers traveling with Eurostar as "very expensive" and too "overcrowded" for his liking. As the BT2 traveller further explained his favoured mode of transport is car and whenever he travels to Paris he would use the Channel Tunnel, which is around 2 or 3 times a month. The motive for choosing Eurostar for his recent journey

was because there wasn't flight at the right time which is his second preferred transport and Eurostar train is the last. This is an interesting insight into personal perception that will also be taken into consideration when creating the survey.

**Duration.** Continuing with the analysis of Table 1, the length of stay is similar to any other business trips for short-haul flight they undertake. This was also reinforced by the business travel specialist BT6 who mentioned in the interview that usual length is 2.4 days.

**Class.** What is also worthwhile of discussion is the "class" business travellers chose to travel in. As it is visible from the Table 1, Economy class dominates in most of the cases. It was explored by the researcher that the choice of travel class largely depends on corporate travel policy whether it is written or unwritten:

*"That depends on the travel policy of the company that I am traveling for. [] "So if I travel for my own than I try go as cheap as possible hmm, but some company have rule for business class, some company have rule for standard class it varies."* Quoted from BT6

*"One things about our company is so small like the London company you know, they are very relaxed, no one tend to taking the piss, so they don't really need these policy so they not really worthy. So you know, usually everyone travel with economy even the CEO."* Quoted from BT5

*"[...] my company doesn't pay for anything other than economy [...]"* Quoted from BT4

NOTES BT3: *"the executives may use business class with lowest fare"* other employee can use only economy class. Quoted from BT3

The only business traveller who does travel with business class is because the company's policy allows him to do so. The business traveller explained that the corporate travel policy differentiates between employees rank and as he is an executive, he can travel with business class but with lowest fare (Notes: BT3). So even in this case where the employee has higher position within the company must omit certain rules when it comes to travelling for business related tips.

### 5.3.2 Companies' Profile

**Size.** Based on the interview it can be established that the companies' profile varies both in terms of firm's size and the nature of business. As it is visible from Table 2, companies can be anything from small, small to medium and large sized firm primarily operating on international level either by having branches in different countries or by trading good or services around the world.

**Corporate travel policy.** The interview also revealed that not many of these companies have a policy related to travel. According to the business travellers' statements, it can be agreed that most of these companies tend to be small to medium sized who even though don't have a written policy in place, because of its size, these firms are able to create trusty and friendly office environment where the employees are guided with their common sense:

*"[...] it's a trusting company they know that I will not spend over the top on hotel when there is something that's adequate. They know that I am reasonable with my standards. I would not let a 5 star hotel anywhere unless I can get it for the same price as a 3 stars. 3 stars is my minimum."* Quoted from BT4

*"One things about our company is so small like the London company you know, they are very relaxed, no one tend to taking the piss, so they don't really need these policy, so they not really worthy. So you know, usually everyone travel with economy even the CEO. [...]"* Quoted from BT5

Yet it is important to point out, that this is not always a rule. A small company can also have a written corporate travel policy if their employees travel all the time. Hence, whether a company has a travel policy or not, it also depends on how much the company spend on business trips:

*"Noo they probably wouldn't have that sort of structure in place unless of course it's a company that does lots of travel. You know, you can have 25 employees that are travelling all the time and you can have 1000 employees that hardly anyone travels. So it's tend to be scalable based on the amount spend on travel."* Quoted from BT6

**Table 3. Companies' Profile**

	<i>Size</i>	<i>Nature of business</i>	<i>Corporate travel policy</i>
<b>BT1</b>	N/A	Service	N/A
<b>BT2</b>	Small	Service and Goods	No
<b>BT3</b>	Large, 32,000 employees world wide	Public accounting	Yes: Differentiation in class amongst employees
<b>BT4</b>	Medium size family owned business with international (export)	Goods	No Not written
<b>BT5</b>	Small to medium International 50 world wide 30 in London	Engineering software company	No Small company, relaxed, no one tend to taking the piss, so they don't really need these policy
<b>BT6</b>	All sorts of	N/A	Grade, length

<b>BT7</b>	N/A	Services	UNI: Standard cheapest, public transport Him: sustainable travel only trains
------------	-----	----------	---

Continuing with the companies profile it is essential to note that none of these firms are government owned. The same is valid also for the higher educational institutions within UK which although do receive financial support from the government, they are not government owned. Nevertheless, as it was mentioned by the business travel specialist BT6, a firm even though is private or listed on stock exchange can still do some work for the government:

*“[...] that’s something I don’t want to get into too much detail here because but I just give you an example although, although the company is listed on stock exchange they may do work for government. So one of the companies I worked for did work for the government and sometimes when when you undertake a project for a government you have to go by the government rulers. So if the government rule is train travel is economy then its economy they won’t pay because some of travellers associated with the project is charged back to the client but the client has the right to say well no we’ll pay for the travel but is going to be only in economy. So sometimes that happens.”* Quoted from BT6

However it is not just private firms that can do work for government but also organisations such as Universities. Brining an example from the interview, BT7 who is a PhD research fellow at university in UK is presently undertaking a project supported and financed by the European Parliament. Here is important to know, coming back to travel policy and travel class, that although the PhD research’s trips are covered by the European Parliament, he is still required to follow the rules of his university which is using only Economy class. Thus in this case were the financial support is not covered by the organisation, the business travel has to go by the rules of his organisation.

Taking into account the complexity of this matter the researcher will not carry further research related to business travel for governmental authorities. Nevertheless it will take into consideration that business travellers may do work for other firm or organisation as well thus follow different travel policies. Consequently, the researcher will adjust the survey adequately to suit the business travellers who for more than one firm or organisation.

### 5.3.3 Business Travel

**Booking.** When it comes to business travel itself, business travellers tend to either book their travel arrangements themselves or assign their travel booking to someone else e.g. secretary, travel agency or travel office with the organisation (see Table 3). Here is important to highlight that while most of the business traveller were free to choose who or



how they book their business trip, only the PhD Senior researcher is required to book his trips through the travel office within the university which also has the authority to make any adjustment to the travel booking if there is a cheaper alternative to the one researcher asked for.

*“We have a travel office in the university and we have to fill in a form saying where we want to go and how we want to travel and where we want to stay and they book it all and send me all the details.” [...] “Hmm there is some choice there is some choice. I I, as a rule meetings are fixed and the timings so I have to catch certain trains to be there on time, so yeah but within limits, I mean they might say you’ll catch this slightly earlier one because is a bit chapter or sort of things [...].”* Quoted from BT7

Consequently, it is important to keep in mind that there could be more organisation as well as companies that requires from their employee to book their travel through an appointed agent. This may present certain limitation for the traveller when it comes to making a decision regarding the mode of transport and will be taken into consideration when creating the survey.

**Period.** As it is visible from Table 3, the period between booking the trip with Eurostar and the departure day can be anything as far as couple of months or as little as few days. Based on the interviews it can be said that this mainly depends on how in advance was the traveller notice about the event:

*“[...] you know that you are going to an exhibition you know long line in advance when that exhibition is, so you book you travel in advance. Most of the time again, I am talking generally here but most of the time the business meetings they just happen you know, it is a phone call alright I see you in Paris on Friday or whatever.”* Quoted from BT6

**Table 4.** Business Travel

	<i><b>Booking</b></i>	<i><b>Period</b></i>	<i><b>Train station</b></i>	<i><b>Loyalty card</b></i>	<i><b>Value for money</b></i>	<i><b>Cut in cost</b></i>	<i><b>Preferred transport/ reason</b></i>
<b>BT1</b>	Him-self	Usually 6 weeks if informed up front	Not asked	BA	“hmm...I suppose yes if I am using it”	N/A	Train: Comfort
<b>BT2</b>	Him-self	varies	Not asked	FFP Hotel	“Yes for long-haul journeys”	N/A	Car
<b>BT3</b>	PA,	2-4	N/A	FFP	Yes	Increase in	Train

	secretary	weeks				VTC	
<b>BT4</b>	Him-Self	Not asked	Taxi	Starline	No	Downgrade Not happy Cut on luxury	Train: comfort work Don't drive
<b>BT5</b>	Her-self Booking for others	1 month	Tube Taxi	No	Don't have experience But she is of the opinion that no	Stop people from traveling	Eurostar: Brussels Paris Other: plane
<b>BT6</b>	Business travel agency	2-4 days Done study	Drive	Eurostar: no Airline: BA	No	Downgrade	
<b>BT7</b>	Travel office	1-2 weeks	Bicycle	no	Don't have experience	N/A	Train

**Train station.** Once the Eurostar ticket is purchased, the most common transport used to get to the station is either by taxi, tub, car or bicycle. It is important to note that the researcher did not specify the station's name when formulating the question. Consequently the given answers are not all related to the St. Pancras station as some business travellers do not board the Eurostar train at the main terminal. The reason behind it is either because they live in the suburbs, which is the case of BT6 for example. This business traveller lives close to the terminals Ebbsfleet or Ashford therefore driving to these stations present for him a better travel option. The other case is when a business traveller lives in other city or town thus have to take different rail connection to London in order to be able to catch the Eurostar. A good example of this is the PhD researcher who because of his commitment to make his travel more sustainable he bicycles to the station where he gets on a train to London and then boarding the Eurostar. Hence the choice of taking either taxi or tube belongs to business travellers who work or live in London or in the near surroundings easily accessible by local public transport.

Reflecting on these outcomes researcher came to the conclusion that the location from where the business traveller starts its' journey presents an essential data. This is mainly because the survey will be available online thus business travellers also from all around the United Kingdom will be able to access the questionnaire. Consequently being able to distinguish between the business travellers based on location can have an impact on the final results.

**Loyalty card.** Continuing with analysis of Table 3, it is evident that neither of the business travellers had a loyalty card with Eurostar. This includes also the export manager who uses Eurostar on regular bases like 3 to 4 times a month. According to this business traveller the Eurostar loyalty scheme does not encourage people to use it as the benefit they are getting from it it's not comparable with what he gets with frequent flyers programs.

[...] *"the Eurostar frequent tablet program is not very good, it does not encourage you to use it more often or to pay the higher prices because what you get back in benefits it's not very good. Whereas flying ahmm there are I don't know if you know that there are alliances of airlines one is called Starline which is [not understandable] British Midlands, Scandinavia and so on so for. And I fly pretty much exclusively with those airlines because I get lot of points and then, now I am a gold member which is the highest level you can get, which is often I get upgraded. So my company doesn't pay for anything other than economy but often I get upgraded to business class because of my loyalty."* Quoted from BT4

It is important to note that this is only one opinion out of many. This qualitative research was not able to analyse this matter from different peoples' perspective thus this study will not rely on one personal statement and will be further explored throughout quantitative study.

**Value for money.** When it comes to individual's perception about business class on Eurostar in terms of value for money the researcher received mixed responses from a strait "no" to "hesitating yes" and a strait "yes":

*"No I don't. I think it's a very good product but but I just think it is too expensive, personally."* Quoted from BT6

*"When I go by Eurostar, no different than standard all the way. Because I don't think that that Standard Premier or first are worth the money that you pay. First is good but standard premier is not worthy at all." [] "...standard is so good, as like a lower thing..."* Quoted from BT4

Notes: *"hmm...I suppose yes if I am using it"* Quoted from BT1

Notes: yes because of the ability to work during travel which is very valued by the traveller (BT3)

Although personal perception may play role on how much the business travellers is willing to pay on travel class when the trip is financed by the travel him-self or when the travel policy does not allow other than economy. Yet if the company does allow business class then the employee is more than likely to use this opportunity to upgrade:

*“Hmm yeah I think when people are paying for themselves, there is sort of judgments they make, am I getting value for money? What is different in the business environment is everyone works by rules I mean they tend to not look at the cost so if the rule is you can go business class they all go business simple”.*

Quoted from BT6

Moreover it is important to note that majority of interviewee have never travelled with business class on Eurostar services or even on planes. Consequently they have been asked to reflect their opinion in general terms with focus on business travel within Europe. Similarly to the business class on Eurostar, the opinion about the existing business classes on short-haul flights within Europe were also not considerate worth for money. The only business class that actually was considered by most of the interviewee as a good investment was for long-haul flights:

*“Yes for long haul journeys”* Quoted from BT2

*“And I don’t think is for air either. Because the difference in for price if short-hall anyway, if you want to go to Frankfurt on business class from Stansted and you paying like for 500 pounds it’s like 1h 40 minute how you going to get your extra 350 pounds worth of care in 1 h 40 minutes. [not understandable] If you give me glass of champagne I drink a glass of champagne. If you upgrade me I take it happily but I don’t see the point apart when I go long-hall. When it’s like 24h to Australian than I would like to have more comfort, I like to have a bed on the plane so forth.”* Quoted from BT4

*“I think it’s on long-haul flights, maybe it is and places like that, but if you are going [not understandable] its 2 hours it’s clearly not worthy is it? Only if you need to impress someone...”* Quoted from BT5

Reflecting on the above statement, this is an interesting into business travellers work which raise up the question of future of business travel class not just on short-haul flights but also within Europe . Consequently, it would be an interesting to see the percentage of business traveller using standard class over business class on Eurostar’s rail services and compare the travellers’ motives and opinion behind their choice.

**Cut in cost.** Regarding the outcomes of the hypothetical situation of what would happen if the company would need to cut on travel cost the most common answer was that the company would more likely increase the use of VTC, downgrade business travel so for example employee which are allowed to travel in business class would have to use standard premier. If even this wouldn’t help the company would most probably stop people from traveling.

Notes from BT3: Teleconference increase, possible going from business to economy

*“Normally they down grade travel. So if you are entitle to go business class or if you are entitle go first class they aren’t many but if they are than they would down grade to business. If you are entitle to travel business they would downgrade to premium economy if it’s an aircraft. That’s the generally the way it starts and if that’s not saving them enough money they would actually stop people traveling.”* Quoted from BT6

*“We would probably stop people from traveling [...]”*Quoted from BT5

**Preferred transport.** The last section of this topic was concerned with the business travellers’ favourite transport within Europe. From the Table 3 it is clearly visible that rail transportation is taking the lead with references toward Eurostar. Mainly, because of such attributes as (1) comfortable seats, especially in the economy which in comparison to business class on flights provide higher comfort, (2) ability to work, which is highly value by most of the travellers, (3) fast and hassle-free security check and (4) short check-in time which reduced the travel time. In other words, as one of the business travel noted during the interview, Eurostar makes the travel more pleasurable:

*“[...]every time I go through that process, I smile at how easy it is like that and then you get to Paris you don’t need to do anything, you have already done your passport in London [not understandable] how convenient.”* Quoted from BT4

Nevertheless these attributes are not always enough to make the high-speed train being the first choice. The reason behind is that there are other factors which also play an important role in decision making such as (1) where the journey starts from – is it close to the station or to the airport?, (2) scheduling – what time is the meeting and which time is the best to get there on time?, (3) price – what is the fare and what is the difference in prices?, (4) destination – is it in the centre or outskirt?:

*“[...] it’s a combination of factors time, its schedule, its cost and it’s the origin and destination”* Quoted from BT6

*“Within Europe if I am going say Paris or Brussels or somewhere where Eurostar goes to, I am going to pay that [...] if I have going to somewhere like Prague where it would be quicker the flight, I am going to fly. Because it’s cheaper, I guess time cost to the ratio, it’s cheaper and quicker like the travel time. [...] If it’s quicker to go by train I go with train.”* Quoted from BT5

As it is visible it is a mixture of different external factors that influence the business traveller’s choice regarding mode of transports. However, personal perception should also be taken into consideration as there are travellers whose choice to take Eurostar or any other trains is because they are eco-logical minded and because they wish to personally contribute to sustainable travel. Great example of such a business traveller is the PhD

researcher who as it was mentioned made a commitment to use less polluting mode of transport not just when on business trips but also when traveling for pleasure. Hence, personal environmental concern is a great driving tool which also will be incorporated in the survey.

#### **5.3.4 Sustainability**

Lastly, the interview was covering topic concerning sustainability which aim was to discuss corporate social responsibility in terms of business travel policies. Based on the previous section “*Companies’ profile*”, it came to light that most companies don’t have a written corporate policy. Subsequently, none of the companies had a sustainable travel policy in place or any program which would help to reduce the carbon emission produced from business travel. Likewise this was also valid for the company which did have a travel policy.

Consequently, the interviewees were asked to express their own or company’s view regarding this matter. Two of the business travellers explained, that although their firm doesn’t have a sustainable travel policy, they do have their own share in making their business greener by being either certified with “green tag” (BT3) or by making product from sustainable sources (BT4). Regarding business traveller’s opinion about embedding sustainability through business travel there was a mixture of opinions. One thing that most of the business travellers agreed to is that it is an essential step to do; however, there are certain obstacles which make it hard for them to apply.

As it was explained by the export manager BT4, from his personal perspective he is trying to make an effort to reduce his carbon footprint. Besides taking sort-haul flights, he doesn’t mind to take his time while traveling thus uses other means of transport such as trains, buses or even hitchhike. Yet when it comes to making his business travel more sustainable, for example by offsetting carbon footprint at additional cost, he encounters problems with the travel policy of his company in terms of finances:

“[...] because it’s company and company’s money and because its money on top of the fare, and that would be against the company policy.” Quoted from BT4

Here is important to mention that the policy the business traveller refers to is not a formal written policy. As it was mentioned in the previous section on “*Companies’ profile*” the firm is a trustee family owned business consequently doesn’t have a travel policy in place. Also he is the only employee within the company who travels internationally; consequently the structure of the business is too small to have a policy for one person. Yet, it is interesting that the traveller is making justification to a policy which is more like a guideline rather than a mandatory set of rules.

Nevertheless, because of his preference for Eurostar over short-haul flight the business traveller is still able to reduce his carbon footprint. In fact the export manager doesn’t mind

to travel longer and even travelled from London to Amsterdam with Eurostar which normally takes a minimum of 4 hours and forty minutes compared to 1 hour and 15 minutes with easyJet or British Airways. Mainly, because he was able to combine multiple business trips and attributes such as better comfort and ability to work also played an important role in his decision making:

*“But there is another comment to make is that I don’t drive I don’t like it so I am oblige to use public transport and I actually prefer to do that anyway. And if I for example if I go to Amsterdam I will go to Brussels and then I got to Amsterdam. I try to combine it and make multiple trips so I am not wasting time. So sometimes I go for 3 days when should be only one day because I can combine couple of other trips as well.”* Quoted from BT4

*“Going back to Eurostar I actually I prefer to have longer travel with Eurostar than shorter by plane. So, like if I would have the choice to travel 2 hours on plane or 3 and half hour on Eurostar, I would chose Eurostar. Because, I think is that much better in comfort and the reason of being able to work [...]”* Quoted from BT4

However as it is visible from the quotations, it is important to highlight that the reason for choosing Eurostar over short-haul flight even though the journey would take longer is not because it’s more environmental longer but mainly because of attributes such as “combining multiple business trips”, “comfort” and “ability to work.” Consequently although the business traveller is ecologically minded this did not occurred to him in first place.

Another business traveller who also finds it had to implement sustainable practices throughout his travel was BT6. In his justification the traveller pointed out that even if he personally reduces his travel frequency e.g. with high-speed train, the train will still leave the station whether he is on the board or not causing emission:

*“So what you can say is well I have reduced my my personal carbon footprint because I haven’t travelled but the train is still travelling so there are still carbon emission. What needs to happen there needs to be a huge shift for people to use video conference and Skype and people like Eurostar or British Airways or whatever says well actually there is no demand so the flight will not happen and then you have reduced the carbon emission but we are long way off from there.”*  
Quoted from BT6

This case demonstrates a typical behaviour and reasoning of a costumer that their eco-conscious actions do not have any impact. Therefore, the business traveller doesn’t feel guilty about his travel as he blames others, in this situation the transport providers.

The only business traveller who does combine sustainability with his travel was the PhD senior researcher who together with other colleagues within the institution made a commitment to a more sustainable travel:

*“Hmm our institute to the university its researches travel and tourism, transport tourism and we have a commitment to use more sustainable forms of transport hmm essentially I don’t fly.” [...] “I bicycle to the station and catch the train, you can see that I am a big fan of trains.”* Quoted from BT7

Similar to the firm mentioned earlier, the university doesn’t really have either sustainable travel policies or limitations regarding business travel until the employee travels with the cheapest option possible. Therefore if traveling by plane means cheaper cost to the institution then the employee has to fly. Yet because the traveller is involved in different project paid by a third-party - European Parliament the traveller is able to invest towards his travel and use more environmental friendly mode of transports such as high-speed trains - Eurostar which tend to be expensive than flying by low-cost carriers. Consequently because it’s not the university who provides the extra finances for his travel, the university doesn’t have any objections:

*“I mean we won’t fly as as as an institute the members of the institute decided we won’t fly, but the university doesn’t have any any limitation really. I mean what they looking for obviously is to to get the cheapest that they can, but yeah I know sometimes flying is a little bit cheaper but because most of my travel is funded by projects that I am working on, I can make that choice I can say well actually I have money in the project to pay for me to go by train rather than fly so that’s they usually quite happy with that.”* Quoted from BT7

As it is visible it is not only the company/organisation which has an influence over the travel decision but as well the traveller himself. It is therefore important to take into consideration also the travellers’ point of view on sustainability and what is their share of making travel more environmental friendly. Although, coming back to the previous discussion about how in advance the business travellers book their travel, it is important to remind that business travel sometimes just happens without any warning. Thus it is understandable that business traveller at times is tight on schedule and not always able or even willing to sacrifice their time to travel longer just to reduce their carbon footprint. Yet based on the export manager’s statement: he would travel longer with Eurostar

### **5.3.5 Summary of Eurostar attributes**

To sum up there are various external and internal factors that drives the business traveller decision whether travel with high-speed train or not. Consequently based on the interviews a questionnaire was created that reflects the motives and perception of business travellers using Eurostar. The lists of all attributes mentioned during the interview are provided below and have been incorporate within the survey:



<i>Eurostar service</i>	<i>Train it self</i>	<i>Train vs. Rail</i>
Price too expensive	<b>Leg room</b>	<b>Business travel on</b>
Easy check-in	<b>Walk around easily</b>	<b>airlines is not good</b>
Schedule	<b>Comfortable seats</b>	<b>Loyalty program</b>
Loyalty program	<b>Standard class better</b>	<b>Economy is better on</b>
Delays are bearable	<b>than airlines</b>	<b>Eurostar</b>
Sustainable travel	<b>Ability to work,</b>	
Short time check-in	<b>prepare for meetings</b>	
The whole experience is much more pleasant	<b>Not be restricted to the seat</b>	
Good service		
Good lounges (London, Paris)		
The whole experience is much more pleasant		
Convenient = journey time, place I am traveling from or to		

## 6.1 Survey results

The number of questionnaires collected from the online promotional channels LinkedIn was 33, and Business Travel was 35, while 39 were collected from the St. Pancras station, resulting in a total of 107 responses. However out of 107, 15 respondents did not qualify and 27 have not fully completed the questionnaire. Yet, not all responses were fully complete and out of 107 only 65 were usable for analysis.

### 6.1.1 General profile

**Departure.** Respondents were asked to identify Majority of business travellers in the collected sample begin their journey from the main stations of London, Paris and Brussels. Besides these respondents there were also few who board Eurostar in Lille, Ebbsfleet and Ashford. In addition, there were also three respondents who stated that they usually begin their journey at two different cities; two respondents indicated that they start their journeys in London and Paris while one respondent specified London and Brussels as a usual place where he catches the train. It could be presumed that these travellers are usually traveling from other city or even country when travelling with Eurostar. This however can't be tracked down as the respondents were not asked to state their city or country of origin.

**Gender.** The highest response rate was received from male business travellers accounting for 89.2% [n58] while only 10.8% [n7] were from female business travellers. Although there is a clear bias towards male business travellers, the sample is believed as being

appropriate as most business travellers are conducted by male and also as the research is not gender focused.

**Age.** As it is visible from the Table 5, the sample covers response from almost all age groups. The youngest respondent of this sample was 24 years old while the oldest 63. Majority of responses were collected from age group who were between 36 and 45 (n24), the second highest responses were generated from respondents between the age of 46 and 5 (n19), eleven respondents were age between 26 and 35, and respondents were older than 56 and only one responded was less than 25 years old. The age of each respondent was recorder in exact year and the full list is available in Appendix G.2.

<b>Table 5. Business traveller profile: age by gender</b>				
<b>Age</b>	<b>Male</b>	<b>Female</b>	<b>%</b>	<b>n*</b>
>25	1	0	1.6%	1
26-35	9	2	16.9%	11
36-45	22	2	36.9%	24
46-55	16	3	29.2%	19
56 <	10	0	15.4%	10
<i>answered question</i>				65

\* number of respondents

**Employment status.** Respondents were asked to identify their employment status. Approximately two-thirds (81.5%) of respondents were working for a company, 12.3% were self-employed, 4.6% work for a non-profit organization and one (1.5%) individual work for a government agency (see Table 6).

**Corporate status.** A total of 31 different job titles were provided by the respondents. The most frequent listed job titles were Director, Manager and CEO. For the full list of job titles please see Appendix G.3

**Organization.** Respondents were asked to identify the size<sup>23</sup> of the company/organization. Slightly more than half (53.8%) of the respondents work for a large company, 15.4% work for medium size company, 12.3% are employed by small size company and 18.5% work for a micro company. As it is visible from Table 6, majority of self-employed owned micro companies, while respondents who work for a company are employed by large company. Individuals who work for non-profit organization are either employed by large, small or micro organization and respondent working for government agency is of large size character.

<sup>23</sup> The size of the company was based on the number of employees, defined by the EU standards as follow: medium size < 250, small < 50, micro < 10 [http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)

**Table 6.** Type of employment status and the size of the business

Answer Options/company size	Large	Medium	Small	Micro	%*	n
a) I am self-employed	0	0	1	7	12.3%	8
b) I work for a company	33	10	6	4	81.5%	53
c) I work for a non-profit organization	1	0	1	1	4.6%	3
d) I work for a government agency	1	0	0	0	1.5%	1
e) Other (please specify)	0	0	0	0	0.0%	0
%	53.8%	15.4%	12.3%	18.5%		
						<i>answered question</i>   65

\* percentage

### 6.1.2 Corporate Travel Policy

**Comparison of travel policy with employment status and size of the business, the latter can be found in the Appendix G.4.** Slightly more than half (55.4%) of respondents has to comply with a formally written policy. Majority of these respondents, work for a company of large size. A little more than a quarter (26.2%) of respondents has to follow informal guidelines. In this group we can find some respondents, who are self-employed but primarily who work for a company. With regards to the size of the business this travel policy can be found in each size (large, medium, small and macro). Another 12.3% don't have to follow any corporate policy, these respondents are mainly self-employed, however, there are also respondents who work for a company or non-profit organization. Respondents of this category mainly work in a micro company. One (1.5%) of the respondents who also works for a (large) company was not sure about the description of the policy and three (4.6%) of the respondents stated other. One of three respondents stated that the company (large) he works for has multiple policies which he doesn't like. The remaining two respondents are self-employed, one stated that he makes the decision based on *comfort* and *convenience*, while the other respondents indicated that *cost* (as most cost-effective) and *time* (as most productive) are the main factors.

**Table 7.** Which of the following best describes your organization's travel policy?

Answer Options/employment status	a) <sup>24</sup>	b)	c)	d)	%	n
----------------------------------	------------------	----	----	----	---	---

<sup>24</sup> employment status:

- a) I am self-employed
- b) I work for a company
- c) I work for a non-profit organization
- d) I work for a government agency

a) There is a formal written travel policy	0	33	2	1	55.4%	36
b) There are no written travel policies, but there are informal guidelines	2	15	0	0	26.2%	17
c) There is no travel policy	4	3	1	0	12.3%	8
d) Not sure	0	1	0	0	1.5%	1
e) Other (please specify)	2	1	0	0	4.6%	3
<i>answered question</i>						<b>65</b>

**Comparison of travel policy with regards to transport with employment status and size of the company, the latter can be found in the Appendix G.5.** More than half (61.5%) of the respondents select their own transportation within certain parameters.

<b>Table 8.</b> Which of the following best describes the organization's policy on employee selection of travel mode?						
<b>Answer Options/ employment status</b>	<b>a)</b>	<b>b)</b>	<b>c)</b>	<b>d)</b>	<b>%</b>	<b>n</b>
a) Employees select their own transport with no restriction or guidance	4	8	1	0	20.0%	13
b) Employees select their own transport within parameters set by company's policy	1	36	2	1	61.5%	40
c) The organization strictly manages employee business travel	2	9	0	0	16.9%	11
e) Other (please specify)	1	0	0	0	1.5%	1
<i>answered question</i>						<b>65</b>

This form of policy was found primarily in large businesses and involves mainly respondents who work for a company. Another 20% of respondents select their travel with no restriction, this includes respondents who are self-employed, work for a company and non-profit organisation. This form of the travel policy was mainly found in companies of micro size. Number of respondents whose business travel is strictly managed was 16.9%. Out of these eleven, nine respondents work for a company while the remaining two are self-employed. Lastly, one respondent who is also self-employed stated that it is him who chooses the transport.

**Parameters.** Respondents, who selected option b) '*Employees select their own transport within parameters set by company's policy*' from the previous paragraph, were asked to describe the parameters set by their company/organization which are applicable within short-haul travel in Europe. These parameters were categorised depending on the influence into following 5 groups:

(1) Journey time and class:

In this category the business travellers are restricted to certain travel class if the journey falls below a certain time. For example, if the journey is less than 5 hours the business traveller has to travel in economy class and if the journey is longer than 5 hours the

employee is allowed to travel in business class. The journey time of course differs depending on the company and its policy. In some cases this time was 2 or 3 hours. Also, what is interesting to point out here, is that out of these policies some permitted business class on trains while on short-haul flights only economy class. Examples of responses that match this finding are presented in the Table below:

**Table 9.** Economy on planes while business class on trains

<ul style="list-style-type: none"> <li>• Travel less than 5 hours = economy class. Travel more than 5 hours = business class (flights), first class (trains) Guidelines on hotel expenditure by region (e.g. Europe 250 GBP) but exceptions made where necessary</li> <li>• Free choice of transport type on short haul (train, plane, car). Business class on trains. Business class on planes if over 3 hours flight.</li> <li>• General policy: book the cheapest option / cheapest airline unless there is a business need (however this is usually ignored with employees citing 'business needs') Plane: shorthaul = economy Train: under 2 hours = economy. Over 2 hours = business class</li> <li>• Air is flying economy class or cheaper when applicable for destinations below 5hrs distance, Train is first class coaches/services</li> <li>• Air - economy Rail - business class</li> <li>• Economy air. 1st Class Rail. Small hire car</li> <li>• Train in 1st class Plane in Eco Max expenses for Hotel</li> </ul>
---

This is an interesting finding as most travellers may chose train rather than plane in order to take advantage of the business class which would not be permitted on the plane.

## (2) Rail travel

In this category are those parameters which encourage the use of trains. There were only 3 respondents who have to follow these guidelines. One of the respondents stated that journeys bellow 4 hours have to be undertaken in train. The second respondent mentioned that using a train is a must and if flight is required this has to be consulted. The last respondent wrote that rail should be used where possible.

## (3) Cost

Cost was another parameter. Here the respondents have to take into consideration the price when traveling for business. Some of the limitations listed by the respondents are very cost conscious such as they are required to book early in advance, take advantage of discounts, take the most cost effective/cheapest option to get to the destination or limited to economy class only, amongst other. There were of course travel policies which were not as strict. While the focus is still on price the company allows certain flexibility. For example, the employees can choose a reasonably priced travel and also take into account the time and

business needs. One respondent also stated that cost can be negligent depending on urgent and client.

(4) other

In this category there were few responses which were not possible to categorise or irrelevant. For example, one respondent was not aware of the exact parameters as are in hands of the travel agency, the other respondent mentioned that the travel policy is in the process of approval, another was required to book through travel agency and two responses did not indicate the parameters.

**Objective of travel policy.** Respondents were asked to select or describe the main objectives of the company's travel policy. Approximately more than half (61.5%) of the respondents stated that the main objective of their company's travel policy is to save money, 35.4% described the main objective as to help manage business and 9.2% indicated that the main objective is to promote environmental responsibility.

**Table 10.** Which of the followings best describes the main objective of the travel policy/rules?

Answer Options/ employment status	a)	b)	c)	d)	%	n
a) To save money on business travel	2	36	2	0	61.5%	40
b) To promote environmental responsibility	2	3	0	1	9.2%	6
c) To help manage business travel	3	18	2	0	35.4%	23
d) Other (please specify)	2	6	0	0	12.3%	8
<i>answered question</i>						<b>65</b>

The remaining 12.3% selected the option other. In the comments, one that stands out is objective to promote the usage of the rail, this is mainly because the respondent works for a railway company which encourages the use of this type of transport. The full response list can be found in Appendix G.7.

**Environmental responsibility.** Respondents who selected option b) '*To promote environmental responsibility*' as main objective of the travel policy were asked to provide more information. Two respondents indicated that the main objective is to encourage rail usage, one noted that public transport is preferred than use of car. Further, a self-employed respondent noted that he prefers trains over short-haul flights; however, considers flights as best option for business travel in terms of *time* and *convenience*. Based on the key factors stated by the respondent it can be argued that this person more likely lives close to an airport, thus taking a train which is not close by does not provide the best option. The full list can be found in Appendix G.8 rest of the responses are not so clear

### 6.1.3 Business travel with Europe

**Booking.** Respondents were asked to rank often do they book their travel themselves. A likert scale was provided to see the business traveller booking behaviour. As it is visible from Table 1, a little less than a half (43.1%) of respondents book their travel themselves, while more than half if we add the numbers together uses other means which are discussed in the next paragraph below.

<b>Table 11.</b> Do you book your business travel?		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always	43.1%	28
Often	24.6%	16
Sometimes	12.3%	8
Rarely	12.3%	8
Never	7.7%	5
<i>answered question</i>		<b>65</b>

**Means of booking.** One of the most popular means of booking is carried out by the respondents themselves through direct booking. There were 23.1% respondents who 'always' book their travel and a slightly more (27.7%) stated that that they 'often' book directly. Also, as it is visible from Table 12, 12.3% of respondents always use their secretary/PA or external travel agent to make the booking for them while a relatively low number (3.1% 'always' and 9.2% 'often') of respondents use internal agent. Amongst the other comments one respondent stated that it is his/her colleague who books the business trips. Further some respondents also use other means such as telephone, internal traveller management system, and airlines. Yet none of these have a significant importance.

<b>Table 12</b> Through which means is your business travel frequently booked?							
Answer Options	Always	Often	Sometimes	Rarely	Never	N/A	Response Count
Secretary/PA	12.3% (8)	<b>15.4%</b> (10)	10.8% (7)	18.5% (12)	<b>27.7%</b> (18)	15.4% (10)	65
Internal travel manager/agent	3.1% (2)	9.2% (6)	3.1% (2)	3.1% (2)	<b>44.6%</b> (29)	<b>36.9%</b> (24)	65
External travel manager/agent	12.3% (8)	9.2% (6)	12.3% (8)	15.4% (10)	<b>35.4%</b> (23)	15.4% (10)	65
I book it directly through a website	<b>23.1%</b> (15)	<b>27.7%</b> (18)	24.6% (16)	9.2% (6)	12.3% (8)	3.1% (2)	65
Other	0.0% (0)	4.6% (3)	4.6% (3)	1.5% (1)	20.0% (13)	69.2% (45)	65
If you selected Other (please specify)							4
<i>answered question</i>							<b>65</b>

**Cost of business travel.** When it comes to who finances the respondents' trips, majority (44) is paid by the company 'Self-finance' and 'Client' receive about the same total number of responses when looking at the positive side of the liker scale (from always to rarely). One of the respondents also mentioned in the 'other' section that an 'external funding agency' finances his/her trip 'rarely'.

**Table 13.** Who finance the majority of your business travel within Europe?

Answer Options	Always	Often	Sometimes	Rarely	Never	N/A	Response Count
a) Myself	6	2	4	4	21	6	43
b) My company/ organisation	44	5	8	1	1	4	63
c) Client	2	6	7	1	22	5	43
d) Other	0	0	0	2	13	25	40
If you selected Other (please specify)							1
<i>answered question</i>							<b>65</b>

**Business trips within Europe.** Respondents were asked to indicate how many business trips they take annually within Europe (see Appendix G.9). From the collected responses 43.1% take trips between 10 and 29, 30.8% take less than 10 trips per year and 26.1% of respondents travel more than 30 times, for business trips.

**Travel Class.** More than half (61.5%) of business travellers were travelling in Standard/Economy class. Majority from this group are self-employed and working for companies. The second largest group are respondents who use business class (27.7%). Premium class is used by 20% while 16.9% uses low cost. By looking at the different classes (see Table 14) it can be noted that large number of business travellers uses low class travel which supports the finding of the literature review that there is a higher number of business traveller in the lower class than in business classes. One respondent wrote 'depends' indicating that business travellers not always travel with one certain travel class within Europe

**Table 14.** When traveling on business trips within Europe which of the following options do you usually book?

Answer Options/ employment status	a)	b)	c)	d)	%	N
a) First	0	0	0	0	0.0%	0
b) Business	3	15	0	0	27.7%	18
c) Premium Economy	1	12	0	0	20.0%	13
d) Standard/Economy	5	31	3	1	61.5%	40
e) Low-cost	0	9	2	0	16.9%	11
e) Other (please specify)	0	1	0	0	1.5%	1
<i>answered question</i>						<b>65</b>



**CO2.** In order to find out how concerned are the business travellers using Eurostar, the respondents were asked to rate them-self on likert scale from not at all concerned to very concerned. As it is visible from Table 15 there is an equal number (30.8%) of respondents who are ‘quite concerned’ and ‘not very concerned’. The rest of business travellers are 24.6 % undecided and 7.7% of respondents are ‘not concerned at all while’ only 6.2% are ‘very concerned’. Since there is a similar number on either side it could be said that environmental aspects of high-speed rail are not really affecting the choice of travel mode. With regards to employment status proportionally self-employed business travellers are more concerned than the one working for a company or organisation.

**Table 15.** Overall, how concerned are you with carbon emission?

Answer Options/ employment status	a)	b)	c)	d)	%	n
Very concerned	1	3	0	0	6.2%	4
Quite concerned	4	15	1	0	30.8%	20
Undecided	1	14	1	0	24.6%	16
Not very concerned	1	17	1	1	30.8%	20
Not at all concerned	1	4	0	0	7.7%	5
<i>answered question</i>						<b>65</b>

#### 6.1.4 Business travel with Eurostar

**Business trips with Eurostar.** Respondents were asked to disclose number of trips they usually undertake with Eurostar annually. Almost half of the sample (47.2%) travel less than 5 times a year. Respondents who travel for business trips between 5 and 10 were 29.2% while business traveller who travel more than 10 times but less than 15 times a year was 13.8%. There were also few (10.8%) respondents who travel more than 15 times a year. These business travellers in this category travel substantially more than the rest of the respondents. Most trips in this category are around 30 and more, 52 trips being the highest.

**Destination with Eurostar.** Besides the main connections, only very few individuals use Eurostar for other destination than London, Paris and Brussels. Out of 65 respondents only 9 travels further than the above mention cities. These cities include Amsterdam, Rotterdam, Koln, Antwerp, Cologne, Frankfurt, Luxemburg and Lyon. G12

**Eurostar ticket.** Respondents were required to select the fare that they usual purchase when traveling with Eurostar. Similar to previous section that has asked about business travel within Europe, majority of business travellers book Standard (26) or Standard Premier (24) when traveling on Eurostar. By adding up these two numbers more than a half (50) of the sample uses lower class and only 15 respondent take the advantage of the business class. What is also worth to mention is the ‘fare condition’ (see Table 16). The difference between those who purchased flexible ticket and those who didn’t is very low. Thus it could be said that what Mason (2006) concluded about these types of fares (flexi

and non flexi) with regards that more and more business travellers do not require flexi ticket when flying, this statement might not be applicable in case when business travel is taken by high-speed.

**Table 16.** When traveling on business trip which of the following options do you usually book?

<b>Eurostar Class</b>	<b>Standard</b>	<b>Standard Premier</b>	<b>Business Premier</b>
	26	24	15
<b>Eurostar Fare Conditions</b>	<b>Non Flexible</b>	<b>Semi Flexible</b>	<b>Fully Flexible</b>
	34	20	11

### 6.1.5 Eurostar vs. Air

**Value for money.** Majority of business travellers do consider business travel on both short-haul flights and Eurostar as value for. However, based on the comments provided by business travellers Eurostar is way too expensive and the fares are similar to airlines. One of the respondents also pointed out that Eurostar and even train in United Kingdom are much too expensive than elsewhere.

**Table 17.** Do you consider Business Travel within Europe as value for money?

<b>Answer Options</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>I haven't experienced business class</b>	<b>n</b>
On Short-haul flights	6	26	10	10	7	6	65
On Eurostar	7	25	14	10	5	4	65
Please feel free to add any other comments							7
<b>answered question</b>							<b>65</b>

**Attributes.** One of the main attributes were respondents consider very important were (1) door-to-door journey, (2) the quickest from of transport and (3) the schedule. One of the highest scores in 'important' section received a (1) comfort and (2) safety followed (3) schedule, (4) the closest mode of transport where I am going to. The least important factors were (1) the least polluting option, (2) the loyalty program and (3) requirements of corporate policy.

**Table 18.** When deciding between taking Eurostar or a flight which factors do you consider important in your choice?

<b>Answer Options</b>	<b>Very Important</b>	<b>Important</b>	<b>Moderately Important</b>	<b>Of Little Importance</b>	<b>Unimportant</b>
Requirements of corporate policy	10	16	8	<b>13</b>	<b>18</b>
The total cost of travel	21	<b>20</b>	17	4	3
The quickest form of transport	<b>30</b>	<b>19</b>	14	2	0
The door to door travel time	<b>37</b>	21	6	1	0
The least polluting option	3	13	13	<b>27</b>	9
The closest mode of transport from where I start journey	19	21	16	7	2
The closest mode of transport to where I am going	20	<b>28</b>	12	4	1
The loyalty scheme program	6	11	11	17	<b>20</b>
The reliability	23	32	6	1	3
The comfort	18	32	11	3	1
The safety	<b>24</b>	21	5	7	8
The schedule	<b>28</b>	<b>29</b>	7	1	0

Beside the above mentioned factors, business travellers also revealed in the comment field, that ability to work on Eurostar is very important to them and also quick boarding process and queuing time, amongst other.

**Maximum time.** Respondents were asked to choose which would be an acceptable added time to their journey. The reason for asking this question is to see whether business travellers would mind to travel a bit longer on Eurostar, than taking a plane to see whether the journey time really matters to them. As it is visible from Table 19. Most of the respondents (36.9%) would not mind to travel 1 hour longer while 27.7% stated that their door-to-door journey time has to be the same or even shorter than with air travel. Another 10.8% respondents even choose more than 1 hour, which would mean that the journey time is not so important to them. The remaining respondents said that 13.8% would travel 30 minutes longer on Eurostar, 6.2% have selected 45 minutes and 4.6% are willing to travel 15 minutes longer.

**Table 19.** What would you consider to be an acceptable maximum added time to your "Door to Door" journey with Eurostar in comparison to flying?

Answer Options	Response Percent	Response Count
a) 15 minutes	4.6%	3
b) 30 minutes	13.8%	9
c) 45 minutes	6.2%	4
d) 1 hour	36.9%	24
e) More than 1 hour	10.8%	7
f) The door to door journey has to be the same or shorter then with air travel	27.7%	18
Please feel free to add any other comments		5
<i>answered question</i>		<b>65</b>

**Attributes of Eurostar in comparison with air.** As it is visible one of the main driving force which can make Eurostar more favourable are (1) short check-in time (63.1%), this is followed by (2), better condition to work, (3) easy check in (4) convenient terminal location from where I start my journey and (5) the whole travel experience is more pleasant.

**Table 20.** Which of the following attributes of Eurostar did you base your decision on? (If your previous answer was option F: Which of the following attributes of Eurostar makes you choose high-speed train instead of plane?)

Answer Options	Response Percent	Response Count
<b>Easy check-in</b>	55.4%	<b>36</b>
<b>Short check-in time</b>	63.1%	<b>41</b>
Plenty of leg room	30.8%	20
Ability to move around	43.1%	28
Not be restricted to the seat	26.2%	17
Comfortable seats	30.8%	20
<b>Better condition to do work</b>	56.9%	<b>37</b>
Ability to use phone	38.5%	25
<b>Convenient terminal location from where I start my journey</b>	55.4%	<b>36</b>
Convenient terminal location to where I am going	53.8%	35
<b>The whole travel experience is more pleasant</b>	55.4%	<b>36</b>
More environmental friendly transport	21.5%	14
Terminal is situated close to the city center	50.8%	33
Train station well connected with public transport	52.3%	34
Other (please specify)	7.7%	5
<i>answered question</i>		<b>65</b>

**Overall satisfaction.** Respondents were asked to rank their overall satisfaction with Eurostar services. Almost half (46.2%) of respondents were mostly satisfied with Eurostar.

This was followed by 23.1 % of completely satisfied and 20% of somewhat satisfied. As it is visible from Table 21, only very few (6.2 % and 1.5 %) respondents showed dissatisfaction.

**Table 21.** Overall, what is your satisfaction with Eurostar services in comparison with flying?

Answer Options	Response Percent	Response Count
Completely satisfied	23.1%	15
Mostly satisfied	46.2%	30
Somewhat satisfied	20.0%	13
Neither satisfied or dissatisfied	3.1%	2
Somewhat dissatisfied	6.2%	4
Mostly dissatisfied	1.5%	1
Completely dissatisfied	0.0%	0
Please feel free to add any other comments		12
<b>answered question</b>		<b>65</b>

## CONCLUSION

The purpose of this master thesis was to explore and describe the reasons behind business travellers' actions choosing high-speed rail over air transport. This study considers business travellers whose rail journey is undertaken for business purposes, irrespective of the cabin in which they are travelling. In order to narrow down this study to a manageable level, this paper implements a case study of Eurostar high-speed service between the United Kingdom and the mainland Europe. Specifically, the researcher attempts to examine business travellers who use Eurostar trains as a means of travel for work-related trips. The data used in this study was based on primary sources collected through the combination of qualitative and quantitative methods. The qualitative study here plays an important role in generating information and knowledge used to facilitate qualitative research rather than being competing approaches. Consequently, the research study begins with an exploratory study which involves in-depth interviews followed by descriptive study using questionnaire-based online survey.

The development of high-speed trains has been a focal point of political decisions. Efforts to create sustainable mobility reduce congestion, improve rail way mobility across the Europe is number one agenda. Taking into consideration that business travel plays an important role in the travel industry and the constant competition between the airlines as well as between rail and air, researcher believes that there is a need to place individual attention on the business passengers. Primarily, because there is an absence of literature regarding business market in the high-speed segment, which in fact, is growing fast. Therefore in order to fully understand this market and found out what are the main factors that drive them to switch from one mode to another one (from air to rail), this paper explores high-speed rail business traveller who use Eurostar for business/ work related trip. It explores the characteristics of the business traveller and the main attributes of Eurostar which play important part in modal choice.

One of the main findings of this paper is concerning travel policy. It was found that in most cases the travel policy does not allow business or premium class on short haul flights; however, on rail service is exactly the opposite. Consequently, one might think that such a travel policy can be a major driving factor for business traveller to choose rail over air as the traveller can travel in a better comfort. Yet this was not found out in this study.

Another interesting finding was with regards to CO<sub>2</sub>. The users of the Eurostar are not partially very concerned about their negative impact on the environment. The proportion of 'concerned' and 'not concerned' was the same, and the 'undecided' group presented also quite high number of responses. Also when the business travellers had to choose which are the main attributes of Eurostar that makes this service so favourable in comparison with air, 'the least polluting option' received the highest 'a little of importance' and this

attributes of high-speed rails did not make it even to the top five. Consequently it could be said that the environmental aspect of the high-speed rail does not play almost any role, in general terms. Yet, the findings also show that there are some business travellers who are indeed very environmentally conscious and use only or whenever possible train or high-speed rail.

With regard to travel policy, even though not many, in fact, a relative small number of corporations promotes environmental practice, many companies do favours that their employee when travelling on business trip take rail over air which is visible on the travel policy they implement.

Furthermore, a notable finding was concerning of a potential added time to the door-to-door time. Here the researcher was curious whether despite the fact that travel time is the number one modal choice, if business travellers would be willing to travel longer journey with Eurostar instead of shorter travel time with airlines. The finding shows that although travel time (door-to-door) journey remains a very important aspect, there are business travellers who don't mind to travel an additional 1h or even more with Eurostar just not to take a plane. The reason behind their decision are the following Eurostar attributes (1) short check-in time, (2), better condition to work, (3) easy check in (4) convenient terminal location from where I start my journey and (5) the whole travel experience is more pleasant.

Despite business traveller being satisfied with Eurostar rail service there were few business travellers who considered Eurostar quite expensive. Taking into consideration in the present time Eurostar is the only high-speed rail operating on this route is quite understandable. Yet for business traveller this seems as a very negative aspect which in fact could reduce the demand for business traveller.

Lastly the attributes which were considered as 'very important' factors which have the power over modal choice are (1) door-to-door journey, (2) the quickest form of transport and (3) the schedule. This is followed by other 'important' attributes such (1) comfort and (2) safety followed (3) schedule, (4) the closest mode of transport where I am going to. The least important factors were (1) the least polluting option, (2) the loyalty program and (3) requirements of corporate policy. The findings of this study pretty much matches the finding of the existing literature as no new attributes were found which could have significant influence over the modal choice.

## **Recommendations**

The current study has provided only a basic understanding of Eurostar business travellers in the London-Brussels/Paris market. Much more research on corporate travel seems to be needed. This study only concentrates on two stakeholders who could have influence over the business travel modal choices one is the organisation entity and the traveller. However

there is also the travel organiser, who may have also significant influence over the business traveller modal choice. In terms whether at all the travel manager offer high-speed rail as an option or whether just provides the travel with information about flights. Also when it comes to external travel managers, they might have negotiated deals with companies. There should be also a future studies where the focus is divided on both business male and females. This is mainly because females may have different needs or like different aspects of high-speed rail than male.



## Bibliography

- Adler , N., Pels, E., & Nash, C. (2010). High-speed rail and air transport competition: Game engineering as tool for cost-benefit analysis. *Transportation Research Part B*, 44 (7), 812–833.
- Åkerman, J. (2011). The role of high-speed rail in mitigating climate change - The Swedish case Europabanan from a life cycle perspective. *Transportation Research Part D: Transport and Environment*, 16(3), 208-217.
- ALSTOM. (2012). *AGV very high-speed trains*. Retrieved Jun 23, 2012, from alstom: <http://www.alstom.com/transport/products-and-services/rolling-stock/agv-very-high-speed-trains/>
- Altinay, L., & Paraskevas , A. (2008). *Planning research in hospitality and tourism* . Oxford: Elsevier Ltd.
- Amadeus. (n.d.). *The Travel Gold Rush 2020* . Retrieved March 14, 2012, from amadeus Your technology partner: <http://www.amadeus.com/AU/goldrush2020.html?PRO=6#>
- Amos , P., Bullock, D., & Sondhi, J. (2010, July). *High-Speed Rail: The Fast Track to Economic Development?* Retrieved April 23, 2012, from The World Bank: [http://www-wds.worldbank.org/external/default/WDSPContentServer/WDSP/IB/2010/07/26/000334955\\_20100726032714/Rendered/PDF/558560WP0Box341SR1v08121jul101final.pdf](http://www-wds.worldbank.org/external/default/WDSPContentServer/WDSP/IB/2010/07/26/000334955_20100726032714/Rendered/PDF/558560WP0Box341SR1v08121jul101final.pdf)
- Andersen, P. B., & Pedersen, J. (1991). How to manage a 100 percent increase in rail travel. *Transportation Research Part A: General*, 25(4), 173-180.
- Andersen, P. B., & Pedersen, J. (1991). How to manage a 100 percent increase in rail travel. *Transportation Research Part A: General*, 25(4), 173-180.
- Behrens, C., & Pels, E. (2012). Intermodal competition in the London–Paris passenger market: High-Speed Rail and air transport. *Journal of Urban Economics* 71, 71(3), 278–288.
- BEurope. (2012). *Eurostar travel classes*. Retrieved March 14, 2012, from b-europe: <http://www.b-europe.co.uk/Travel/Trains/Eurostar/Comfort%20on%20board>
- Biello, D. (2002). *Buller trains: inside and out*. New York: The Rosen Publishing Group Inc.
- CAPA Centre for Aviation . (2011, March 21). *market, easyJet focusses on business travel*. Retrieved May 15, 2012, from CAPA centre for aviation: <http://centreforaviation.com/analysis/easyjet-focusing-on-business-travel-market-48723>
- Civil Aviation Authority. (2011, November). *Flying on Buisness: a study of the UK business air travel market*. Retrieved May 14, 2012, from Civil Aviation Authority: <http://www.caa.co.uk/application.aspx?catid=33&pagetype=65&appid=11&mode=detail&id=4769>

- Cousins, F. (2012, May 17). *Eurostar to launch wifi next year*. Retrieved Jun 12, 2012, from BusinessTraveller: <http://www.businesstraveller.com/news/eurostar-to-launch-wifi-next-year>
- Davidson, R., & Cope, B. (2003). *Business travel: conferences, incentives travel, exhibitions, corporate hospitality and corporate travel*. Harlow : Pearson Education Limited.
- Denstadli, J. M., Julsrud, T. E., & Hjorthol, R. J. (2012). Videoconferencing as a Mode of Communication: A Comparative Study of the Use of Videoconferencing and Face-to-Face Meetings. *Journal of Business and Technical Communication*, 26(1), 65-91.
- easyJet. (2011, Jun 17). *Launch of our new Flexi air ticket* . Retrieved May 15, 2012, from easyJet: <http://blog.easyjet.com/launch-of-our-new-flexi-fare-ticket/>
- Europa. (1996, October 24). [www.europa.eu](http://europa.eu). Retrieved from Europe's free market in air travel has delivered cheaper fares, new airlines and a wider choice of routes, but there is still room for improvement, commission study finds: <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/96/950&format=HTML&aged=0&language=EN&guiLanguage=en>
- European Commission. (2008). *Modern rail, modern Europe: towards an integrated European railway area*. Luxembourg: Office for Official Publications of the European Communities.
- European Union. (2010). *High-speed Europe – A sustainable link between citizens*. Directorate-General for Mobility and Transport. Luxembourg: Publications Office of the European Union.
- Eurostar International. (2012). *Company Information: Introduction*. Retrieved March 14, 2012, from Eurostar: [http://www.eurostar.com/UK/uk/leisure/about\\_eurostar/company\\_information/introduction.jsp](http://www.eurostar.com/UK/uk/leisure/about_eurostar/company_information/introduction.jsp)
- EurostarInternational. (2012). *Eurostar offers new class of service in response to changing needs of customers*. Retrieved March 14, 2012, from Eurostar: [http://www.eurostar.com/UK/uk/leisure/about\\_eurostar/press\\_release/press\\_archive\\_2010/eurostar\\_offers\\_new\\_class\\_service.jsp](http://www.eurostar.com/UK/uk/leisure/about_eurostar/press_release/press_archive_2010/eurostar_offers_new_class_service.jsp)
- Finn, M., Elliott-White, M., & Walton, M. (2000). *Tourism and leisure reserach methods: Data collection, analysis and interpretation*. Harlow: Pearson Education.
- Gonzalez-Savignat, M. (2004). Competition in Air Transport: The Case of the High Speed Train. *Journal of Transport Economics and Policy*, 38(1), 77-108.
- Gustafson , P. (2012). Managing business travel: Developments and dilemmas in corporate travel management. *Tourism Management*, 33(2), 276-284.
- Martínez Sánchez-Mateos, H. S., & Givoni, M. (2011). The accessibility impact of a new High-Speed Rail line in the UK – a preliminary analysis of winners and losers. *Journal of Transport Geography*, doi:10.1016/j.jtrangeo.2011.09.004, 1-10.

- Mason, K. J. (2000). The propensity of business travellers to use low cost airlines. *Journal of Transport Geography*, 8(2), 107-119.
- Mason, K. J. (2001). Marketing low-cost airlines services to business travellers. *Journals of Air Transport Management*, 7(2), 103-109.
- Mason, K. J. (2002). Future trends in business travel decision making. *Journal of Air Transportation*, 7(1), 47-68.
- Mason, K. J. (2006). The value and usage of ticket flexibility for short haul business travellers. *Journal of Air Transport Management*, 12(2), 92-97.
- Mason, K. J., & Gray, R. (1995). Shorthaul business travel in the European Union: a segmentation profile. *Journals of Air Transport Management*, 2(3/4), 197-205.
- Nash, A., & Weidmann, U. (2008). *Europe's High-Speed Rail Network: Maturation and Opportunities*. Retrieved May 13, 2012, from TRB Annual Meeting 2008; Session 556: Assessing Intercity Rail Passenger Performance. TRB Presentation: <http://andynash.com/publications/>
- Nash, C. A. (1991). The case for high speed rail. *Investigaciones Economicas (Segunda epoca)*. Vol XV, n.2, 337-354, Retrieved from Google Scholar: <ftp://ftp.funep.es/InvEcon/paperArchive/May1991/v15i2a6.pdf>.
- Network Rail. (2009). *Meeting the capacity challenge: The case for new lines - synopsis*. Retrieved April 14, 2012, from [www.networkrail.co.uk](http://www.networkrail.co.uk): [www.networkrail.co.uk/5886\\_NewLineStudy\\_synopsis.pdf](http://www.networkrail.co.uk/5886_NewLineStudy_synopsis.pdf)
- O'Tooler, C. R., & Ritchie, J. B. (2009). *Gridlock: Why we're stuck in traffic and what to do about it!* Washington: Cato Institute.
- Pianigiani, G. (2012, April 28). *On High-Speed Rails, a New Challenger in Italy*. Retrieved Jun 20, 2012, from The New York Times: [http://www.nytimes.com/2012/04/29/world/europe/on-high-speed-rails-a-new-challenger-in-italy.html?\\_r=2](http://www.nytimes.com/2012/04/29/world/europe/on-high-speed-rails-a-new-challenger-in-italy.html?_r=2)
- Preston, J. (2012). High Speed Rail in Britain: about time or a waste of time? *Journal of Transport Geography*, 22, 308-311.
- Railteam. (2012). *Why railteam?* Retrieved May 5, 2012a, from <http://www.railteam.co.uk>: <http://www.railteam.co.uk/why-railteam/our-alliance/>
- Railteam. (2012b). *Railteam services*. Retrieved May 5, 2012, from Railteam: <http://www.railteam.co.uk/for-your-journey/railteam-services/>
- Rothschild, J. (1988). Corporate travel policy. *Tourism Management*, 9(1), 66-68.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Harlow: Pearson Education Limited.

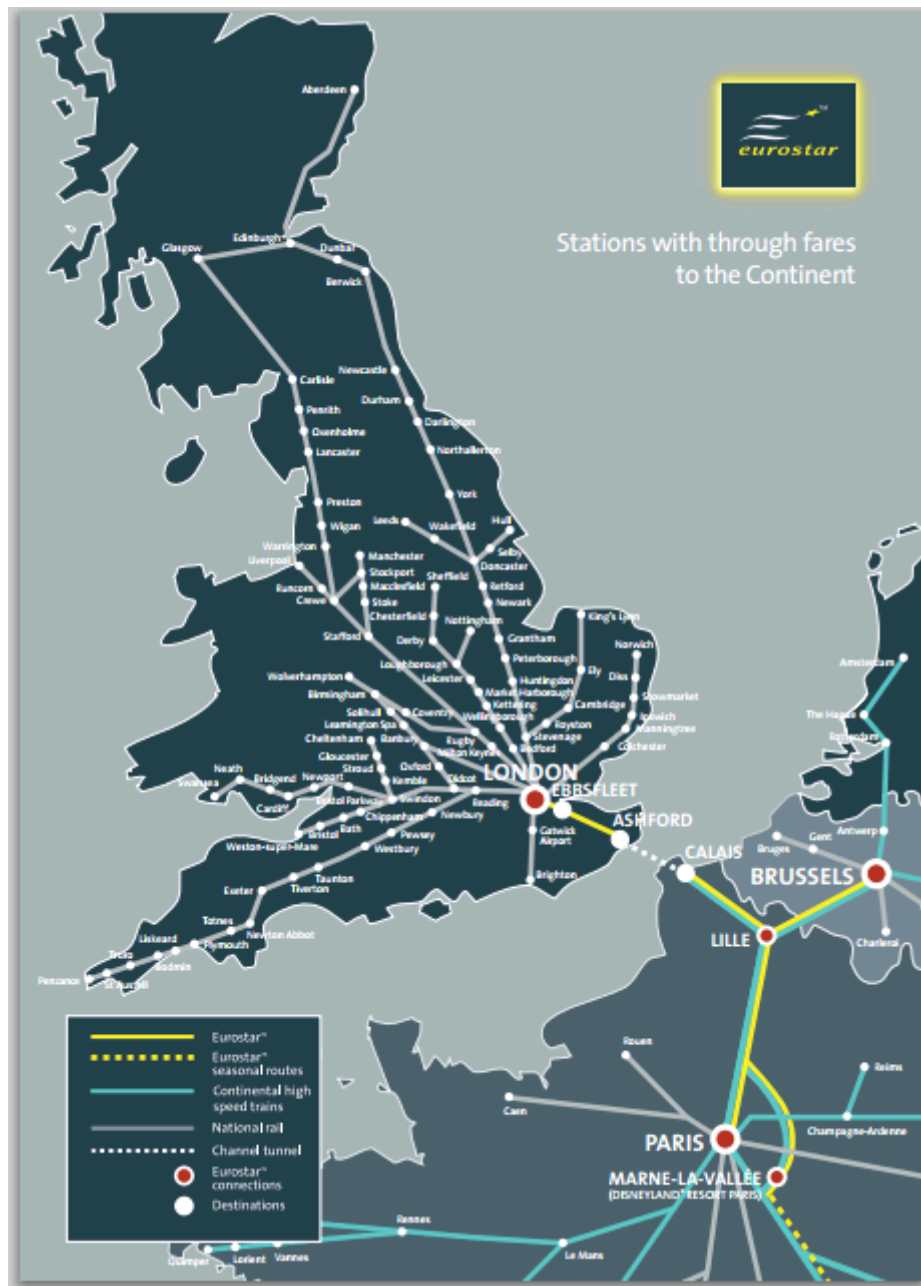
- Sirakaya-Turk, E., Uysal, M., Hammitt, W., & Vaskes, J. J. (2011). *Research methods for leisure, recreation and tourism*. Wallingford: CAB International.
- Swarbrooke, J., & Horner, S. (2001). *Business travel and tourism*. Oxford: Butterworth-Heinemann.
- Tight, M. R., Delle Site, P., & Meyer-Rühle, O. (2004). Decoupling transport from economic growth: towards transport sustainability in Europe. *European Journal of Transport and Infrastructure Research*, 4(4), 382-404.
- Turner, S. (2010, October 7). *Eurostar announces £700m fleet investment*. Retrieved Jun 2012, from BusinessTraveller: <http://www.businesstraveller.com/news/eurostar-announces-A-pound-700m-fleet-investment>
- Ureña, J. M., Menerault, P., & Garmendia, M. (n.d.). The high-speed rail challenge for big intermediate cities: A national, regional and local perspective. *Cities*, 26(5), 266-279.
- Wardman, M. (1992a). *The European passenger travel market: niches for high speed rail*. Institute for Transport Studies. Leeds: University of Leeds, Institute for Transport Studies.
- Wardman, M. (1992b). *The characteristics of European passenger travel demand*. Leeds: University of Leeds, Institute for Transport Studies.
- Westwood, S., Pritchard, A., & Morgan, N. J. (2000). Gender-blind marketing: businesswomen's perceptions of airline services. 21(4), 353-362.

#### Websites:

<http://www.raileurope.co.uk>

<http://www.eurostar.com>

## Appendix A Eurostar services and connections



Source: Eurostar<sup>25</sup>

## Appendix B Flyer

This flyer, which you can find below, was hand-out to business travellers at St. Pancras International station in London. The main aim of this flyer was to publicise this study and collect responses from the sample as a part of the qualitative study.

### DEAR BUSINESS TRAVELLER,

I am a master's student of European Master in Tourism Management (EMTM) course and as part of my master's thesis I am researching the use of high-speed trains (Eurostar) by business travellers.



Therefore, if you could spare some of your time to complete a quick online questionnaire I would greatly appreciate it.

The survey is completely anonymous and does not require any registration or personal details.

Taking into consideration that business travellers tend to be busy and that traveling can get at times very tiring, I have created an online based survey rather than providing you with a printed version, which you can complete via this web link <https://www.surveymonkey.com/s/stpancras> in the comfort of your home or office.

Thank you in advance,

*Barbara F.*



## Appendix C Interview Guideline Template

The template which can be found in this section was used for interviews as a guideline.

<b>INTERVIEW GUIDELINE</b>
<b>Traveller's Profile</b>
a. Age: b. Gender: c. Occupation: d. Business travel experience: e. Reason for travel: f. Length of stay: g. Class:
<b>Company's Profile</b>
a. Size: b. Nature of business: c. Corporate travel policy:
<b>Business Travel</b>
a. Person booking the travel: b. Booking period: c. Getting to the train station: d. Loyalty card: e. Business class value for money: f. Preferred transport with Europe: g. Cut in travel money:
<b>Sustainability</b>
a. Sustainable travel policy: b. Sustainable view: c. Environmental friendly transport:
<b>Other</b>

## Appendix D Interview Notes

The data presented in this section shows the answers and information provided by business travellers when interviewed during the months of March and April in 2012.

<b>EUROSTAR BUSINESS TRAVELLER 1</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.1 (BT1)
<b>Interview Settings:</b>	Interview was conducted in the lounge of Eurostar at St. Pancras in London. The interview was conducted around 2:20pm on Thursday afternoon.

(Notes)

### **Traveller's Profile**

- a. Age: 67
  - b. Gender: Male
  - c. Occupation: Professor at University of "the name"
  - d. Business travel experience: Travel for work related trips since 1976  
Using mainly trains as mode of transport within UK and also Eurostar for Western Europe around 3-4 times a year
  - e. Reason for travel: Invited as a guest to attend a committee meeting in Brussels
  - f. Length of stay: 1 day
- BT1: The traveller also mentioned that soon he will be traveling to Japan where he will stay 3 days and also going to Istanbul for 7 days.
- g. Class: Business

### **Company's Profile**

- a. Size: N/A
- b. Nature of business: N/A
- c. Corporate travel policy: N/A

NOTES: This section was left out during the interview as it was believed not be relevant in this case. The reason for doing so is that this traveller is more like a freelancer when it comes to work related trips. As he referred to him-self "*I am not your typical business traveller*" this is because it is not the University decision whether he travels or not but it is up to him.

### **Business Travel**

- a. Person booking the travel: the traveller him-self
- BT1: The travel was financed by the inviting organization



b. Booking period: 6 weeks

BT1: The traveller was informed up front about this meeting

c. Getting to the train station: was not asked

d. Loyalty card: British Airways

e. Business class value for money: “hmm...*I suppose yes if I am using it*”

NOTE: It is worth to mention that the traveller paused hesitating for a while before answering

f. Preferred transport with Europe: Train

STR: When the student researcher asked “why?”

BT1: The traveller pointed out “*comfort*” as his main reason.

Also, he noted that he is willing to pay extra just to get this feature during his travel.

g. Cut in travel money:

NOTE: the traveller did not provided a clear answer

### **Sustainability**

a. Sustainable travel policy: N/A

b. Sustainable view:

STR: The traveller was asked about his opinion regarding offsetting carbon footprint.

BT1: The answer as quoted was “it doesn’t have benefit?!” The traveller did not elaborate further on this topic.

c. Environmental friendly transport: Train

### **Other**

STR: The traveller was also asked if he uses other means of transport within Europe.

BT1: The travellers’ answer was “*Ryanair*”.

This answer was very surprising as it is well known that flying with Ryanair is not the most comfortable journey and the traveller clearly mentioned that comfort is very important for him when travelling for work related travel.

STR: Therefore he was asked why Ryanair?

BT1: The answer was that when he is traveling for short-haul trips he does not seem to be much bothered about comfort as it is just a short journey.

<b>EUROSTAR BUSINESS TRAVELLER 2</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.2 (BT2)
<b>Interview Settings:</b>	Interview was conducted in the lounge of Eurostar at Gare de Nord train station in Paris. The interview was conducted around 16:45pm on Thursday evening.

(notes)

### **Traveller's Profile**

- a. Age: 68
  - b. Gender: Male
  - c. Occupation: partner/co-owner
  - d. Reason for travel: Business exhibitions
  - e. Length of stay: 3 days
  - f. Business travel experience: Travel for business trips since he was 25 years old
- BT2: As mentioned by the traveller, he rarely uses trains when traveling for business trips. This was his 4<sup>th</sup> time traveling with Eurostar. Usually, when crossing the Chanel Tunnel he goes by car which is approximately 2-3 times a month.
- STR: When asked why did he use Eurostar for this journey?
- BT2: *"there was no flight at the right time"*
- g. Class: Economy

### **Company's Profile**

- a. Size: Small
- b. Nature of business: Private, chemical industry
- c. Corporate travel policy: No

### **Business Travel**

- a. Person booking the travel: the traveller him-self
  - b. Booking period: "varies"
- BT2: sometimes he needs to travel next day and sometimes he books weeks before
- c. Getting to the train station: was not asked
  - d. Loyalty card: member of two loyalty programs, one is for airline and the other is for a hotel
  - e. Business class value for money: *"Yes for long haul journeys"*
- BT2: When traveling within Western Europe, he prefers to drive - as mentioned by the traveller he prefers to drive when going to France as most of the clients are outskirt. Also he pointed out that when goes by car *"I can stop when I want, use phone"* in addition he also referred to having "privacy" and "comfort".
- f. Preferred transport with Europe: *"Car if I can, flight and then train"*
- STR: The traveller was asked to explain his reason for not liking Eurostar
- BT2: "very expansive" and "crowded"
- g. Cut in travel money: not asked

### **Sustainability**

- a. Sustainable travel policy: No
- STR: The traveller was asked about who decided whether he needs to travel.
- BT2: "I decide whether I travel or not".

- b. Sustainable view: not asked
- c. Environmental friendly transport: not asked

### **Other**

N/A

<b>EUROSTAR BUSINESS TRAVELLER 3</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.3 (BT3)
<b>Interview Settings:</b>	Interview was conducted in the lounge of Eurostar at Gare de Nord train station in Paris. The interview was conducted around 17:15pm on Thursday evening.

(notes)

### **Traveller's Profile**

- a. Age: 51
- b. Gender: Male
- c. Occupation: partner/executive
- d. Reason for travel: forgot to ask
- e. Length of stay: 3 days
- BT3: typically short stay
- f. Business travel experience: around 25 years of experience
- BT3: Usually taking train from London to Paris or to Brussels
- g. Class: Business

### **Company's Profile**

- a. Size: large, around 32,000 employees world wide
- b. Nature of business: private, public accounting
- c. Corporate travel policy: Yes
- BT3: The traveller said that "*the executives may use business class with lowest fare*", other employee can use only economy class.

### **Business Travel**

- a. Person booking the travel: PA, secretary
- b. Booking period: 2-4 weeks
- c. Getting to the train station: not asked
- d. Loyalty card: FFP
- e. Business class value for money: yes this was reasoned as the ability to work during travel which is very valued by the traveller

- f. Preferred transport with Europe: for Western Europe if there is a train, opportunity to take train first.
- g. Cut in travel money: Teleconference increase, possible going from business to economy

BT3: Company never faced this situation yet.

### **Sustainability**

- a. Sustainable travel policy: No
- b. Sustainable view: “*clean tag*” for recycling
- c. Environmental friendly transport: train

### **Other**

N/A

## Appendix E Interview Transcripts

Some of these interviews were conducted face to face or through Skype. The researcher transcript only the most relevant parts of the interviews. The data that was not relevant for this study was highlighted by sight [not relevant]. Also the quality of some recordings is quite bad as a consequence of the noise in the cafeteria or connection problems which occurred during Skype. The researcher tried to minimise these biases by using audio editor, yet in many cases the conversation wasn't clear and was therefore marked as [not understandable].

<b>EUROSTAR BUSINESS TRAVELLER 4</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No. 4 (BT4)
<b>Interview Settings:</b>	Interview was conducted in a coffee shop in London. The interview was conducted at 14:28pm on Wednesday afternoon.

(Start of Interview)

STR: Before hmm...just to get you like a profile... like what is your age?

BT4: 37.

STR: 37, male okay. So how many times, I mean what is your experience regarding like your travel? How often do you travel...?

BT4: On Eurostar or...?

STR: Both, like general and on Eurostar.

BT4: I travel a lot, from my profile like 15 days every month. I mean in a year, I would do something like between 60 and 80 business trips and that's not includes holidays just a work.

STR: So 16 or 18...

BT4: 60!

STR: Oh 60, wow that's a lot!

BT4: I travel twice a week, usually and Eurostar 4 times a month.

STR: Okay and... (jumped into my words)

BT4: That would be to both Parish and Brussels and others as well.

STR: What is your usual reason why do you travel?

BT4: Because of customers.

STR: Customers?!

BT4: My company, I work for a company that makes luxury housewares so to mention fine glasses, glasses... or very high level like handmade staff and I am the export manager. So I would go maybe, do you know in Bratislava "Company X"?

STR: Oh yes.

BT4: "Company X" is the costumer of my company.

STR: Yeah... oooh okay. (surprised)

BT4: "Company X" is like a main department store but they have housewares shop, its own by "Company X" it's called "not the exact name" or something like that, so I would go to Bratislava to visit him to show our new collection. On one side I am selling to them new collection ... [not understandable] on the other side it's the costumer relation. So I showing that I am interested in them ... [not understandable] and showing that we want to do business.

STR: Okay.

BT4: So when I travel to...a France, France is our biggest market outside of the UK so we would be the export market and Paris is therefore our biggest venture. We have about 50-70 costumers in Paris which like luxury shop, department stores, boutiques and I go over there visit them for the same thing, like to build costumer relationship and show them the new collection.

STR: Okay. So what is like the duration like you are a way? How many days usually?

BT4: Again depending, it can be anything from a day to two weeks. I worked in Australia last month and I had 5 days holidays on top of it because I was there for 10 days than I prolong it on the way back so I was working 2 weeks in total. Before, I would go to Paris just for a day. If I go to Paris than, unless I have two meeting in two separate days I won't stay overnight I just come back on the same day.

STR: So within Europe is more shorter?

BT4: Exactly!

STR: May I ask like what class do you usually use when you go by Eurostar for example...?

BT4: When I go by Eurostar, no different than standard all the way. Because I don't think that that Standard premier or first are worth the money that you pay. First is good but standard premier is not worthy at all.

STR: So you have experienced those classes?

BT4: Yes.

STR: And when you travel with plane, do you also use standard?

BT4: There is different because again this might be of interest to you because of the frequent flier program; the Eurostar frequent tablet program is not very good, it does not encourage you to use it more often or to pay the higher prices because what you get back in benefits it's not very good. Whereas flying ahmm there are I don't know if you know that there are alliances of airlines one is called Starline which is [not understandable] British Midlands, Scandinavia and so on so for. And I fly pretty much exclusively with those airlines because I get lot of points and then, now I am a gold member which is the highest level you can get, which is often I get

upgraded. So my company doesn't pay for anything other than economy but often I get upgraded to business class because of my loyalty.

STR: Ah so is it you who has the loyalty card? Not the company or anything okay.

BT4: Oh yeas.

[not relevant]

STR: And for example what do you mean in the business class in the Eurostar?

BT4: The lounge...aaaa...not... hmm...the way that they now capture the variety of three different level, standard standard, standard premier and then you got the business first. Ahm Business first is like going to great lounge than airport but the lounge is very ahm...Paris...I mean... Brussels is not so good, Paris and London are very good lounges you go in, you get a drink, the food is okay, you get good service, you eat properly. Ahm... on the train also the food is different...aaa...the seats are more comfortable, you get good vine preferably, so the top is good. The next thing down what you call maybe business if you go economy, business and first on the plane, the business level is not good. Like the standard premier is not worth yet the 30 or 40 pounds what you pay on earth on the ticket.

STR: Okay ahm...

BT4: Mainly because standard is so good, as like a lower thing. Like the economy on the plane is economy, so no feature, haven't got much room, but the seats that you arrived in to Paris how did you find it?

STR: It was really good I mean...

BT4: ... you got the room, you can walk around easily and that's the main advantage of the train versus plain, but I don't think that the Eurostar program encourages you enough to pay more money to go to the higher class.

STR: For example when I took the train like there were lots of school kids you know taking trip, probably to Paris to learn language or something like that and they been quite laud. Do you like work as well while you are in Eurostar?

BT4: Yes, That's one of the main advantage I have age group the youngly at Paris airport that is one of the reasons I don't like Paris. But working on the train I don't lose 2 hours, I can prepare for a meeting, I have got 2h to get my notes together to which on the plane you can do also but you are not connected. And I think they have built wireless because I have 3G on IPod that I take with me so can get in email so I don't lose two hours of business

STR: Even in the tunnel?

BT4: Tunnel is like 20 minutes!

STR: Okay. Now just a little bit about your company. Like how would you describe your company it is international or small or ...?

BT4: International. It's a medium size family business that is international. We sell lots of our products to 100 countries and my role as an export manager means that I work with 99 of those. I don't do the UK market. That's not my circle and I am

responsible for the world export. So we are and the company is called “company’s name” and we see us-self as truly international.

STR: When it comes to the size of the company how many employees would you say...?

BT4: 50.

STR: 50 okay. Just to know coz for some people that could be probably too big or small

BT4: We are fairly small. For me a small company is like 3 or 4 people. We are medium to small but...

STR: And the nature of business is basically both product and services, as you have mentioned, no?

BT4: goods and services, yeah

STR: Okay. Now, something regarding like your business travel. Who does usually book your travel?

BT4: Only me.

STR: You, okay.

BT4: The main, the main reason is, I go to so many different countries with so many different airline and I been here for 10 years and I know like the airlines, the train, all the deals and so on. When in the past I try to give it to travel agent to do it taking them three times as long and without the payment off. I mean, I been in Bratislava plenty of times, I know where I want my hotel to be. If I tell them to book me a hotel they book me a good but 5 miles away so I might do it myself.

STR: So you don’t have in a company like a travel manger or travel department? Or anything like that

BT4: No.

STR: Does your company has any travel policy?

BT4: Ahmm no, not as such it’s a trusting company they know that I will not spend over the top on hotel when there is something that’s adequate. They know that I am reasonable with my standards. I would not let a 5 star hotel anywhere unless I can get it for the same price as a 3 stars. 3 stars is my minimum. If I am travel up bit [not understandable] but I don’t. No there are no rules like I have to book this or there is budget

STR: So no budget or anything like that. You are member of a loyalty card and then well you have already said it whether business class is value for money so from the conversation before you said that for Eurostar is no?

BT4: No. And I don’t think is for air either. Because the difference in for price if short-hall anyway, if you want to go to Frankfurt on business class from Stansted and you paying like for 500 pounds it’s like 1h 40 minute how you going to get your extra 350 pounds worth of care in 1 h 40 minutes. [not understandable] If you give me glass of champagne I drink a glass of champagne. If you upgrade me I take it happily but I don’t see the point apart when I go long-hall. When it’s like 24h to Australian than I would like to have more comfort, I like to have a bed on the plane so forth.



STR: And how do you usually travel to the train station?

BT4: Depending but you catch taxi definitely; I mean I usually catch the third Eurostar or the 5:50 something or 6:30 so I catches the track actually at St. Pancreas

STR: Because there is not tube that time, isn't it?

BT4: But normal if I catch plain, I will take a tube to Heathrow. I work from home and then I take the tube if I don't want to waste 30 pound of company money when I don't mind. But at that time of morning the company says no problem to taxi to go to the...

STR: Does your company do any sustainable policy?

BT4: No, I mean in terms of basic like paper shredding and stuff like that no as such. We work, however we work with factories....amm sorry, actually it might be a wrong answer what do you mean by that exactly?

STR: Well in terms of sustainable policy.

BT4: To do with travelling?

STR: Also but it doesn't has to be, because you said you don't have a travel policy so I think you don't even have sustainable travel policy?

BT4 Sustainable travel policy no, but sustainable policy of company is in what we make. We make glass from sustainable sources but not travel related

STR: But the products you make are?

BT4: Yeah, totally.

STR: When it comes to sustainability policy I mean regarding the travel do you know why your company doesn't have it or...?

BT4: Because the structure is not big enough and there is only 2 people at the company who travel, and one travel within UK and I am the export manager so I am the only one travel and having a policy for one person?!

STR: Okay I understand.

BT4 I mean I have to say my carbon footprint is ridicules and it's not what I would like to. When I travel on holiday I hitchhike I do whatever normal person, but you know if I have to go to Japan I have to go to Japan when it kills 20, 000 trees killed in Amazon because of that light ups sorry.

STR: Do you sometime offset your carbon footprint? Like some I think almost now all the airlines they now give this option.

BT4: Exactly and because its company and company money and because its money on top of the fare, and that would be against the company policy.

STR: Do you see the point of it of this?

BT4: Totally and I would be interested in percentage people who actually do that, no one would give out the statistis. But actually maybe if you would Google, it maybe something comes up that would be interesting to see.

[not relevant]

STR: So what is your view about sustainability when it comes to sustainable travel? or do you...

BT4: I agree on this hundred per cent on this and I make an effort when it is for myself. So when I travel whether it's 3 day [don't understand] trip or 2 weeks traveling around I will either travel by train, [don't understand] I mean catching a plane for short destination but the hitchhike or I will take my time if I can or travel on mass [don't understand] like a bus where you got more people on. From personal point of view yes from the professional point of view it unfortunately it doesn't fit my job.

STR: What transport for, do your business trip do you prefer?

BT4: Do I prefer?

STR: Yes, which...

BT4: Train.

STR: Train.

BT4: But there is another comment to make is that I don't drive I don't like it so I am obliged to use public transport and I actually prefer to do that anyway. And if I for example if I go to Amsterdam I will go to Brussels and then I got to Amsterdam. I try to combine it and make multiple trips so I am not wasting time. So sometimes I go for 3 days when should be only one day because I can combine couple of other trips as well.

STR: Which transport do you consider to be most sustainable?

BT4: For work, train. There is only thing that I always liked is when you got you Eurostar web site it says carbon footprint zero. Which if you ecologically minded and [not understandable] minded it's a positive. You book it and that you think straight away that you are actually not doing something but you not screwing the environment like by plane.

[not relevant]

STR: This is kind of like hypothesis maybe it happened or not but for example if your company would for cut on travel cost. Like for example there is economic crisis, the reason doesn't really matter. What would happen or what would you do?

BT4: I would cry, I would be very upset and I would think about changing company. The travel is one of the reasons I am at this company. I mean I love it [don't understand] if you could give me £ 100.000 pounds I would quit my job and go back packing for 5 years that what I want to do. But if I have to work [not understandable] it would reduce my job satisfaction by a lot. [not understandable]. You asked me before whether I have a budget [not understandable] if they introduced it okay now you have £30.000 per year to [not understandable] I would be even more [not understandable] about how I travel, I rather cut on my luxury so go to lower hotel, book cheaper flight at rubbish time or something like that just to travel more. So I would rather take 10 trips for £100-300 rather than 10 trips for £3.000 that's how would solve the situation.

STR: And what about video conferencing? Do you use video conferencing?

BT4 Yes we use Skype a lot and that is help us to do a lot more face to face business in the last 3 or 4 years than before. Because telephone is good, telephone is fine but you not linking up with the person and I probably focus on the future despite to do that but absolutely have to be in front of this person, shake their hand, smile in face, I am here with you but with a Skype is close not the same but close.

STR: Oh okay, so when you travel it is because you have to do that, you could not...?

BT4 Yes, there is plane no substitute to the face to face business. Because my company is not the only company that makes glass and products like that and if I cut back my travel budget because I cannot afford and I can't go to visit you [not understandable] nooo I can do better with them, I can lose the business

[not relevant]

Me This is like a last question. Is there anything you would like to add or something that I probably didn't ask and it would be probably good for me to know?

BT4 Going back to Eurostar I actually I prefer to have longer travel with Eurostar than shorter by plane. So, like if I would have the choice to travel 2 hours on plane or 3 and half hour on Eurostar, I would chose Eurostar. Because, I think is that much better in comfort and the reason of being able to work [not understandable]. So even like going to Heathrow, when I went to Amsterdam for example, I did not fly to Amsterdam. My company is only 15 minutes, so the hour to go to Heathrow and hour to get from [not understandable] into Amsterdam vs. London Brussels 2 hours and 1hour 20minutes Amsterdam I would go by Eurostar even thou it seems longer because I think that service provided by Eurostar is that much better.

[not relevant]

BT4 One of my biggest costumer in Paris is 15 minutes' walk from Gare de Nord I get up there I have meeting at 9 o'clock I gate a train at 8:35 and I am already there, it's really really convenient.

BT4 One think one think that I have just remember we maybe did not touch upon yet like use of Eurostar is check-in. Like you said that you struggled to get interviews because you were there three hours before and they let you in one and half hour but you still struggled to get interviews, not because you have gone there but 20 minutes before your train. Usually when I have a 6 o'clock train I am enjoying my sleep, I will sleep as long as possible and then I know there is no traffic I know it takes a taxi 20 minutes to get from here to St. Pancras. [not understandable] Sometimes the only reason I would allow myself 20 minutes when I get at St. Pancras because I know I have time to scan my tickets, throw flip my bags at the costume in 5 minutes no more, it's all process no more than 5 minutes. And that's something that's again takes away from the pain airport and all that. Hmm and every time I go through that process, I smile at how easy it is like that and then you get to Paris you don't need to do anything, you have already done your passport in London [not understandable] how convenient.

STR: I know that couple of time Eurostar stuck in the tunnel, so did this happen to you?  
Where you there?

BT4: I been delayed by many of occasion with Eurostar and that's something I find strange because I am very punctual person and like people [not understandable] if someone is delay by one minute I get angry In fact I am like grrr I am frustrated and I don't understand how can something like that happen with a project that cost so much and so much technology that it can be delay by 20-25 minutes I think it's not acceptable. I set on it 3 hours before not like there is something wrong with the rails in the tunnel I wasn't in the tunnel I was outside but we been stuck for 3 hours

STR: Three hours?

BT4: It locked the whole whole line behind it and everyone was like 6-7 hours after that and that's frustrates me. But than even than at least you are in confortable environment. I been stuck on the plane before because one like of the tube or pipe broken down and we were not allowed to get off the plane we had to be on the plane for 5 hours. Extremely poor couldn't move and they haven't had water and they were not giving out food or anything that was hell. So even then, Eurostar is more bearable.

<b>EUROSTAR BUSINESS TRAVELLER 5</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.5 (BT5)
<b>Interview Settings:</b>	Interview was conducted through Skype. The interview was conducted at 18:16pm on Monday evening.

(Start of Interview)

[not relevant]

STR: So just to start with the profile, may I know how old you are?

BT5: 23.

[not relevant]

STR: Female.

BT5: Yeah.

STR: Regarding your experience like how often do you use Eurostar?

BT5: Not that often, so I probably do travel to work with Eurostar so about once every six moth maybe?!

STR: Do you also use plane to travel?

BT5: Oh yes, definitely.

STR: So altogether how often do you travel?

BT5: Probably medium so not that often maybe once every quarter, once every 6 month.

STR: Okay and what is your usual reason of traveling?

BT5: Usually it's either [not understandable] but mostly it's DFF so conferences and exhibition.

STR: Do you like exhibit or you are attending exhibitions?

BT5: Usually it would be because we exhibit or because we planned it so for example the conference.

STR: What is usually the duration of your..?

BT5: Usually 1 to 3 days mostly

STR: And if you go like with Eurostar is it also for couple of days or just one day?

BT5: So again its either one or three days depending on nature of the event and company.

STR: But is like within this 1 to 3 days?

BT5: Yes yes, I can't stay any longer.

STR: What class do you usually travel?

BT5: Standard.

STR: That's when with Eurostar, right?

BT5: Yes.

STR: And on the travel by plane?

BT5: Standard [not understandable]

STR: What is your position within your job?

BT5: I am the office manager.

STR: Just to know a little bit about your companies what is the size like how many employees?

BT5: In our company we got about 30, in worldwide that would be 50 worldwide maybe 50 I don't know how many [not understandable]

STR: So this is like offices right?

BT5: Yeah there is 30 in London, and there is something like nooo that's 50 employers world wide

STR: So 50 worldwide and London 30 okay?

BT5: Yes.

STR: So it's like medium, medium size?

BT5: aaa yes small, small to medium

STR: So small to medium and international?

BT5: Yes

STR: And the nature is it of the business is it services or..?

BT5: Basically we are an engineering software company and we produce our own software [not understandable]

[not relevant]

STR: Who does usually do your travel booking?

BT5: I do all the travel booking

STR: You do all the travel booking?

BT5: I do must of the booking yeah.

STR: For yourself or your colleagues as well?

BT5: Both depending on, colleagues occasionally book their own but mostly I book it for him, there is few of them who won't organised it themselves so I just chuck it on their credit card.

STR: Do you pay your travel or is it your company?

BT5: It's the company credit card it means I got less paper work.

STR: How in advance do you usually book your travel?

BT5: It depends when it comes up. I mean hmm if something we got coming up that we got plenty warning about like consulting events usually a month advance depending mainly we got a company in [not understandable] which is coming up at the same time as a big car race season so we have to book that a bit earlier just because is so much expansive when you book later. So yeah I mean the other thing we got one guy and we got an international partner yeah can you be in in Indonesia in 3 days?

STR: Indonesia?! Wow

BT5: Yeah so stuff like that, so it massively [not understandable]

STR: So it can be like couple of days or one month

BT5: Yeah but usually one month if we get a warning.

STR: So usually okay. Do you have any corporate travel company?

BT5: aaa corporate policy that's about it.

STR: which one?

BT5: We don't really have like a policy .... I mean I am not sure what you...

STR: Like for example a travel policy could be like I don't know the CEO can take business class but employees only economy class, or do you have like a policy regarding like you budget like £100

BT5: No no nothing we don't have anything like even for the [not understandable] One things about our company is so small like the London company you know, they are very relaxed, no one tend to taking the piss, so they don't really need these policy so they not really worthy. So you know, usually everyone travel with economy even the CEO. It is too small [not understandable]

STR: Are you a member of any loyalty cards?

BT5: No, I don't but quite a number of staff do [not understandable]

STR: Have you ever travelled with business class?

BT5: No.

STR: What do you thing is business travel I mean class could be value for money?

BT5: I think its on long-haul flights maybe it is and places like that, but if you are going [not understandable] its 2 hours it's clearly not worthy is it? Only if you need to impress someone [not understandable]

STR: How do you usually travel to the station if you go by Eurostar?

BT5: ahhm usually tube.

STR: A tube?!

BT5: If I have to take an exhibition material, usually I would send someone else to do that, but if I have to then by taxi

STR: Taxi if you have to take something big with you, okay

BT5: yeah [not understandable]  
[not relevant]

STR: When you travel for business which type of transport do you prefer?

BT5: Depends where I am going.

STR: Okay like for example within Europe?

BT5: Within Europe if I am going say Paris or Brussels or somewhere where Eurostar goes to, I am going to pay that [not understandable] so if I have going to somewhere like Prague where it would be quicker the flight, I am going to fly. Because it's cheaper, I guess time cost to the ratio, it's cheaper and quicker like the travel time. [not understandable] If it's quicker to go by train I go with train. [not understandable]

STR: So there is EasyJet and BA flying from London to Paris if for example they would have cheaper flight ...

BT5: They do, but then again traveling to the airport it makes equally the same why should [not understandable] and then the time cost as well to get through costumes so I can stand for the next 1 hour and a half going through the costume travelling from the airport [not understandable]  
[not relevant]

STR: Last question kind of like a hypothetical question. What would happen if your company has to cut on travelling?

BT5: we would probably stop people from traveling [not understandable]  
[not relevant]

<b>EUROSTAR BUSINESS TRAVELLER 6</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.6 (BT6)
<b>Interview Settings:</b>	Interview was conducted through Skype. The interview was conducted at 14:28pm on Wednesday afternoon.

(Start of Interview)

STR: Are you ready?

BT6: Yeah, I am fine and I don't don't mind if you record it at all.

STR: Alright than, thank you very much [not relevant] just, the first part of my questions is regarding the traveller's profile which is like if I may ask what is your age?

BT6: Are you Is it my age, is it? Okay I am 54.

STR: What is your business experience like how often do you use Eurostar?

BT6 Well, I mainly it depend that's what I felt we going to talking about, I though you that the question you have asked in your email, I thought you were talking about

the the aaa travellers of the company I work for, you know my clients in other words.

STR: Okay.

BT6: But you talking about me, yeah?

STR: Yes, you can also talk about your clients as well, if you used Eurostar you can tell you experience as well.

BT6: Okay okay. Well how often do I use it that really depends on, you know, where I am traveling from and where I am traveling to. So, and that's the sign with the people that travel for their company. So For instance, if if somebody is going to Paris than Eurostar is a consideration, so is British Airways so is Air France, but really the what defines how day travel or which way they travel is from where they starting their journey. Okay, so I don't know where you are in London but for example if somebody was in West London aaa let's say in the Paddington area. It might be easier for them to go to Heathrow and fly to Paris, yes?

STR: Yes, okay.

BT6: So that's really determines how often they travel. But to answer your specific question aaa is 4 or 5 times a year.

STR: Okay so is it like what determine is the convenience rather than the price?

BT6: Hmmm yes.

STR: Would you say it like that or..?

BT6: It really depends, yeah I am mean price is a consideration it sure it is a consideration but for instance for instance where I live, I live in south end of Essex so the nearest Eurostar terminal for me is Ebbsfleet.

STR: Okay.

BT6: Okay, now not all the trains stops at Ebbsfleet aaa now I have the nearest airport to me is Stansted which is closer than Ebbsfleet and they fly to Paris from Stansted. So it's again it's that convince thing, it's what is the schedule look like, what's the total journey time because the advantage with Eurostar you don't have to get to the station two hours before you take off.

STR: Yes.

BT6: Yeah, so all that combines to determine how you travel really and also where you going to the other end, yeah?

STR: Yes.

BT6: If you working in central Paris or you working in central Brussels than fine Eurostar is great, but if you are not and you have to get along connection somewhere than again that is a consideration.

[not relevant]

BT6: Most business trips ahmm average 2.4 days [not relevant]

STR: Okay alright, for example taking your point now, what is like your usual reason of traveling for business when you take train or what is your clients reasons when they..?



BT6: Sorry can you just repeat that, I lost the, I got bad reception can you just say the question again?

STR: Oh yeah sure. Could you tell me when you go for business travel what is the usual reason when you travel with Eurostar and what is the usual reason of your clients as well?

BT6: Well as I said it's a combination of factors time, its schedule, its cost and it's the origin and destination.

STR: Sorry I meant like the reason what is like the purpose is it like meeting clients or...?

BT6: Oh okay.

STR: You know?

BT6: It could be anything, it could be meeting in house with other employees, it could be meeting ...you know there is no standard reason, it could be anything. So it could be going to exhibition, it could be you know presenting to a client, it could be making a sales visit, it could be literary anything.

STR: Okay.

BT6: Business travel is a bit of a strange beast. People travel to do business whatever that business is so as I said it it, I mean someone selling something so he has a sales meeting it could be someone buying something, it could be you know presenting to ... aahm [not understandable] people, it really could be anything. If you would ask a hundred people, a hundred businessmen getting off Eurostar why they going were they going, they would all give you different answer.

[not relevant]

STR: Now I would like also to ask...what is the usual...I mean when you for example travel what class do you usually use when you go by Eurostar?

BT6: That depends on the travel policy of the company that I am traveling for.

STR: Okay,

BT6: So if I travel for my own than I try go as cheap as possible hmm, but some company have rule for business class some company have rule for standard class it varies.

[not relevant]

STR: Do you consider business class as value for money when it comes to Eurostar?

BT6: No I don't. I think it's a very good product but but I just think it is too expensive, personally.

STR: You mean like do you miss something in it like in that package or like I don't know for example the service isn't that great or the seats aren't that great or...?

BT6: Noo I think I think the service I think the package they offering for [not understandable] everything is good it's just too expensive I think.

STR: Compare to planes like British Airways and Air France right? You consider I mean are you comparing the price there or not really?

BT6: Not really it's more the perception of of what you get for your money because it's, when you fly it is completely strait away if you fly can you hear me because your picture frozen

[not relevant] technical difficulties

BT6: Yeah when you compering Business class on Eurostar to the aircrafts it is a different product. So for instance Eurostar seat are very very good but you know? When you are traveling with business class with BA it is essentially the same seat as the economy, is not much bigger at all so there is you know the no differentiation there. The food on the aircraft is not as good, the food on Eurostar is very good hmmm and the vine, you get vine as well. But you do get obviously with an aircraft is the access to the lounge, which when you are in a big aircraft like hmm big airport like Charles Nichols it's a big bonus. But again you see Eurostar got the lounge so I don't really think you can compare them other than hmm it's like a perception its value for money. So if I said to you, you know you got to pay to me for this call today and I charge you a pound you think that a good value for money I will pay a pound. If I said to you fifth pound you would say well actually I don't think that's value for money so I am not going to pay. And that's a person evaluation [not understandable]

STR: Hm can you just repeat that again?

BT6: Pound for ....

[technical problems]

[not relevant]

BT6: [not understandable]

STR: Can you just repeat sorry what you said like a minute ago?

BT6: Hmm yeah I think when people are paying for themselves, there is sort of judgments they make, am I getting value for money. What is different in the business environment is everyone works by rules I mean they tend to not look at the cost so if the rule is you can go business class they all go business simple.

[not relevant]

BT6: One of the things that business men do very badly is organise their travel, what they should do is organise their travel and fit the meeting into their travel, but they don't do that they arrange the meeting and they try to fit the travel around it.

STR: Okay.

BT6: Alright?

STR: Alright, okay.

STR: Do you usually organise your travel, when it comes to your travel do you usually organise it?

BT6: Yes, when you say organise it I tend to use the business travel agencies. So I'll say to the travel agencies you know I got to be in Paris for a meeting at 10 o'clock in the morning, how can I get there for 10 o'clock in the morning. Do I fly? And if so

where do I fly from? Do I go by train if so where do I go from. They give me the options with the prices and then I make the decision based on all those factors.

STR: Alright so it's through the agency okay.

[not relevant]

BT6: [not relevant]...you are more guided by the times of your meetings.

STR: How long in advance do you book or you clients?

BT6: Business travel generally speaking people people book, I done some study on this, people book between 2 and 4 days before they leave.

STR: Okay that's not much.

BT6: No, but that's that's again you see that's that's the business environment [not understandable] you know I get on the phone to say today and would talking to somebody and say alright let's meet on Tuesday. So where are we now, we are Wednesday, so alright that's a week but you know sometimes you can tell will meet on Friday. So, I'll get a plane over on Friday or a train.

STR: Do you also like to try to sometimes do things in advance?

BT6: [not relevant] ...you know that you are going to an exhibition you know long line in advance when that exhibition is, so you book you travel in advance. Most of the time again, I am talking generally here but most of the time the business meetings they just happen you know, it is a phone call alright I see you in Paris on Friday or whatever.

STR: Okay hmm, Does any of your like the company that you know have corporate policy corporate travel policy?

BT6: Yes most do, most do. Nearly everybody has policy, the difference is some mandate it so the employers have to do what policy says, other companies all it is is really a guideline so they don't allow first class air travel for instance.

STR: Is it like these companies is it like what size they are small, medium or large?

BT6: All sizes all sizes. I mean when you say small how small?

STR: Like I don't know 25 people all together.

BT6: Noo they probably wouldn't have that sort of structure in place unless of course it's a company that does lots of travel. You know, you can have 25 employees that are travelling all the time and you can have 1000 employees that hardly anyone travels. So it's tend to be scalable based on the amount spend on travel.

STR: Okay, hm and regarding the corporate travel policy are they...have you seen any like differentiation between them I mean do they differentiate between employees? Like for example CEOs or the people in the higher position can go...

BT6: Nearly all do, so sometimes it's ahmm it doesn't necessary apply to Eurostar but when you flying longer distances it would be the combination of the grade of the employee and the length of the flight. So for instance, I used to work for large manufacture company if you were certain grade you could go business class, but also even if you weren't if you were lower than that grade but the flight was longer than 10 hours you could still go business class. So you know and everyone

different, some people allow for instance premium economy on daylight flights and business class on night time flight. So it's all kind of mixture there.

STR: Do you have for example a loyalty card?

BT6: I do but not for Eurostar, no.

STR: Oh not for Eurostar okay, so it's for airline like frequent fliers?

BT6: Yes.

STR: Do you think that the loyalty card for Eurostar is worthy or? They also do like collecting points as well.

BT6: Hmmm I am not particul... regular, regular user. I would image if you using that service on regular bases, yes it would be an attraction but for me it's not an attraction.

STR: Do you also, like when you select for example a flight a business flight do you also select by your loyalty card to earn some points or I mean miles?

BT6: Yeah but yes I do, but that comes back to what I was saying about the policy. If the policy...say I am going to New York you know I got to BA executive card, hmm if the policy allows me to fly on BA than I use the card but if the policy says I have to travel on American Airlines or Virgin than obviously I can't use the card.

STR: Okay becau...

BT6: Lot of it ...in business travel lot of it is drawn by policy.

STR: Oh okay. When you use Eurostar hmm how do you get to train station, most of the time?

BT6: Hmm it varies sometimes I drive to either Ebbssfleet or Ashford from here from home in the morning but if I am leaving from the office [not understandable] than I go from you know London terminal St Pancras.

STR: Just back to like you mentioned like sustainable policies and then you said that some some hmm companies are orientated sustainable, is this sustainable do you mean environmental friendly or cost orientated?

BT6: Environmental. So the last client I had, big client, I had they measure all of their emissions from their travel everything so each flight hmm each round journey, each car journey hmm I can't really hotel, but you know all that forms transport the travel agency the business travel agency they produce reports and memo [not understandable] every month

STR: Okay. Do they also like offset for example their carbon footprint as well?

BT6: [not understandable]

STR: For example when you travel you have the option to off I don't know you can pay I don't know now how much it is but I think it's couple of pounds to offset your carbon footprint do they do that as well or?

BT6: Oh yes, no they don't. Some companies do but the company I am referring to do not, but like to take the broad of you and I say we not gona offset but what we will do is actually have a program to try and reduce so they'll try to reduce carbon footprint by their own action.

STR: May I know like your for example your point of view about sustainability and more environmental way like it should be in like every business person should consider this or what is your opinion about this one, like your own opinion?

BT6: [it's quite for short time] hmm its difficult really hmmm.

STR: Do you believe in it?

BT6: Whatever you do... I believe in it, yes think we all have duty to reduce our emission hmmm but the fact is as we travel we create carbon emission as... I mean that's the result whereas hmm what's the word I am looking for ...hm were I think there is aaaa some false numbers if you will, is in whether are someone trying or not, the train is going to go. So what you can say is well I have reduced my my personal carbon footprint because I haven't travelled but the train is still travelling so there are still carbon emission. What needs to happen there needs to be a huge shift for people to use video conference and Skype and people like Eurostar or British Airways or whatever says well actually there is no demand so the flight will not happen and then you have reduced the carbon emission but we are long way off from there.

STR: [not relevant] for example if there would like better connections regarding high-speed train I mean there are already couple in France and in Germany, how long would you travel with by a train what would be the distance or the time that you would travel?

BT6: Hmm that's what I was trying to say earlier on it's not just the length of the train of the journey it's the total journey. So for example, you know I enjoy travel and I enjoy flying actually because both or driving, you know driving is nice I can put the radio on or whatever but I can't read, I can't work, I could probably make few phone calls but that's but you know traveling by train or plane is a quality time where I can do anything, I can read, work, I can work go to sleep I can do anything. So for me as I said before, it's really the total journey time and what is the most convenient from either office to the start of the journey or from home to start of the journey.

STR: Okay.

BT6: Alright?

STR: Yes okay, I just... [got interrupted]

BT6: You are probably looking for one answer but there really is not one answer.

[Not relevant]

BT6: The one thing that is is a good example as well, one thing I will say my daughter at University in Bath, now Bath for me ah at home here is [quite for a while]...

STR: Hello?

BT6: ...the train service... sorry...

STR: Yeah it just little bit stopped.

BT6: So very good train service. I go into London from Essex and go cross London I get train from Paddington to Bath very, very good service. Very fast hm from

Paddington to Bath hm is one and half hours and that's great if I am traveling on my own. Because the train fair I can get if I book off-peak and book it in advance I can get that about 20 to 25 pound return. If I drive down it cost me about and back again obviously it cost me about 75 pounds, so it's cheap to go on train. But when I go down to see my daughter, I take my wife and my other chil... my other daughter with me than it became expensive.

STR: Oh, alright I see.

BT6: So it's again that balance between the cost and the cost of the train. So your question about how far would I travel on high speed train [mumblings] potentially I travel you know if there would be train to New York and it would be competitively priced I would travel on it but the key is it has to be competitive.

STR: [small laugh]

[not relevant]

STR: Hmm...now regarding like for example I don't know if any of the company you have presented or work for like hmm like for example if the they have if there are economic crisis for example so business has to cut in travel or regarding how much they spend, do you know what is the some step usually companies do?

BT6: hmmm [pause for while]

STR: Or how they try to, you know like...?

BT6: Normally they down grade travel. So if you are entitle to go business class or if you are entitle go first class they aren't many but if they are than they would down grade to business. If you are entitle to travel business they would downgrade to premium economy if it's an aircraft. That's the generally the way it starts and if that's not saving them enough money they would actually stop people traveling.

STR: Oh okay alright, I think that's about it.

STR: Oh also just I forget regarding one question the companies that you like representing are they private companies they are not like government owned or they are also government owns?

BT6: No no government owned they [mumbling] private private owned companies or they are listed on the stock exchange.

STR: Okay.

BT6: But none of them is government, no. [quite] and [mumbling] that's something I don't want to get into too much detail here because but I just give you an example although, although the company is listed on stock exchange they may do work for government . So one of the companies I worked for did work for the government and sometimes when when you undertake a project for a government you have to go by the government rulers. So if the government rule is train travel is economy then its economy they won't pay because some of travellers associated with the project is charged back to the client but the client has the right to say well no we'll pay for the travel but is going to be only in economy. So sometimes that happens.

STR: Hmm have you ever like I don't know heard about a case I don't know a company offers someone a that they pay the trip but only I don't know only economy are like there like some people who still are eager to get the comfort and pay more like from their own pocket? An extra is it possible?

BT6: It is possible, it's not that common. I have experienced it on one occasion a company I used to worked for, the guy was traveling he was 6 foot 4 he just could it wasn't comfortable for him to sit in the economy so I mean[mumbling] he just pay the difference to upgrade to business class

STR: Well that's that's one of case ...

BT6: Yeah but is not usual.

STR: Hmm I think I have run out of questions.

BT6: Okay.

STR: Thank you very much, I mean you have really helped me, a lot

BT6: You are more than welcome, if you think of anything of else you need to know just [not understandable] than we will have a chat.

STR: Oh thank you very much

[not relevant]

<b>EUROSTAR BUSINESS TRAVELLER 7</b>	
<b>Interviewer:</b>	Student Researcher (STR)
<b>Interviewee:</b>	Anonymous business traveller No.7 (BT7)
<b>Interview Settings:</b>	Interview was conducted through Skype. The interview was conducted at 14:28pm on Wednesday afternoon.

(Start of Interview)

[not relevant]

STR: Thank you very much for getting in touch with me.

BT7: No that's okay that's okay.

[not relevant]

STR7: So, I just would like to start with, I usually do like the traveller profile first like for example what is your age if I may know?

BT7: My age is 50.

STR: Okay.

[not relevant]

STR: Another is like what I would like to know is about you experience. You have already mentioned something in the email and I would like to know how often do you for example travel with Eurostar and other high speed trains?

BT7: Right, hmm I travel with Eurostar probably 3 or 4 times a year it's not lot, it's quite regular we have some work we do for the European Parliament and so I travel by

train from here to London and London to Brussels is the most convenient way to get there, really.

STR: Okay, and you also use other high-speed trains isn't it?

BT7: Yes yeah I been to to various parts of Germany and I used their ICE trains hmm across to hmm where did I go to Munich and to Cologne and I have also travelled back across Germany from Switzerland to Netherlands using ICE trains.

STR: Okay.

BT7: and I went to [not understandable] Portugal and I used the TGV from Paris to hmm Eurostar to Paris and TGV from Paris to Iron which is on the Spanish border.

STR: Oh okay.

BT7: And then I catch a very un-high speed train across the Portugal.

STR: [laugh]

BT7: It was the night train.

STR: Okay, what was the reason why did you take high-speed train?

BT7: Hmm our institute to the university its researches travel and tourism, transport tourism and we have a commitment to use more sustainable forms of transport hmm essentially I don't fly.

STR: You don't fly at all?

BT7: [over talking] the only way of getting there hmm unless by plane you know, hmm I normally just don't go there, I just won't use the plane at all.

STR: Hm is this like...

BT7: [not understandable]

STR: Sorry?

BT7: It's usually I just you know if it's not in Europe I just won't go that's supposes that's it.

STR: Is it like that you have it in the University this is it like an official paper that you have to be sustainable or just like you have decided?

BT7: No its just the members of our institute have decided as a group that this is how, what we will do.

STR: Oh, okay.

BT7: So there we are four researchers and we all decided that we will all travel by train and public transport rather than by car and plain.

STR: Oh okay so all your business travels you are doing with high-speed trains?

BT7: Yes yeah all all local trains if its if it's you know but its trains and then buses if we can't there's no train service we use a bus.

STR: Okay what is the, what class do you usually use when you travel?

BT7: I am afraid the university insist that its standard class we are not allowed to go first class.

STR: Is it like so hmm sorry I just don't know much about like teacher trips and all university teacher's trips like hmm. Is it your university sponsoring your trips or are there like trips that you are for example you financed then or someone invites you?



- BT7: Right, no hmm it's a mix really, hmm the hmm the university pays for them but sometimes they get the money back from somebody else but. I am a senior research fellow within the university so when hmm when we do research for people like the European Parliament then they will pay often for me to go over there. So they will pay so the university will pay and then claim it back from the Parliament. Sometimes, I am speaking at conferences and then because I bee invite there the conference will pay for me.
- STR: Okay, hmm so you ever travelled with business class before or..?
- BT7: Haven't no no no no, since the university is very strict its standard class and the cheapest one of those.
- STR: Not even when someone else pays it?
- BT7: No still standard class that's the rule I am afraid it doesn't matter who paying.
- STR: No its just wanted to know because one of my questions is also whether like you feel like business class is value for money but I as you didn't experienced it I guess you can't elaborate on this one.
- BT7: No I can't no no, I don't have no ideas what is like.
- STR: [laugh] alright not a problem. Hmm so hmm, what would you say what is your main reasons of travelling? So is this like you said it is European Union and do you have any other reasons?
- BT7: Hmm no most of my works is certainly is is to go to the European Parliament or to attend other meetings to do with me research really. So yeah I am researching cycling and cycling tourism so that's how I get across, go to conferences and go to meetings and European Parliament, or European cycling federation, again there are in Brussels.
- [not relevant]
- STR: So what is your, how long do you usually travel when you are away?
- BT7: Hmm that varies it's usually probably around 2 nights but it can be 1, 2, 3 nights you know it varies but probably 2 nights average.
- STR: That's not too long?
- BT7: No no no its usually, I go to what I got to do and come back I don't spend lots of time wondering around and sightseeing usually there is plenty of work when I get back.
- STR: Oh okay, what else [mumbling] who books your travel?
- BT7: We have a travel office in the university and we have to fill in a form saying where we want to go and how we want to travel and where we want to stay and they book it it all and send me all the details.
- STR: Okay, do you also have some say in it when you like choosing when you like they giving you options of you can go like this, this and that and you choose or is it just they just give it to you and you have to go like this?
- BT7: Hmm there is some choice there is some choice. I I as a rule meetings are fixed and the timings so I have to catch certain trains to be there on time so yeah but within

limits I mean they might say you'll catch this slightly earlier one because is a bit chapter or sort of things, but as a rule I would say you know this train this train this train because all join up and I gets me on time without wasting too much time in the middle.

STR: Oh okay, so like what are the attributes what are you looking for when you are traveling by train. What is the first you know when you selecting or? Like the process of your choices like what you are base it on?

BT7: I suppose the quickest journey mostly, hmm but I might hmm I might if if it's going to go through somewhere new I might try organise a bit longer there so I can stay there a little bit longer. But in terms of trains its just the quickest really you know just its get me there, do what I got to do and get back. Hmm...but if I can organise an extra hour in Cologne or somewhere to have look around then that's good. That's one of the benefits of traveling by train is that you you not stuck in a tube for two hours going from straight from A to B but when you change trains you have an opportunity to have a look around the city you are in, so.

STR: Okay. How in advance do you usually book?

BT7: Oh not not usually very far hmm perhaps one or two weeks, sometimes the meetings come up quite quickly

STR: Oh okay, so one or two weeks. So you said like does your university has some kind of travel policy? I mean you said that you kind of reduc..

BT7: I mean we won't fly as as as an institute the members of the institute decided we won't fly, but the university doesn't have any any limitation really. I mean what they looking for obviously is to to get the cheapest that they can, but yeah I know sometimes flying is a little bit cheaper but because most of my travel is funded by projects that I am working on, I can make that choice I can say well actually I have money in the project to pay for me to go by train rather than fly so that's they usually quite happy with that. Hmm they have certainly traveling with UK, it is, there is a preference for traveling with by public transport if you want to use a car you have to hire one through the university but I don't do that so.

[not relevant]

STR: Hmm... are you also a member of any loyalty cards when it comes to trains because some trains they do have, at least Eurostar has I know

BT7: Yeah yeah no I know, I hear them announcing but I have never bother to to join. No no not big on loyalty cards

STR: How come? Why not?

BT7: I don't know, just something I have never bother so I don't know if whether I am missing something there I don't know what what the is it cheaper travel or something they give you or I don't know.

[not relevant]

STR: Hmm may I know how do you usually travel, you are usually traveling ....I mean are you now is it Lessss ... I am sorry where you are now? [mumbling] I am always bad with the names

BT7: I'm in Cheshire

STR: Oh in Cheshire, okay I thought its Lester.

BT7: Just south of Manchester, the university is in "location" hmm but I go by train to at I go by train and I bicycle to the station and catch the train, you can see that I am a big fan of trains.

STR: Yes I can see that.

[not relevant]

BT7: [...] I think as with a lot of the population there is luck of familiarity with train travel and using public transport, so they just find it easier to drive you know but hmm you know it's the same we travel we drive everywhere I don't think about it even now I just go on the train and go you know it's [it's] like second nature to do it. When it goes wrong I don't worry because, you know, I can go to boards pick another train and I am on my way again its whereas perhaps they would panic, you know?

STR: So what is it that you most enjoy on the travel by trains like besides catching the next train if you miss other one?

BT7: They hmm yeah its its, I think as well travel with train you certainly experience the places you going through more, don't you? Because you [you] getting of the train, some of the station to change train, you have the opportunity to go into the cities, you you meet other people on there. It is much easier on the train to get up and wall around on the Eurostar or the TGV and the ICE they all have little path and restaurant areas, you can have a drink and something to eat and and do it in the comfortable fashion not be restricted to your seat all the time like you are in the plane. So it's nice, you know, it's much more hmm social way of traveling.

STR: Hmm.... is there something that you don't like about trains any aspects of high speed trains? Not the really slow ones.

BT7: [laugh] sometimes I think the the price is, not of the ones in Europe so much but the Eurostar is expansive by comparison. I think you know that that that I mind you that they are very busy so the price is obviously not too bad but I think the price could be lower you know it could make them more competitive with with hmm short-haul flights by improving the prices. But that's it really, I mean I just, when I could compare the two, flying or train it's it's train every time for me, you know, it's just a better way of doing it, it's a much more of experience to do it you know.

[not relevant]

BT7: Did you go to Brussels or Paris?

STR: Paris.

BT7: Alright okay yeah I mean Gare du Nord is is okay, but it's not the nicest station or anything for the Eurostar. But yeah I mean now especially St. Pancras it's I mean

you arrive, you go in and there is room to sit down and to have a coffee, terminals to work on laptops or something, it's really so more pleasant, much more pleasant than an airport hmm the whole experience is more pleasant you know there is more space on the trains, it's just seem more relax to me, the whole system so I just hmm its just yeah, I don't know how you find it but it thought it's just great.

[not relevant]

STR: Yeah I was yeah I liked the St. Pancras station but the French station, I was like oh my god, am I in France? Or somewhere like. [laugh]

BT7: Yeah it's hmm it's not the best station.

STR: Hopefully they will invest in it to make it more nicer.

BT7: Yes yeah well, I suppose it's the Eurostar bit they just tacked it away in one corner, there isn't much space there and of course in Europe they don't have the passport controls between most of the countries, so they can just, so their trains they not internatio.. they are international trains, but there is no passport you just get on the train go to Germany or go to Spain, nobody is there to check your passport all the time, so it does make it travel that way much easier there then it is here. Hmm.

[no relevant]

STR: Have you ever thought of because I got like, I had this in mind what if there would be a terror attack on the trains or I don't know because for example in Brussels, I red on Eurostar Facebook fun page that they do really strictly look at the passport and it like taking too long sometimes. Would that...this somehow affect your, I don't know, your way of transports, I don't know, if it would getting like at the airports? Like stricter you know the security they would kind of scan you and everything.

BT7: Yeah I am suppose, but then it's it's better than than traveling by air at the moment. It's certainly could not get any worse because it's horrible going through an airport hmm so give that I like traveling on trains more than I like traveling on planes I would still go by train. I wouldn't like the extra security but hmm at the moment I don't find it its travelsum you know you now that you are going through a metal detector and so you put all the bits in your coat packet and put it on the combiner and go through and then show your passport through and that's it isn't it, you know you can go and have a coffee and so its easy. I think even if they would be stricter with security I would still go by train.

STR: Is there anything that you would like to like improve on high speed trains regarding service or anything that comes to your mind?

BT7: Hmm no, I think actually its does what it says on a tin really. Hmm it's very good, you know, its its you buy a ticket to where ever you want to go and get on and you can have a drink while on there, or read or work. It's much easier to work on the train and you get off on the other end and you there you know. Certainly for me when I got to Brussels it's so easy you know, you come into to Brussels South and you just a metro trip anywhere within a minutes you can be on the other side of the

city in 10 minutes on the metro so, yeah it's just so. Whereas if you come by plane, I mean I don't know where the airport is but it's probably miles out of the city and you have to get taxis and also for the train just you arrive in city and that's it you are already ready to work. To mean it's a much better way to doing it.

STR: Do you also use the time on the trains, like working or you just like to gaze out of the window.

BT7: Hmm no no I do do work sometimes [laugh] Hmm yeah no I do work and if I am not having a beer or something then then yes I read or or I usually have some documents to go through so yeah.

[not relevant]

STR: Is there anything that you would like to add or for example I don't know something that I did not asked and I should have asked or anything you would like to point out regarding high-speed trains and business travel?

BT7: Hmm no no, I mean I don't use the first class lounges so I mean that may be make it even better hmm so yeah it's hard to say, but no from my point of view its fine, it works really well, I like it traveling like that, is like you get to the country side as well if you are travelling during the day so its its good you know.

STR: Oh sorry, how many hours would you be like willing to travel by train? Is it like kind of maximum like I don't know no more than five hours or no more then eight?

BT7: Oh well yeah I done that, more than that, I have done twenty four hours.

STR: twenty four hours on the...!

BT7: Yes Yeah.

STR: On the...? Wow!

BT7: On the train I went from my home here in "the place" a little train to the main junction and then a train to London, train to Paris, train to Iron and overnight train to Portugal and then a local train to Aveiro were I was staying and that took 24 hours. So that's the longest and hmm yeah I do that again it wouldn't worry me. I probably do longer actually.

STR: I see you are adventures.

BT7: I am going to, hopefully, I am going to Vienna next year no? Yes next year so I hope to do that by train which would be overnight again.

STR: Okay.

BT7: Yeah no no that's fine, it's all part of the fun.

[not relevant]

BT7: I wouldn't do a long-haul flight. I flown hmm many years ago now to Cyprus and that was four hours and that was more than enough for me I don't like. Two hours on plane is plenty really that's just enough any more than that and I start to get figisy

STR: Thank you very much

BT7: My pleasure

[Not relevant]

## Appendix G Open-Ended Response from the survey

### G.1 Sample Location

**Table G.1** Where do you normally board Eurostar when travelling for business/work related trips?

London	st pancras	Paris	Brussels	Paris and London
St Pancras	london	Paris	brussels	Paris - Gare Nord or St. Pancras in London
St Pancras	London St Pancras Intl	Paris	Brussels	Brussels - London
St Pancras	London	paris	brussels	
St Pancras	London, St Pancras	paris	Brussels	
London St Pancras	United Kingdom	Paris	Brussels	
Kings Cross	London	Paris		
London	London St. Pancras International	Paris		
London	London	Paris		
st pancras	London St Pancras	Paris		
St Pancras	London (only once)	Paris		
London	St Pancras	Paris		
London	st pancras			
London	St pancras	Lille		
London St. Pancras	London, St. Pancras	ille		
London	London			
London	St Pancras International			
London	St Pancras			
London	London			

1

Ebbsfleet  
 Ebbsfleet  
 Ashford  
 ashford

## G.2 Sample age

**Table G. 2** Age: I was born in

1988	1979	1969	1959	1949
1985	1979	1969	1959	
1985	1978	1969	1957	
1982	1978	1969	1956	
1981	1977	1969	1956	
1980	1977	1969	1956	
	1976	1968	1955	
	1975	1968	1953	
	1975	1966	1953	
	1975	1966	1952	
	1975	1966	1952	
	1974	1965	1950	
	1974	1965		
	1973	1965		
	1973	1965		
	1973	1964		
	1972	1964		
	1971	1964		
	1971	1963		
	1970	1963		
	1970	1962		
	1970	1962		
		1962		
		1961		

## G.3 Position within the company/organization

**Table G. 3** How would you describe your position I the organissatio? (e.g. CEO, manager, assistant...)

DIRECTOR	MANAGER	CEO	Executive VP
Director	project manager	CEO	
Director	Manager	CEO	Chairman
Director	Manager	ceo	
Sales Director	Senior manager	Ceo	Senior Banker
Managing	Manager	CEO	
Director			
Company	IT Security		Middle level
Director	Manager		professional
Director	Project	HEAD OF CORPORATE	
	Manager	TRAVEL, EMEA	
Director	Manager	Head of Investor Relations &	Owner

Director	Senior	Marketing	Self employed
	management	Head of internal	
Sales Director	manager	communications	engineer
Director	Manager	Head of Investor Relations	
Director	Export Manager	Senior Consultant	Analyst
Director	Manager	consultant	
Director	Ict manager	Consultant	Sales and
			marketing
Director	sales manager		
Director	Manager	Assistant	business
			development
MD	Sales Manager	assistant	
FD	Management	Assistant	
Executive			
Director			

#### G.4 Comparison of travel policy with size of the company

Table G. 4 Q: Which of the following best describes your organization's travel policy?

Answer Options	Large	Medium	Small	Micro	%	n
a) There is a formal written travel policy	29	4	3	0	55.4%	36
b) There are no written travel policies, but there are informal guidelines	4	6	4	3	26.2%	17
c) There is no travel policy	0	0	1	7	12.3%	8
d) Not sure	1	0	0	0	1.5%	1
e) Other (please specify)	1	0	0	2	4.6%	3
<i>answered question</i>						65
Other:						
Large: Work for company						
<ul style="list-style-type: none"> <li>There are multiple policies.... Not good.</li> </ul>						
Micro: Self-employed						
<ul style="list-style-type: none"> <li>I make my own decisions based on personal comfort and convenience</li> <li>Based on cost and time constraints i.e. most productive and cost-effective options are chosen.</li> </ul>						



## G. 5 Comparison of travel policy with regards to the transport and size of the company

Table G. 5 Which of the following best describes the organization's policy on employee selection of travel mode?

Answer Options	Large	Medium	Small	Micro	%	n
a) Employees select their own transport with no restriction or guidance	2	3	0	8	20.0 %	13
b) Employees select their own transport within parameters set by company's policy	27	6	6	1	61.5 %	40
c) The organization strictly manages employee business travel	6	1	1	3	16.9 %	11
e) Other (please specify)	0	0	1	0	1.5%	1
<i>answered question</i>						65
Other: I choose						

## G.6 Corporate travel policy

If the respondents answer to the following question 'Which of the following best describes your organisation's travel policy' was option b) Employees select their own transport within parameters set by company's policy, they were asked to describe these parameters. The responses were categorised to five categories can be found in Table F.5

**Table G. 6** If you selection was option B please describe the parameters set by company policy applicable for business travel within short-haul destinations in Europe.

### Journey time and class

- No flights to be done in business class below some hours.
- Travel less than 5 hours = economy class. Travel more than 5 hours = business class (flights), first class (trains) Guidelines on hotel expenditure by region (e.g. Europe 250 GBP) but exceptions made where necessary
- Economy for less than 3 hours flights..Business class in trains. Public transport in cities as much as possible.
- less than 4 hour travel need to book in economy
- Free choice of transport type on short haul (train, plane, car). Business class on trains. Business class on planes if over 3 hours flight.
- General policy: book the cheapest option / cheapest airline unless there is a business need (however this is usually ignored with employees citing 'business needs') Plane: shorthaul = economy Train: under 2 hours = economy. Over 2 hours = business class
- Air is flying economy class or cheaper when applicable for destinations below 5hrs

distance, Train is first class coaches/services

- Air - economy Rail - business class
  - Economy air. 1st Class Rail. Small hire car
  - Economy class, train or plane
  - Train in 1st class Plane in Eco Max expenses for Hotel
  - Only parameter is type of class that we can travel in - mode of transport is entirely dependant on the Traveller
  - The company policy states the class of travel tickets that can be purchased depending on the duration of the journey.
  - Usually class of service, needs to be refundable, etc.
- 

### **Rail travel**

- Train for journeys < 4 hours
  - Using rail has absolute priority. For flights on has to have a written allowance by a member of the Board of directors
  - Rail where possible
- 

### **Cost**

- lowest fare possible as long as within acceptable schedule times.
- We fully encourage the use of public transport where it is viable for our needs in terms of time/cost/flexibility.
- Budget
- No first class and lower cost option prioritised
- Cost Ranges, use of Partner Hotels, economy class for inner European flights
- We always get the cheapest option -no business or first-
- Try to find affordable air & train tickets avoid 5 stars hotels
- Price level
- Reasonable price and length of travel time (i.e. direct rather than connecting)
- Most time and cost effective
- Budget, safety, business continuity
- price, duration of travel, length of stay
- We are expected to book early, and to take advantage of discount and early-booking offers wherever available within a price and practical level of comfort
- Cost verses time, depending on client and urgency
- Can choose to fly, train, drive. Usually required to take the most cost effective option, taking into account time and business need.
- There is a list of maximum permitted travel cost for each country. E.g. UK-France 250 pounds. We're free to choose whichever mode of transport we like.

**Other**

- Approval process in place to authorise the proposed travel requirement.
- Only the travel agency has it
- We are required to book via the company's travel agency and are able to choose any airline, but can only choose specific hotels.
- I could choose train or air for travel.
- Air or rail

**G.7 Objectives****Table G. 7** Which of the followings best describes the main objective of the travel policy/rules?

d) Other (please specify)

Large

- To ensure staff could work optimally, and minimise costs
- Cost cutting
- all of the above...
- To promote usage of rail
- I don't know anything about this "policy". You just book your tickets and hotels and then you get the money back. Sometimes book it via business travel management system where there are some price caps on hotels.
- Costs and equity amongst employees

Small

- Comfort and ease of travel
- N/A

**G.8 Corporate environmental responsibility**

If you have chosen option b) *To promote environmental responsibility* please provide more details:

**Table G. 8** Environmental responsibility:

- The travel is often seen as a cost, independantly of the fact that the job related to the trip is profitable.
- Public transport rather than car
- essential as part of our roles

- We are a railway company ourselves and encourage our business customers to subscribe to carbon-free business travel
- Rail over air
- I prefer to avoid short haul flights but unfortunately they are often the best option in terms of time and convenience

## G.9 Number of business trips within Europe

**Table G. 9** How many international business trips do you take annually within Europe?

>10		10-29	30<
3	12	28	approximately 30
6	15	20	40
6	15	20	100+
5	12-20	10	30
6	10 to 15	12	80
5	20+	10	100+
1	20	10	30
three or four	25	10	50
5	12		ca 30
5	20		30 plus
3 to 5	20		50
8	Approx 2 per month		70
6	20		40+
5?	12		50
5-15	15		About 50
2	25		50+
2	20		30
2-4	20-30		
5	15		
6	24		
<b>30,8 %</b>	<b>43,1%</b>		<b>26,1%</b>

## G.10 Top European destinations

Excluded from the study

## G.11 Number of business trips with Eurostar

Table G. 10 How many international business trips do you take annually with Eurostar?

	>5	5<	10<	15<
1	2 on average	6	10-15	35
3	1	6	8-10	30
4	Three or four	6	10	30
2	4	6	15	20+
4	it was the first time	5	Approx 2 per month	18
2	2	5	12	52
3	4	8	10	30+
2	2-4	5	10+	
3	1 or 2	5	10	
4	2	5		
3	2 or 3	8		
3	2	6		
4	4	6		
4	1-2	5		
3	1	5		
		5-8		
		5		
		5		
		6		
	<b>46,2%</b>	<b>29,2%</b>	<b>13,8%</b>	<b>10.8%</b>

## G. 12 Top destinations with Eurostar or its connections

**Table G. 11** Please indicate at least one (or maximum of five) top cities you visit the most for business using Eurostar or its Connections

London	
Lille	Paris
London	
London	
lille	
Brussels	
Paris	London
Paris	Brussels
Brussels	
Cologne	Paris

Brussels				
Paris	Brussels			
Paris	Brussels	Antwerp		
Brussels				
Brussels				
Paris				
Paris	Brussels			
Brussels				
Paris				
Brussels	Amsterdam	Köln		
paris				
Brussels				
Brussels	Rotterdam			
Paris				
Paris				
Brussels	Paris			
Paris				
Paris				
Brussels	Paris	Cologne	Frankfurt	
London				
London	Paris			
Paris	Brussels			
Paris				
london	paris			
Paris				
London				
Paris	Brussels			
London	Brussel			
Paris	London			
brussels train				
london	brussels			
Paris by Eurostar				
Paris				
London				
London	<b>Paris</b>			
Paris only				
London	<b>Paris</b>			
londres				
London				
Paris	<b>Brussels</b>			
London				
London - Brussels				
Brussels	<b>Paris</b>			
Paris	<b>Brussels</b>	<b>Amsterdam</b>	<b>Lille</b>	<b>Cologne</b>
London				
London				
Brussels	<b>Paris</b>	<b>Luxembourg</b>		
London	<b>Amsterdam</b>			
London	<b>Paris</b>			

London paris Brussels Brussels London as gateway only Paris	<b>Lyon</b>
---	-------------