



GBTA BUSINESS TRAVELER SENTIMENT INDEX™

Global Report – January 2017

In partnership with American Express®

KEY HIGHLIGHTS

- Ride-sharing services, such as Uber and Lyft, are now covered by one-half (50%) of corporate travel policies worldwide.
- Social media seems to be more important than ever for business travelers, with more than one-half (54%) now using social networking sites at least once a day. Employees in Hong Kong (81%) and Mexico (79%) are the most likely to use social media during work trips.
- Some business travelers find it hard to stick to an exercise routine on the road. Only 39% of people who exercise regularly keep a consistent workout schedule while traveling. Millennials exercise every, or almost every, trip (46%), compared to GenXers (41%) and Boomers (38%).
- Travelers remain confident regarding the financial health of their employers (60%), but less so on their industries (52%) or the overall economy (36%). Attitudes also vary widely by country or territory.

SUMMARY

Sharing-economy services, mobile apps and social media platforms that people rely on in their personal lives are now being included in more company travel policies, driving an increase in use among business travelers around the world.

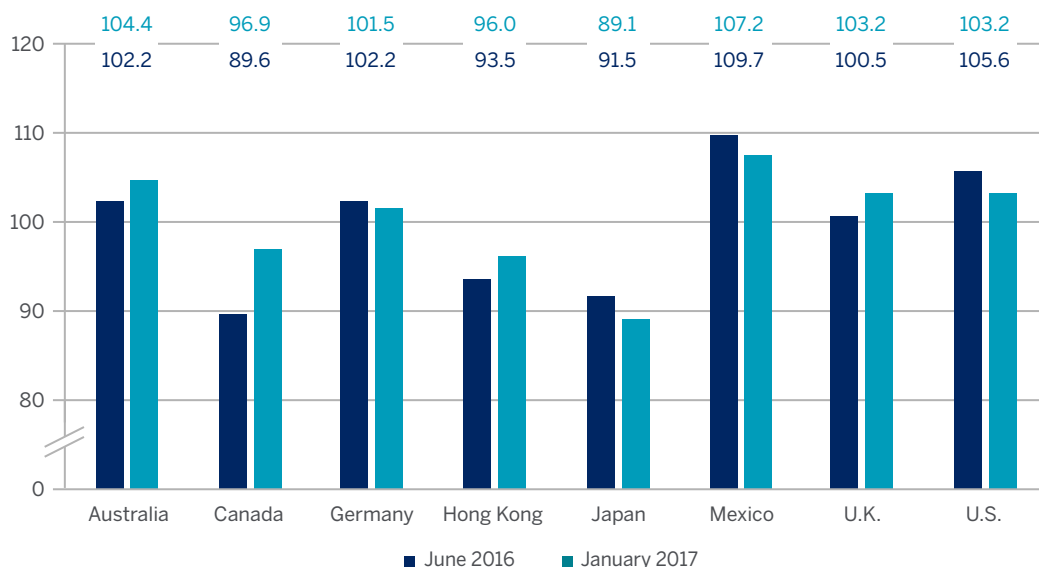
Ride-sharing services are now covered by one-half (50%) of all corporate travel policies, and social media outlets are used by more than one-half (54%) of all business travelers at least once a day, according to the GBTA Business Traveler Sentiment Index™ Global Report — January 2017, in partnership with American Express. In addition, 55% of travelers say mobile apps from travel suppliers, event organizers or travel destinations enhance their time on the road. Use of these services, social media sites and mobile apps are all potential indicators of how much business travelers rely on digital services to keep them productive.

More than three-quarters (77%) of travelers say access to Wi-Fi is vital to staying productive when they're away from the office. This strong demand for reliable Wi-Fi is a continuing trend from the June 2016 edition of the GBTA Business Traveler Sentiment Index™ Global Report. The rise of digital substitutes for paper-based expense reporting also continues from June. Travelers submitting electronic receipts increased from 22% in June to 25% in January, and use of mobile wallets tied to a corporate card rose from 12% to 14%. At the same time, use of printed or hard copy receipts dropped from 45% to 40%.

Business travelers also remain dedicated to staying on the road for work, with 64% agreeing their employers feel business travel is very important to their organization's overall financial performance. Almost nine out of 10 travelers (88%) say they prefer to travel the same amount or more in the future.

GBTA Business Traveler Sentiment Index™ scores for the eight countries and territories surveyed were relatively unchanged from June 2016. Canada's overall Sentiment Index score improved based on higher ratings in multiple areas, including expense management, safety and social media use, and the U.S. Index score decreased slightly due to a significant change in travelers' feelings about company travel policies.

Fig. 1 - GBTA Business Traveler Sentiment Index™



Background and Methodology

The GBTA Business Traveler Sentiment Index™ Global Report — January 2017, in partnership with American Express, aims to understand how business travelers feel about their travel experiences and how those feelings affect their travel behaviors. The results of this edition of the research are based on an online survey conducted by the GBTA Foundation from September 6 to 26, 2016. The survey polled 3,220 full-time and part-time employees in Australia, Canada, Germany, Hong Kong, Japan, Mexico, the United Kingdom and the United States who traveled for business at least four times in the previous 12 months.

The GBTA Business Traveler Sentiment Index™ consists of seven key components of the business travel experience: Overall Trip Experience and Travel Friction; Expense Tracking and Management; Travel Management Policy Friction; Business Traveler Safety; Corporate and Macroeconomic Environment; Technology for Business Travel; and Social Media Experience. Each component is tracked to see how it changes over time and a new value is calculated based on the percentage change. The January 2017 report is the sixth wave of this research, which was first conducted in the first quarter of 2015 against an index of 100 in each category.



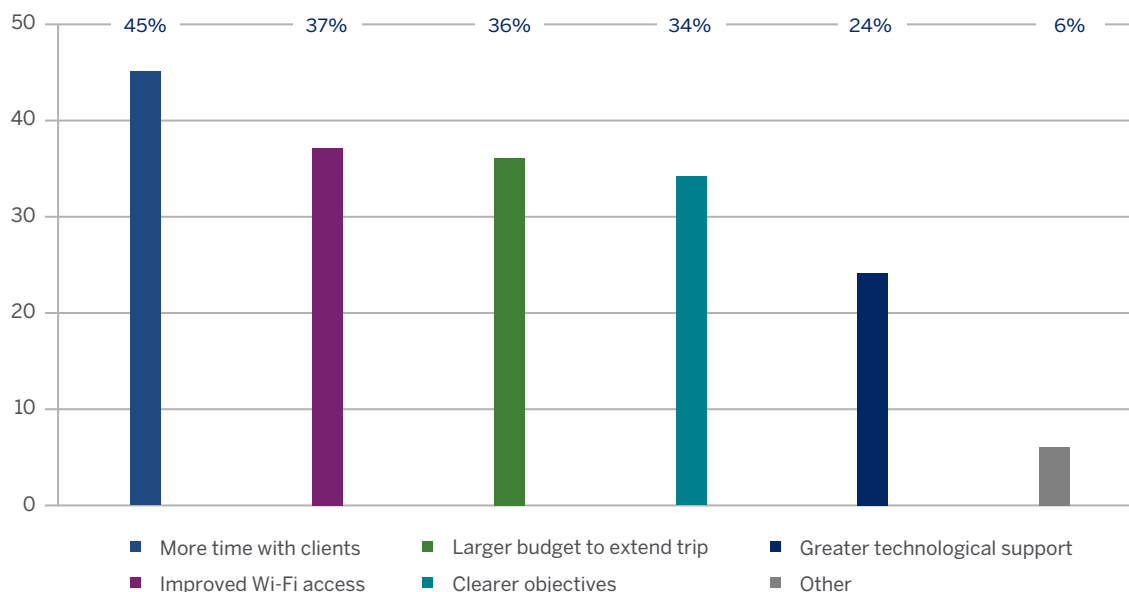
KEY FINDINGS

Road Warriors Remain Dedicated to Traveling for Work

The vast majority of people who travel frequently for work are satisfied with their overall business travel experiences, a sentiment that remained relatively unchanged from June 2016. However, fewer travelers were happy with their ability to meet goals for work trips, 74% vs. 77% in June. Travelers say spending more time with clients would help them better reach their goals (45%), followed by better Wi-Fi access (37%), larger budgets to extend trips (36%), clearer objectives (34%), greater technical support (24%) or other types of support (6%).

In the three months prior to the survey, travelers averaged slightly more than four work trips, relatively unchanged from June 2016. They spent an average of nine nights in hotels, up from an average of eight nights in the previous survey. The vast majority (72%) expect to travel domestically about the same amount in the future.

Fig. 2 - Which of the following would have helped you meet your business goals?



*Respondents were able to make more than one selection.

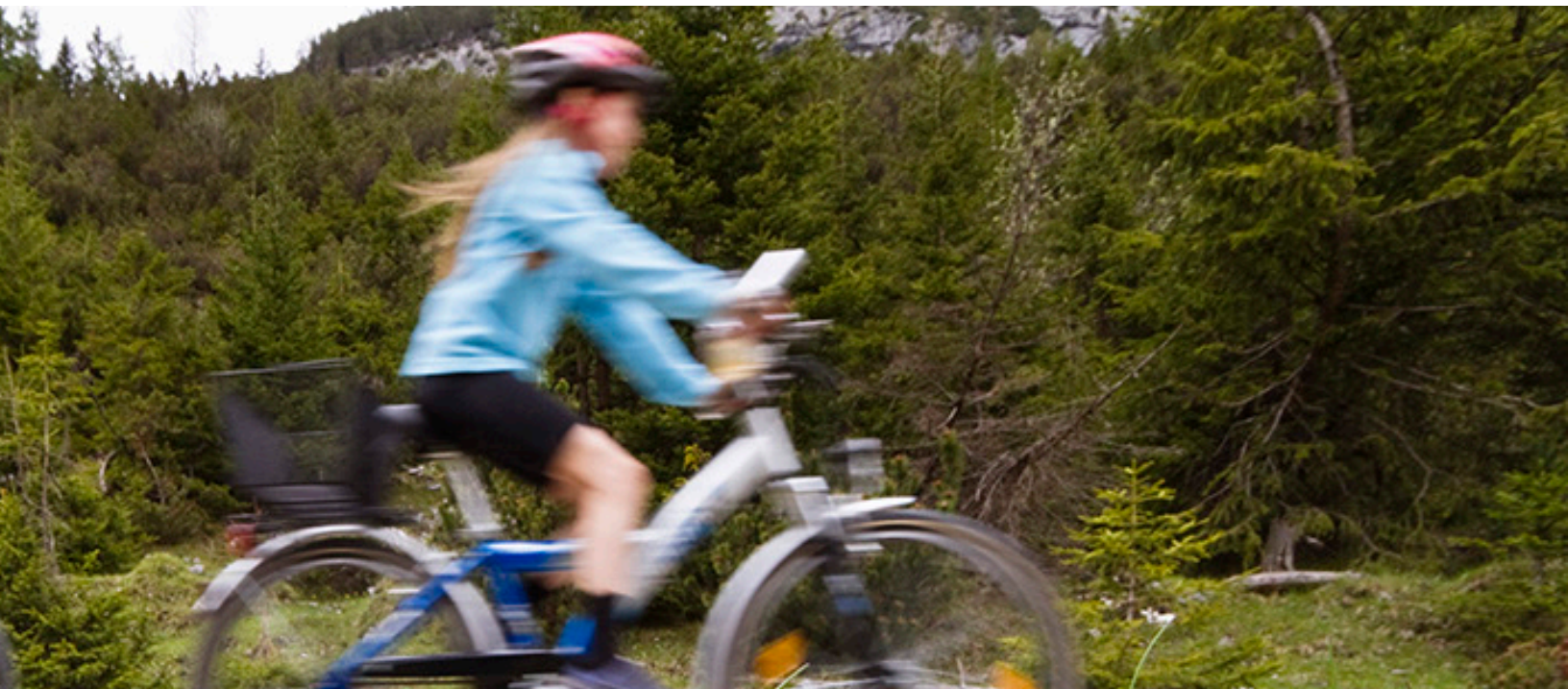
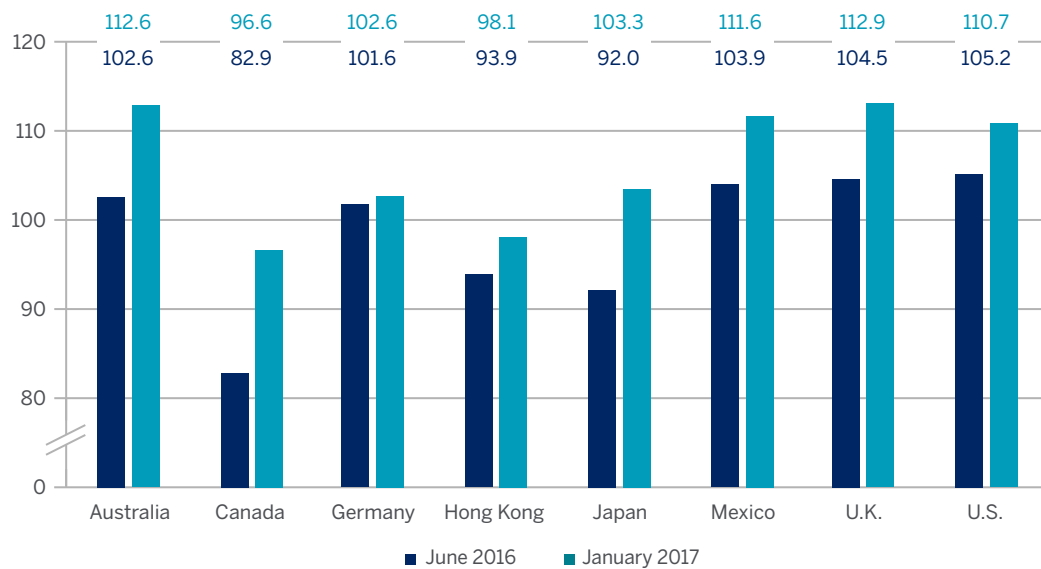


Millennials Most Likely to Exercise on the Road

For most business travelers, being on the road means exercising less often than normal. Of people who work out regularly at home, only 39% keep a consistent workout schedule while traveling. Forty-five percent don't exercise as often during work trips, either because they don't have time (71%), are too tired (47%), are out of their normal fitness routine (29%) or because their hotel doesn't have a fitness center (17%). Millennials (those aged 18 to 34) are more likely to work out during every, or almost every, trip (46%), compared with 41% of GenXers (35 to 54) and 38% of Boomers (55+).

Almost two-thirds (63%) of regular exercisers say they often consider having a fitness facility or walkable area nearby when choosing a hotel. Eleven percent are not sure if their company travel policies cover hotel workout facility fees.

Fig. 3 - Overall Trip Experience and Travel Friction Component



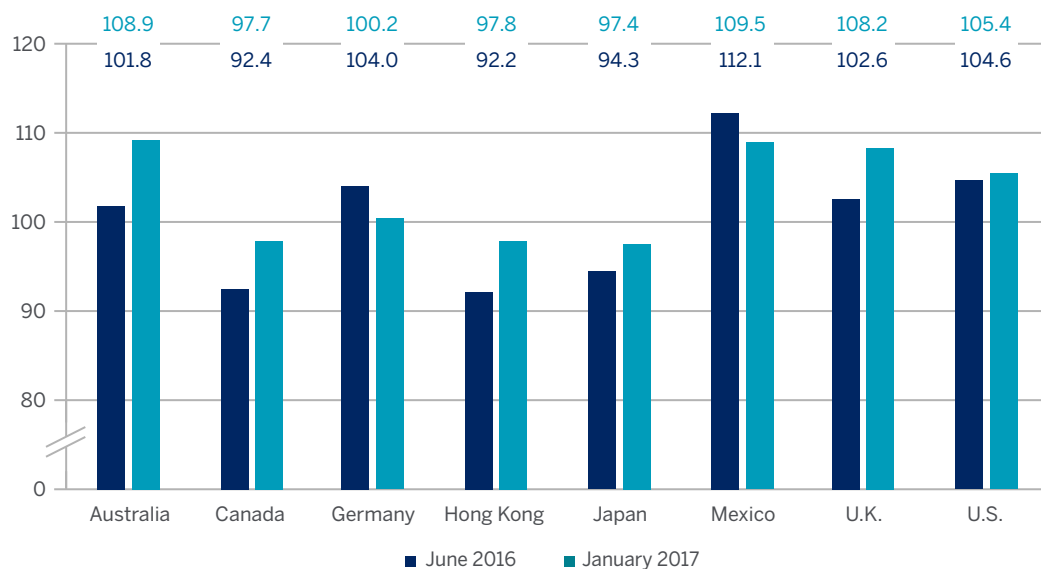


Travelers Prefer Electronic Expense Management and Payments

More business travelers are using mobile apps to access expenses (49%) than in June 2016 (44%). However, overall satisfaction with completing expense reports dropped to 58% from 61% over the same period of time. Satisfaction also dropped in paying for business expenses with corporate cards (67% vs. 71%) and personal cards (59% vs. 65%), and keeping track of expense receipts (61% vs. 65%).

Travelers continue to favor corporate cards over other forms of payment for business expenses, with 44% using corporate cards for trip-related expenses compared to personal cards (27%) or cash (9%). Though mobile wallets tied to corporate cards are still a minority payment form, use of them increased to 14% from 12% in June. Mobile wallets are especially popular in Hong Kong (20%) and Mexico (19%).

Fig. 4 - Expense Tracking and Management Component

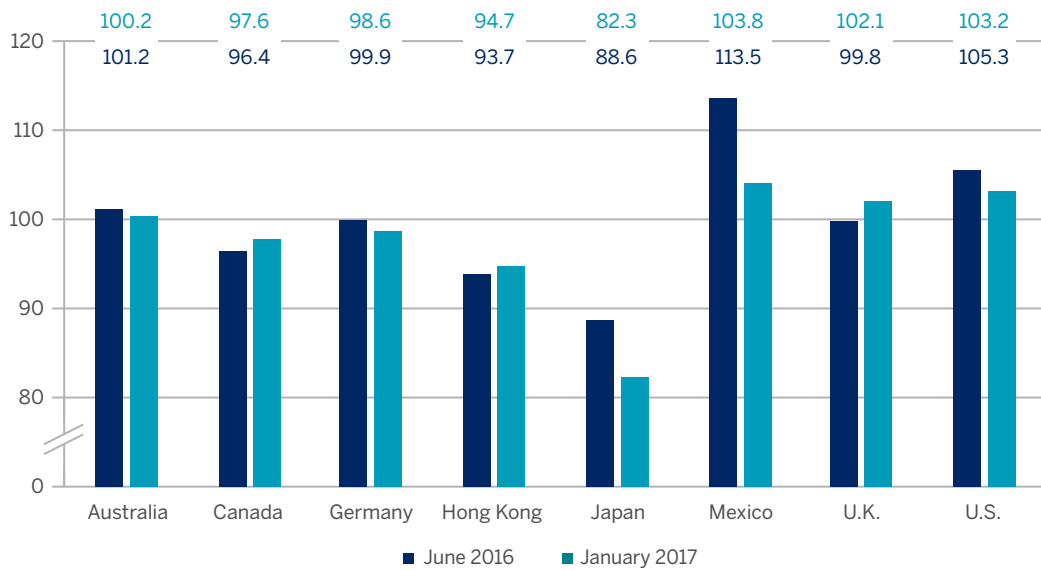


More Company Travel Policies Allow Ride-Sharing Services

Ride-sharing services, such as Uber and Lyft, are now allowed by 50% of corporate travel policies — a climb from 44% in June. As some policies expanded to include ride-sharing suppliers, ridership among business travelers increased 21% and a majority of travelers anticipate using these types of services about the same (71%) or more (18%) in the three months following the survey.

However, company travel policies have been slower to allow home-sharing services, such as Airbnb and HomeAway, with only 30% of business travelers saying these options are allowed by their employer’s policies. Despite this, use of home-sharing services increased 20% over the previous wave and, over the three months following the survey, a majority of business travelers expected to stay at these types of properties about the same amount (72%) or more often (13%).

Fig. 5 - Travel Management Policy Friction Component



More Companies Require Adherence to Mandated Policies

Around the globe, more employers are requiring business travelers to adhere to mandated policies, 49% vs. 45% in June 2016, and fewer businesses are operating without stated guidelines, 19% vs. 21%.

However, the increase in mandated policies does not appear to have dampened travelers' attitudes. Fifty-nine percent remain satisfied with both their employer's policies and the flexibility they have in planning trips, and 56% remain satisfied with their ability to change itineraries when needed.

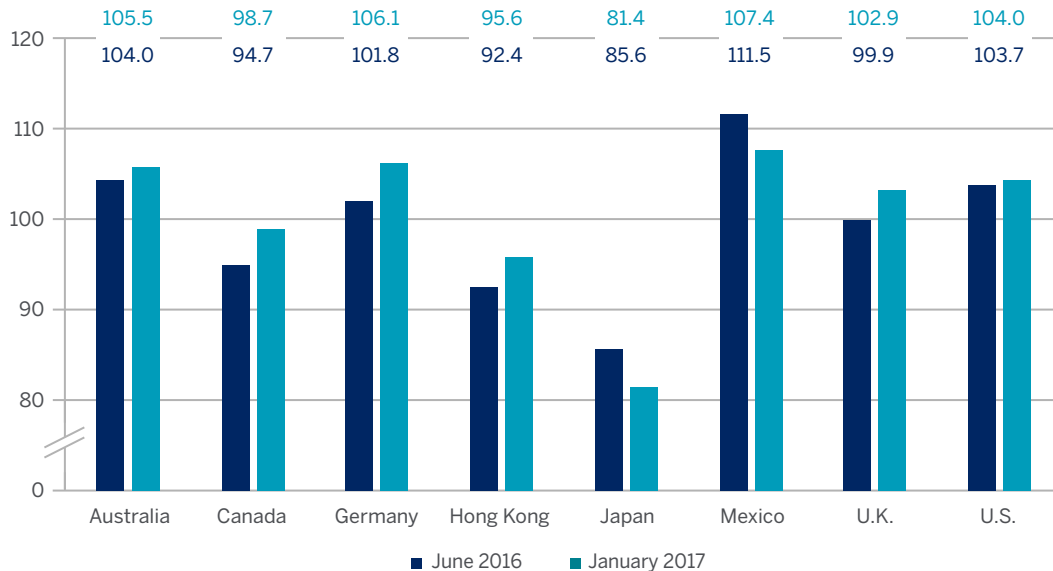
Feelings on Safety Differ By Country or Territory

Overall, two-thirds (67%) of business travelers say their companies care about their well-being when they travel for work, but attitudes vary considerably by country or territory. Employees from Germany (79%), the United States (79%), Mexico (75%) and Canada (74%) are most likely to feel cared for by their employers.

Business travelers who feel the least cared for by their employers during work trips hail from Hong Kong (45%) or Japan, where travelers who said they feel cared for declined sharply to 22% from 34% in June 2016. Males continue to feel safer when they travel than females, with 63% of males always feeling safe on trips, compared to 55% of females who feel likewise.

Company size has relatively little effect on how safe business travelers feel on work trips. Sixty-eight percent of travelers at large organizations of 1,000 employees or more feel their companies care about their safety, compared to 69% of travelers at mid-size businesses of 100 to 999 employees and 67% of travelers working for small businesses with fewer than 100 people.

Fig. 6 - Business Traveler Safety Component



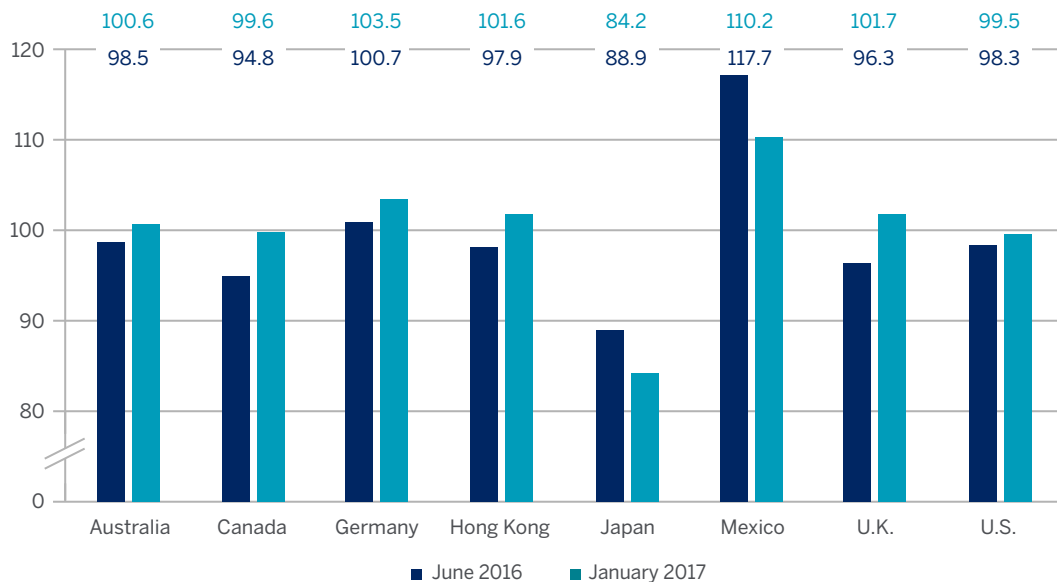


Travelers Stay Confident in Their Employers' Financial Health

While only 36% of business travelers feel the economy is on sure footing, many continue to express confidence in their own employers. Three in five travelers (60%) say their companies are in excellent financial shape, though confidence varies substantially depending on the traveler's home country or territory. Travelers in the United States are the most optimistic about their own company's financial health (71%), while Japanese travelers are the least (27%). Over one-half (52%) of travelers say their industries are healthy.

A majority of business travelers (64%) agree their company's management feels business travel is very important to their company's financial performance; however, these results also vary by country or territory. Travelers in the United States (76%) or Mexico (73%) are most likely to believe their companies see business travel as very important to financial performance, while travelers based in Japan (25%) are least likely.

Fig. 7 - Corporate and Macroeconomic Environment Component





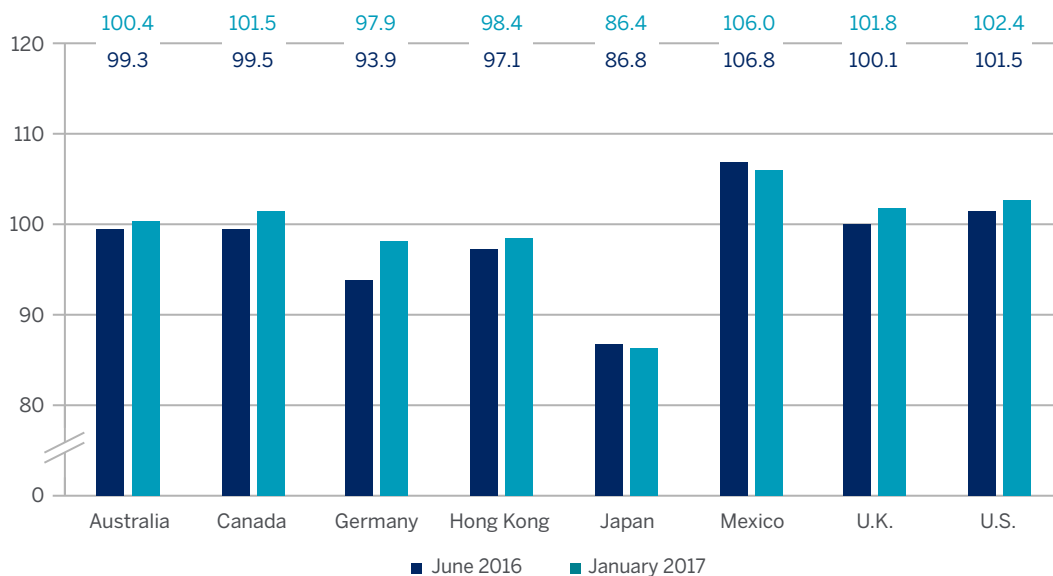
Wi-Fi, Mobile Devices and Apps Help Travelers Remain Connected and Productive

Wi-Fi remains a top priority on the road, with 77% of travelers saying it is vital to being productive on work trips, on par with 75% in June 2016. Travelers are most satisfied with Wi-Fi offered by hotels (83%), and much less so with service on airplanes (49%) or trains (48%).

Companies are more likely to equip travelers with laptops (77%) and smartphones (73%) for trips, both increases from June (73% and 66%, respectively). Tablets are less likely to be offered, with only 35% of companies providing the devices in both June 2016 and January 2017. Sixty-seven percent of employees use their mobile devices to access travel itineraries at least once a day, up from 64% in June. What's more, close to one-half (49%) of travelers use mobile devices daily to check expenses, up from 44% in June. Nearly one in ten travelers (9%) never use mobile devices to look up itineraries, similar to 10% from the previous survey.

Fifty-five percent of business travelers say mobile applications from suppliers, event organizers or travel destinations enhance their travel experience, on par with 53% in June.

Fig. 8 - Technology for Business Travel Component



GenX and Boomer Travelers Join Millennials in Using Social Media

Millennials use social media the most during work-related trips—and now other generations are closing the gap. More than one-half of all business travelers (54%) say they use social media sites at least once a day, up from 50% in June 2016. Millennials, GenXers and Boomers all report an increased use of social networking sites, as evidenced by a decrease in those saying they never use it (-17% of Millennials, -14% of GenXers and -2% of Boomers). Overall, travelers who never use social networking sites dropped to 27% from 30% in June.

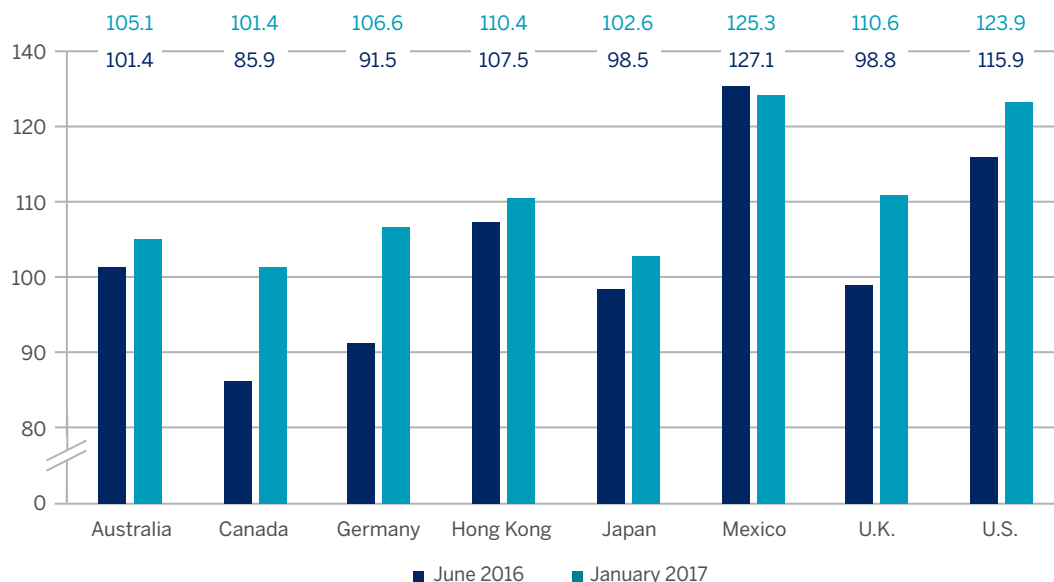
Fig. 9 - Social Media Use During Work Trips

Which of the following best describes how often you use social networking sites?	Millennials (18 – 34)		GenX (35 – 54)		Boomers (55+)	
	Jun 2016	Jan 2017	Jun 2016	Jan 2017	Jun 2016	Jan 2017
Multiple times/about once a day	61%	67%	53%	56%	32%	34%
Every couple days	13%	12%	10%	11%	11%	9%
Once/twice a trip	8%	7%	9%	8%	9%	10%
Never	18%	15%	29%	25%	48%	47%

Despite GenX and Boomer travelers using social media more often, Millennials continue to log on most frequently, with 67% using sites such as Facebook, Twitter, Mixi or Xing at least once daily, compared to 56% of GenXers and 34% of Boomers.

One-half (50%) of business travelers use the sites to find reviews of travel suppliers, up from 47% in June, and 46% use social media to reach colleagues or business contacts, compared to 43% in June.

Fig. 10 - Social Media Experience Component



BUSINESS TRAVELERS AROUND THE WORLD

Australia

Australian business travelers illustrate the divide between generations. Eighty-seven percent of Boomer travelers in Australia are satisfied with their overall business travel experience, more so than GenXers (73%) or Millennials (72%).

Boomers in Australia are also more satisfied than GenX or Millennial travelers with making travel arrangements (86%), traveling by plane (83%) and renting cars (76%).

When it comes to expense management, Millennials are more likely than GenX and Boomer travelers to use mobile and digital tools to manage expenses, including electronic expense receipts (66%), expense reporting apps (55%), expense management software (45%) and travel folio integration into expense management software (45%), which can include notes on a traveler's itinerary, and their hotel and air travel expenses.

Overall satisfaction for Australian business travelers improved, as evidenced by a jump in the country's Expense Tracking and Management Component score to 108.9 from 101.8 in June 2016.

Canada

Canadians who travel for business feel better about all aspects of work trips than they did in June 2016. Strong improvements in Canadian travelers' satisfaction with their overall business travel experience and use of social media for business travel helped boost the country's Sentiment Index composite score to 96.9 from 89.6 in June.

Business travelers from Canada are also more satisfied than the average business traveler when it comes to staying in hotels (76% vs. 72%), taking a taxi or ride-sharing service (65% vs. 61%), renting a car (64% vs. 58%) and taking the train (58% vs. 54%). Boomer business travelers are more likely to agree that having access to Wi-Fi helps them stay productive on the road (87%) versus 84% of GenX travelers and 74% of Millennials. Millennials are more likely to say social media sites improve their ability to meet up with colleagues or business contacts (52%), compared to 42% of GenXers and 33% of Boomers.

When asked about the health of their employer, three out of five Canadian travelers (62%) agree the company they work for is in excellent shape, close to the 60% average for all business travelers surveyed. In addition, 57% feel the same about the health of their industry vs. 52% for all business travelers.

Germany

German business travelers feel more cared for by their employers than others around the globe, with 79% agreeing that employers have their well-being in mind during work trips, compared to 67% for all business travelers—a significant increase from 65% of German travelers in June. Sixty-seven percent feel confident about the financial health of their employers, compared to 60% of all travelers, and 44% feel good about the economy, compared to 36% for travelers overall.

Forty-five percent of German travelers consider access to walkable areas or workout facilities when choosing trip accommodations, compared to 35% of all business travelers. GenXers are the most satisfied generation of German travelers, especially with meeting business goals (79%), traveling by plane (77%), and using ride-sharing services, taxis or private cars (63%).

Hong Kong

Business travelers from Hong Kong take the fewest work trips, averaging three trips in the three months prior to the survey, compared to four for business travelers in other regions. While almost two-thirds (64%) of travelers from Hong Kong are satisfied with their business travel experience — a significant improvement from 51% in the previous survey — that's still less than the 72% average for all business travelers.

Hong Kong business travelers' satisfaction also improved since June for making travel arrangements (57% vs. 51%) and air travel (65% vs. 54%).



Japan

Japanese business travelers are the least satisfied with many aspects of work trips compared to other countries and territories surveyed. Only 36% of Japanese business travelers are satisfied with their overall trip experience, falling from 48% in June. Decreased satisfaction could be caused by an increase in the number of work trips or feelings of being ill-equipped for success on the road. Japanese travelers went on more work trips in the past year (close to 13) than all business travelers (about 10). In addition, only 45% of Japanese travelers received company-issued smartphones, compared to 73% of travelers based in other countries and territories.

At the same time, more than one-half (52%) say they never use mobile devices to look up expenses during work trips, more than twice the average (25%). Considerably fewer Japanese travelers say social networks improve their ability to connect with colleagues or business contacts (16%) than travelers from other countries and territories (46%). Only 27% are confident their employers are in excellent financial shape, a drop from 37% in the previous survey.

Mexico

Business travelers from Mexico include both the most and least satisfied with their trip experiences. Eighty-one percent who travel for work are satisfied with the experience, compared to an average 72% overall. On the other hand, nine percent of Mexicans are dissatisfied with business trips, tied with Germany for the highest percentage of dissatisfied travelers, at three times the overall average (3%).

As previous iterations of this research show, Mexican business travelers are among the most ardent adopters of technology for work trips, including electronic expense reporting, mobile devices, mobile apps and social media. They are more likely than travelers from other countries and territories to agree Wi-Fi is vital to staying productive on the road (86% vs. 77%) and to submit electronic expense receipts (67% vs. 25%).

By contrast, Mexican travelers are less sure than other business travelers surveyed about the effect sharing-economy services will have on their travel plans, with almost even numbers saying they'll use ride-sharing services more (28%) and less (25%) in the future.

United Kingdom

As with business travelers in Australia, U.K. business travelers' sentiments toward work trips vary considerably by age. Boomers are more satisfied than GenX and Millennial colleagues with using corporate cards for travel expenses (89% vs. 69% of GenX and 65% of Millennial travelers) and with hotel stays (87% vs. 70% of GenX and 72% of Millennial travelers).

Boomers are also less confident about the economy in general than other generations. Millennials are most likely to feel confident about the economy (41%), compared to 29% of GenXers and 24% of Boomers. Millennial travelers in the U.K. are also more likely to use mobile devices to look up travel itineraries multiple times a day: 45% compared to 35% of GenX travelers and 17% of Boomers. In addition, more than one-half (52%) of Millennials agree using expense management software contributes to their satisfaction with expense reporting, compared to 39% of GenXers and 25% of Boomers.

U.K. business travelers' sentiments differ by company size as well as age, with travelers at large organizations most likely to agree they can accomplish goals for work trips (86%), compared to employees at mid-size businesses (80%) or small companies (73%).

United States

U.S. business travelers are some of the most confident about their company's financial well-being and the overall health of their industry. Seventy-one percent feel their company is in excellent financial health and 64% say their industry is on steady footing, compared to 60% and 52% for all business travelers, respectively. More than three-quarters (76%) feel their company's management thinks business travel is very important, compared to 64% of business travelers overall.

U.S. travelers are also the most satisfied with making travel arrangements (79%) and come close to travelers from Australia and Mexico (both 83%) for being the most satisfied with meeting goals for work trips (82%).

Of those who exercise regularly, more than one-half of U.S. Millennials (55%) work out nearly every time they travel for work, compared to 45% of GenX travelers and 34% of Boomers. More than one-half of Millennials (57%) also consider access to walkable areas or workout facilities when booking hotels for work trips, compared to 39% of GenXers and 23% of Boomers.

RECOMMENDATIONS

The GBTA Business Traveler Sentiment Index™ Global Report — January 2017, in partnership with American Express, offers insights into ways companies can help increase business traveler satisfaction, improve productivity, create efficiencies and reduce trip costs. Based on findings from this report, businesses should consider the following:

Provide support so travelers can hit trip goals

Fewer travelers feel they're accomplishing the goals for their business trips and declining numbers say more access to reliable Wi-Fi and greater technological support would help, signaling more is needed to drive this change. Travelers who are not pleased with their ability to reach their trip goals say more time with clients and bigger budgets to extend trips would help them meet their business travel objectives.

Tailor policies to cover amenities travelers want

Determine the amenities employees use or want to use on the road, such as access to fitness facilities or complimentary breakfast, and if they're not already covered, consider negotiating with travel suppliers to include them. If travel policies change to cover amenities that weren't previously included, communicate these changes so employees are clear on what is and is not covered.

Communicate travel safety policies to help employees feel secure

While travelers' feelings about safety remain largely unchanged since June 2016, companies in certain countries and territories may need to better communicate safety efforts to employees. Many Japanese business travelers feel less cared for by their employers than they did in June. Conversely, German travelers feel better about their safety and security on work trips. Travel managers should continue to take steps to keep employees safe, as well as communicate these efforts to them. That way business travelers will know their company is looking out for them, whether they're at the office or on the road.

Be honest about your organization's financial well-being

Being open about economic factors that may affect your business or industry can help ease employees' concerns about their company's financial status. When travelers understand their employer's position and level of economic stability, they may be more confident in their business dealings and, potentially, more successful on work-related trips.

Offer electronic expense reporting and payment systems

Since fewer travelers are satisfied with expense reporting options, consider offering expense reporting software to help lessen the amount of administrative work, both on the road and back in the office. When it makes sense, encourage travelers to use electronic receipts and mobile wallets tied to corporate cards for payment, but don't forget to provide adequate training with new systems so travelers feel comfortable using them.

Stay abreast of digital tools

Apps are just one type of digital tool that can help take "work" out of business travel and may make travelers more productive. As technology evolves, companies should stay on top of the latest updates and features and equip travelers with the most relevant hardware and software for their trip. Furthermore, companies should re-evaluate tech suppliers from time to time to ensure they're offering the most relevant and helpful support.

Educate travelers about social media

Social media has the ability to be a powerful business tool for traveling employees. Encourage them to use social networks to keep up with peers as appropriate, and consider offering laptops, smartphones and other mobile devices as standard equipment. Training employees on how to most effectively use social media for business may also help. Leverage tech-savvy employees' knowledge of apps and digital shortcuts by asking them to help fellow road warriors.

APPENDIX

Research Methodology

The GBTA Business Traveler Sentiment Index™ Global Report – January 2017, in partnership with American Express, was fielded September 6 – 26, 2016. The GBTA Foundation conducted an online survey of 3,220 business travelers whose primary residences are located in Australia, Canada, Germany, Hong Kong, Japan, Mexico, the United Kingdom and the United States, who are employed full- or part-time, and who have taken at least four business trips in the prior 12 months.

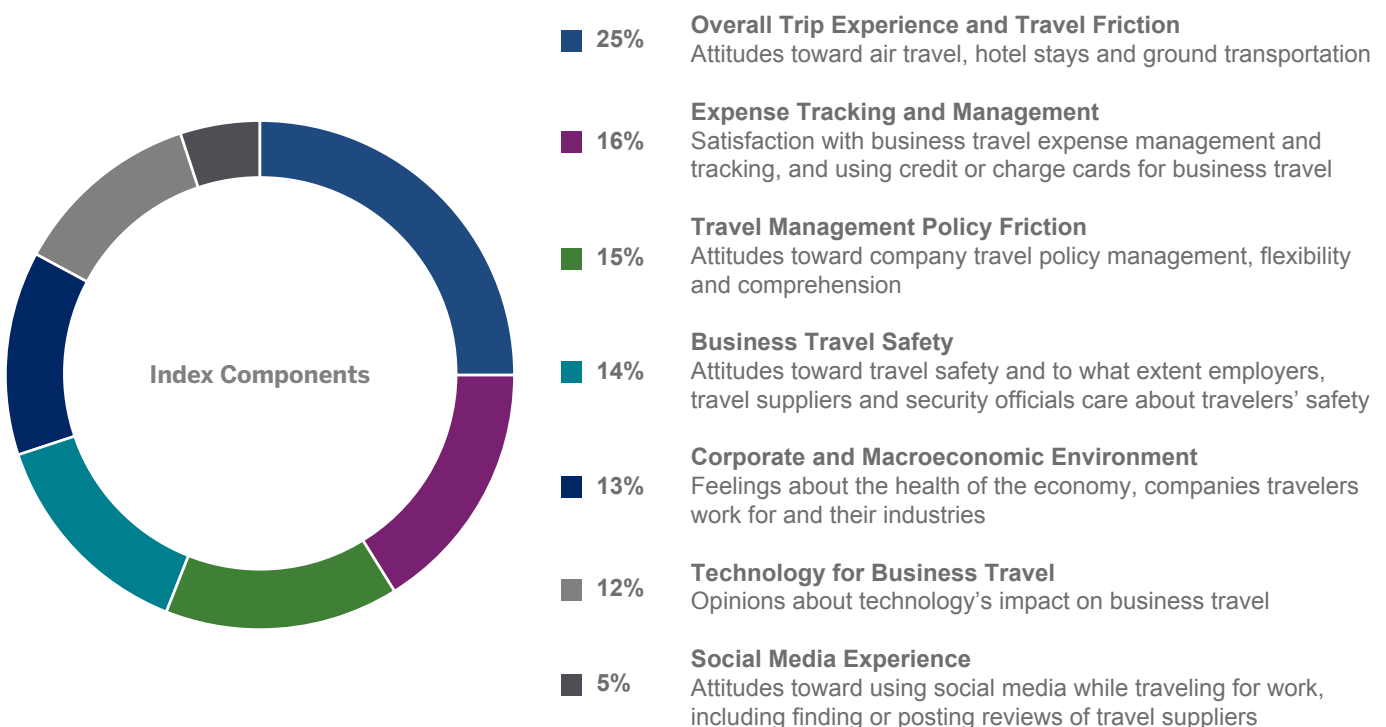
Because this research was conducted with an online, non-probability sample, the margin of error cannot be calculated.

A business trip is defined as travel for a business purpose that includes an overnight stay or where a person travels 50 miles or more, one-way, from their primary residence, not including commuting to and from an office. A trip is further defined as starting when a person leaves their home location and ending when they return to their home location, regardless of how many places they visit in between.

Respondent quotas were set for gender and age to ensure proper demographic, geographical and industry representation. In addition, several demographics and firmographics were included in the questionnaire to understand the characteristics of the population and divide data into meaningful comparison groups.

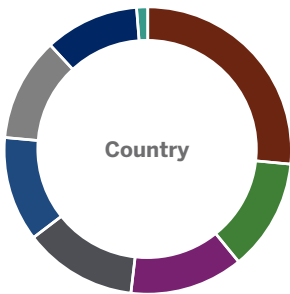
The Index is calculated using key components of business traveler experience uncovered through GBTA analysis and weighting those factors based on how well they correlate with overall business travel satisfaction, resulting in the graphical representation below. The value of each component represents how much of the overall sentiment index that component comprises.

GBTA Business Traveler Sentiment Index™
Composition of Index Components





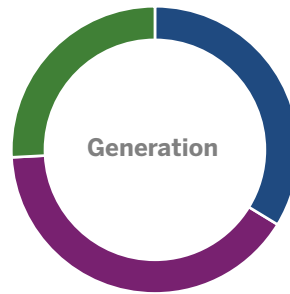
Respondent Profile



- 25% U.S.
- 12% Canada
- 12% Germany
- 12% U.K.
- 11% Australia
- 11% Mexico
- 10% Japan
- 6% Hong Kong



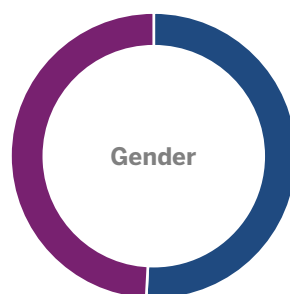
- 32% Small (99 or fewer employees)
- 35% Mid-size (100 – 999)
- 33% Large (1,000+)



- 32% Millennial (18 – 34)
- 45% GenX (35 – 54)
- 24% Boomer (55+)



- 4% Administrative Support
- 20% Associate or Staff
- 30% Manager
- 17% Director
- 5% Vice President
- 18% Senior/Executive Management
- 5% Other



- 51% Male
- 49% Female

About the GBTA Foundation

The GBTA Foundation is the education and research foundation of the Global Business Travel Association (GBTA), the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. Collectively, GBTA's 9,000-plus members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA provides its growing network of more than 28,000 travel professionals and 125,000 active contacts with world-class education, events, research, advocacy and media. The Foundation was established in 1997 to support GBTA's members and the industry as a whole. As the leading education and research foundation in the business travel industry, the GBTA Foundation seeks to fund initiatives to advance the business travel profession. The GBTA Foundation is a 501(c)(3) nonprofit organization. For more information, see gbta.org and gbta.org/foundation.

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