

# 10 Principles for Justifying Business Travel

A New Paradigm For Our Post-Covid World

Presented by Scott Gillespie

Business travel  
has **peaked.**  
Travel budgets  
will be  
**much smaller.**

Getting trips  
approved  
will be  
**much harder.**

We're entering a  
**new paradigm,**  
one grounded by  
**questioning** the  
need for travel.

Companies need  
to **rethink**  
how travel  
will be **justified.**

The key is  
**credibly assessing  
the merits of  
meeting in person**  
in light of the virtual  
alternative.

This is the  
catalyst for  
**reframing the need**  
for business travel.

Senior management should embrace  
the following 10 principles  
to ensure a more disciplined  
and effective use  
of their travel budgets.

**Travel must lead  
to more value  
than it costs.**

**Trips don't create value;  
meetings do.**

**Focus first on  
making the meeting  
successful.**

**Meeting success,  
traveler wellbeing,  
and sustainability  
must take priority  
over cost and savings.**



**Costs of virtual meetings include lost attention, inferior personal dynamics, weaker relationships and greater risk of poor meeting outcomes.**

**The more important the meeting, the more justifiable the trip.**

**Costs of travel include health and safety risks, traveler friction, lost productivity and climate damage.**

**If a lower-value meeting can successfully be done virtually, skip the trip.**

**Prospective  
travelers must  
credibly assess  
their need to travel.**

**If in much doubt,  
skip the trip.**

**Justifiable travel  
is best done  
with those suppliers  
committed to improving  
travel's sustainability.**

**Travel budgets are  
best used for  
higher-value trips.**

**Redesign  
travel programs  
and budgets  
around this premise.**

**Enough data  
must be collected  
to predict when  
travel is justified.**

**Senior management  
must learn to  
recognize the signs  
of too little  
and  
too much travel.**

**A justifiable travel program  
leads to  
better business outcomes,  
more effective travel budgets,  
greater traveler wellbeing and  
more sustainable travel.**



Is your company  
ready to embrace the  
justifiable travel paradigm?  
If so, tClara seeks a few MVP testers  
for a clever new tool.

**Continue the discussion with Scott Gillespie**  
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