What helps to maintain wellness?

BBT drills into the data to find out what makes business travellers happy.

**OF TRAVELLERS SAID TRAVEL EXPERIENCE HAD THE LARGEST IMPACT ON SATISFACTION**

GBTA BUSINESS TRAVELLER SENTIMENT INDEX IN PARTNERSHIP WITH ROOMIT BY CWT

**86% OF BUSINESS TRAVELLERS ARE SATISFIED WITH THEIR OVERALL TRAVEL EXPERIENCE**

GBTA BUSINESS TRAVELLER SENTIMENT INDEX IN PARTNERSHIP WITH ROOMIT BY CWT

**54% OF TRAVELLERS SAID TRAVEL EXPERIENCE HAD THE LARGEST IMPACT ON SATISFACTION**

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MUST HAVES

A survey of 2,084 business travellers around the globe revealed the most important factors they consider when booking a hotel.

- **87%** convenient location
- **87%** access to wifi
- **83%** hotel amenities

87% of Generation Z travellers say the opportunity to travel for work is important when selecting a job.

SOURCE: BOOKING.COM
SURVEY OF 22,000 GLOBAL TRAVELLERS

SOURCE: GBTA
BUSINESS TRAVELLER SENTIMENT INDEX IN PARTNERSHIP WITH ROOMIT BY CWT

OF BUSINESS TRAVELLERS ARE SATISFIED WITH THEIR OVERALL TRAVEL EXPERIENCE

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54% of Generation Z travellers say the opportunity to travel for work is important when selecting a job.

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FALLING SHORT

There is a huge gap between policy and buyers’ expectations

83% rate aircraft cabin upgrades as important
But only 93% of policies allow these

82% rate hotel upgrades as important
But only 18% of policies allow these

78% think airport lounge access is important
But only 22% of policies allow this

76% think it’s important to avoid weekend travel
But only 36% made this part of their policy

DATA NEGLECT

Despite 71% of travel managers receiving traveller satisfaction data from their HR department, most are not using that data to their advantage

95% use HR data to update traveller profiles
9% use data to analyse or benchmark their programme
6% use data to inform their understanding of frequent traveller retention/turnover rates

SOURCE: LEVERAGING DATA TO IMPROVE TRAVELLER EXPERIENCE, GBTA AND AIRLINES REPORTING CORPORATION (ARC)

BOOKING WISHLIST

What would encourage travellers to use online booking tools?

91% clear understanding of availability and rates
88% usability of booking tool/speed of booking
80% ability to filter results based on traveller preferences
74% better customer support

HOTEL HORRORS

In a poll of 1,000 business travellers, only 3% said they enjoy work trips, listing complaints relating to hotels, including:

Said they’ve stayed somewhere too noisy to sleep 18%
Noted a lack of wifi 18%
Endured broken air con or heating 13%
Stayed at an unhygienic hotel 12%
Have stayed somewhere they didn’t feel safe 10%
Stayed at a hotel that was still under construction 10%
Had accommodation booked that was unsuitable for business 9%
Suffered food poisoning after eating at a hotel restaurant 8%

SOURCE: EXCLUSIVE PRIVATE VILLAS

PRACTISE WHAT YOU PREACH

While 72% of buyers name talent attraction and retention as the main reasons traveller wellness is important, most companies do not include initiatives to encourage this in policies

HEALTHY RESTAURANT RECOMMENDATIONS

95% of buyers rated this as important
only 14% of companies provide such referrals

PSYCHOLOGICAL SUPPORT FOR TRAVELLERS

90% said it’s important
only 14% provide it

TIME OFF AFTER A LONG TRIP

90% said it’s important
only 17% provide it

SOURCE: BCD TRAVEL SURVEY OF 53 TRAVEL MANAGERS
There are gaps between buyers and travellers when it comes to the importance of certain hotel factors.

**Proximity to Work Engagement**
- **Travellers**: 92%
- **Buyers**: 99%

**Price**
- **Travellers**: 85%
- **Buyers**: 94%

**Proximity to Restaurants and Entertainment**
- **Travellers**: 84%
- **Buyers**: 68%

**Traveller Reviews**
- **Travellers**: 80%
- **Buyers**: 67%

**Loyalty Programme Benefits**
- **Travellers**: 70%
- **Buyers**: 64%

**Amenities**
- **Travellers**: 50%
- **Buyers**: 19%

**Personalised Upgrades and Add-ons**
- **Travellers**: 74%
- **Buyers**: 62%

**Frustration Factors**
- Forgetting Smartphone: 64%
- Forgetting Laptop Charger: 50%
- Leaving the right shoes or business attire at home: 42%
- Being over or under-dressed for a meeting or event: 33%
- Committing a cultural faux pas: 32%
- Attending dinner with a colleague they don’t know well or like: 30%
- Going to social events/parties alone: 29%
- Seeing co-workers in the gym: 19%

**Difference of Opinion**

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**Source:** GBTA and HRS survey of 600+ travel buyers and 2,500 travellers.