

WELL-BEING IS AMONG TOP PRIORITIES OF BUSINESS TRAVELERS



Travel managers and buyers believe that business traveler satisfaction and well-being is second only to the duty of care as a priority in corporate travel programs. In a March 2022 BCD global survey of 118 respondents, 92% rated the issue as extremely or very important.

Despite this high priority, only 62% of travel managers and buyers surveyed said their companies promote traveler well-being. **Only 14% reported that their company planned to increase the budget for traveler wellbeing in 2022.**

In February 2022, BCD had already conducted a survey on well-being among 875 business travelers. The results show similarities, but also differences in the information provided by buyers and travelers:

- Knowledge of supportive measures for the well-being of business travelers varies. While 62% of travel managers and buyers report receiving offers at their company, this number is lower for travelers (51%).
- Both travel managers and travelers rank convenient hotel location (73% and 58%, respectively), direct flights (71% and 70%, respectively) and business class for long-haul flights (57% and 54%, respectively) among the top five measures to improve traveler well-being.
- Travel managers also rated the freedom to choose to travel or not (55%) and an easy travel approval process (55%) as important options that contribute to travelers' well-being. Among business travelers, neither of these options makes the top five; instead, they value seat selection on the plane (59%) and fast track security checks at the airport (58%).
- While 43% of buyers offer sustainable travel options for a better travel experience, only 20% of travelers surveyed feel it enhances their well-being.
- Buyers' and travelers' opinions diverge most on mental support measures (stress management training, mental health counseling) and physical well-being (restaurant recommendations, nutrition, sleep and recovery advice, and access to gyms). Unlike travel managers, travelers place more emphasis on measures that promote physical well-being.
- **In terms of work-life balance support, travel managers place more value on the ability to work from home before or after a trip** (64% vs. 48% for travelers). Both audiences also highly value the ability to work from any location and bleisure (combining "business" and "leisure"). In addition, travelers are more interested in additional leisure time to compensate for business travel outside of normal working hours (53% vs. 20% for travel managers), the ability to bring a companion (50% vs. 19%), and leisure time after long trips (48% vs. 7%).

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