

54%

OF TRAVELLERS SAID
TRAVEL EXPERIENCE HAD
THE LARGEST IMPACT ON
SATISFACTION

GBTA BUSINESS TRAVELLER
SENTIMENT INDEX IN PARTNERSHIP
WITH ROOMIT BY CWT

EXPERIENCE IS EVERYTHING

What helps to maintain wellness?
BBT drills into the data to find out what
makes business travellers happy

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

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

86%

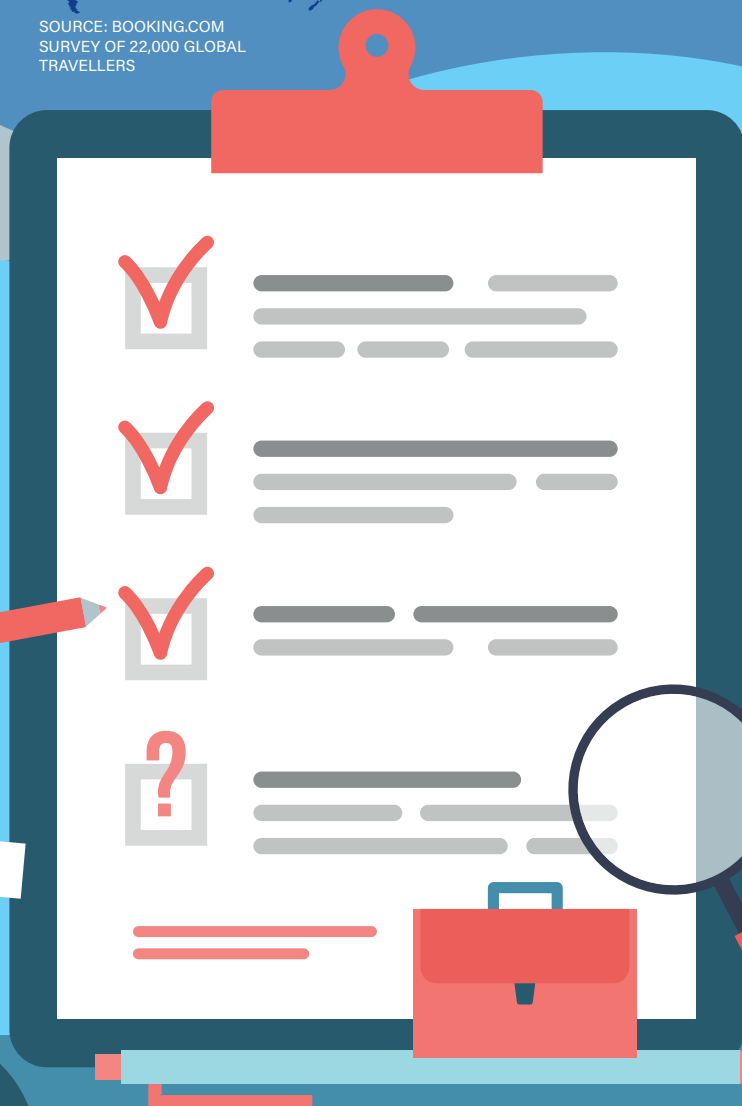
OF BUSINESS
TRAVELLERS
ARE SATISFIED
WITH THEIR
OVERALL TRAVEL
EXPERIENCE

SOURCE: GBTA BUSINESS
TRAVELLER SENTIMENT
INDEX IN PARTNERSHIP
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54%

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

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



FALLING SHORT

There is a huge gap between policy and buyers' expectations

83%
 rate aircraft cabin upgrades as important
But only 29% 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

SOURCE: BCD TRAVEL SURVEY OF 53 TRAVEL MANAGERS

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

SOURCE: GBTA AND HRS SURVEY OF 600+ TRAVEL BUYERS AND 2,500 TRAVELLERS

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

57%

OF GENERATION Z TRAVELLERS ARE ATTRACTED TO JOBS THAT ALLOW THEM TO EXPERIENCE DIFFERENT CULTURES

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

FRUSTRATION FACTORS

When asked what would cause them the most stress, business travellers named a number of incidents:



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



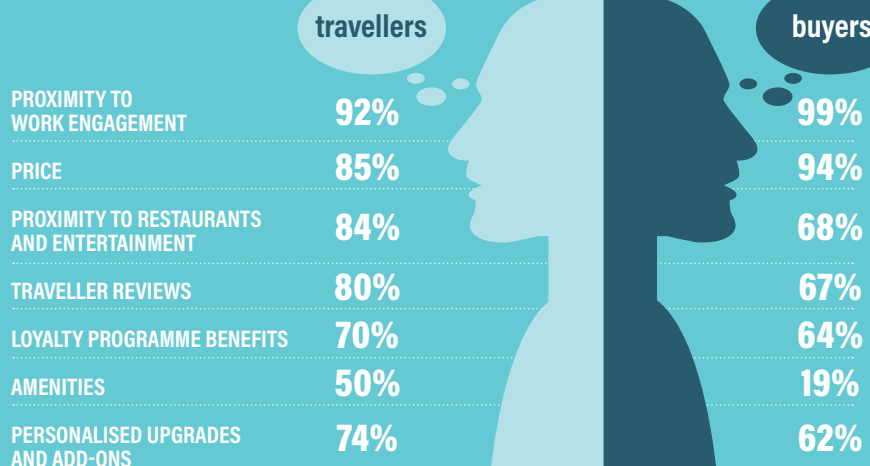
88%

OF TRAVELLERS WOULD BOOK A HOTEL THAT OFFERS CENTRAL OR DIRECT PAYMENT WITH THEIR COMPANY OVER ONE THAT DOESN'T

SOURCE: GBTA AND HRS SURVEY OF 600+ TRAVEL BUYERS AND 2,500 TRAVELLERS

DIFFERENCE OF OPINION

There are gaps between buyers and travellers when it comes to the importance of certain hotel factors



SOURCE: GBTA AND HRS SURVEY OF 600+ TRAVEL BUYERS AND 2,500 TRAVELLERS