



# Meet tomorrow's business travelers

Today's travelers are positive about business travel – more than half see it as a perk.



look forward to work trips.

expect to travel more in the future.

think business travel will get easier in the future.

## **Gen Z** tomorrow's business travelers

Aged 18-28

**53%** agree there is no substitute for face-to-face time with colleagues...

...but **45%** have experienced significant disruption in their work travel plans.

Love mixing business with pleasure:

**74%** would have liked to extend their last work trip to include leisure time.

Millennials

are most positive about business travel **Aged 29-44**  Most likely to describe work trips as "exciting", "motivating" and "good for teamwork".



#### A tale of two generations

Gen Z Millennials



### How can you inspire and support every generation of traveler?



Give travelers the right blend of digital tools and human support, especially at times of disruption.



Inspire employees about travel opportunities by allowing them to blend work and leisure experiences.



Offer employees a range of travel options, so they can make choices that fit their values.



Ease pain points by integrating technology into the journey.

#### Methodology





Ipsos conducted a survey of 817 UK adults and 1,000 US adults in employment who have flown for work in the past two years, or intend to do so in the next year, interviewed online 20-25 September 2024.



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