

Meet tomorrow's business travelers

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

69%

look forward to work trips.

55%

expect to travel more in the future.

65%

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.

Most likely to describe work trips as “**exciting**”, “**motivating**” and “**good for teamwork**”.

Millennials
are most positive about business travel
Aged 29-44



A tale of two generations

See traveling for work as a perk.

Gen Z

Millennials

53%

57%

Prefer to speak to someone when things go wrong on trip.

63%

75%

Prefer to use digital tools when things go wrong on trip.

59%

67%

Would be comfortable using AI to book flights.

60%

66%

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.

