

Wellbeing trends: Travel buyers speak

In the upcoming years, most travel buyers expect the importance of traveler wellbeing to increase.

Traveler wellbeing trends

Rising importance of employee wellbeing support to attract and retain talent

New standards

Employee wellbeing viewed by employers as an investment rather than a cost

New wellbeing KPIs and improved reporting

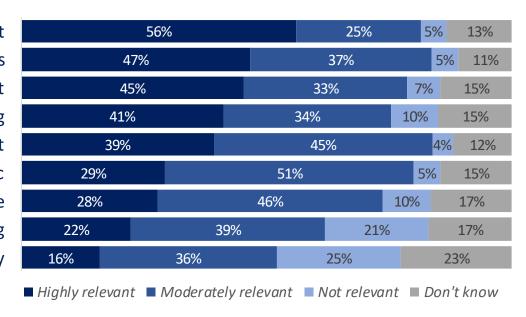
New traveler needs and expectations of wellbeing support

Increasing interest of internal stakeholders to collaborate on wellbeing topic

New categories of suppliers and tools in the wellbeing space

Rewarding travelers for taking care of their wellbeing

Traveler wellbeing as a new spend category



In the coming years, three quarters of travel buyers expect the importance of traveler wellbeing to increase, while 16% say it won't change. Traveler wellbeing will be particularly important for talent attraction and retention, according to 56%. Around a half foresee new standards to appear in the wellbeing space and 45% of the survey respondents think wellbeing will be increasingly viewed by employers as an investment.