BCD travel

Travel buyer survey:

TRAVEL DATA AND DATA ANALYTICS
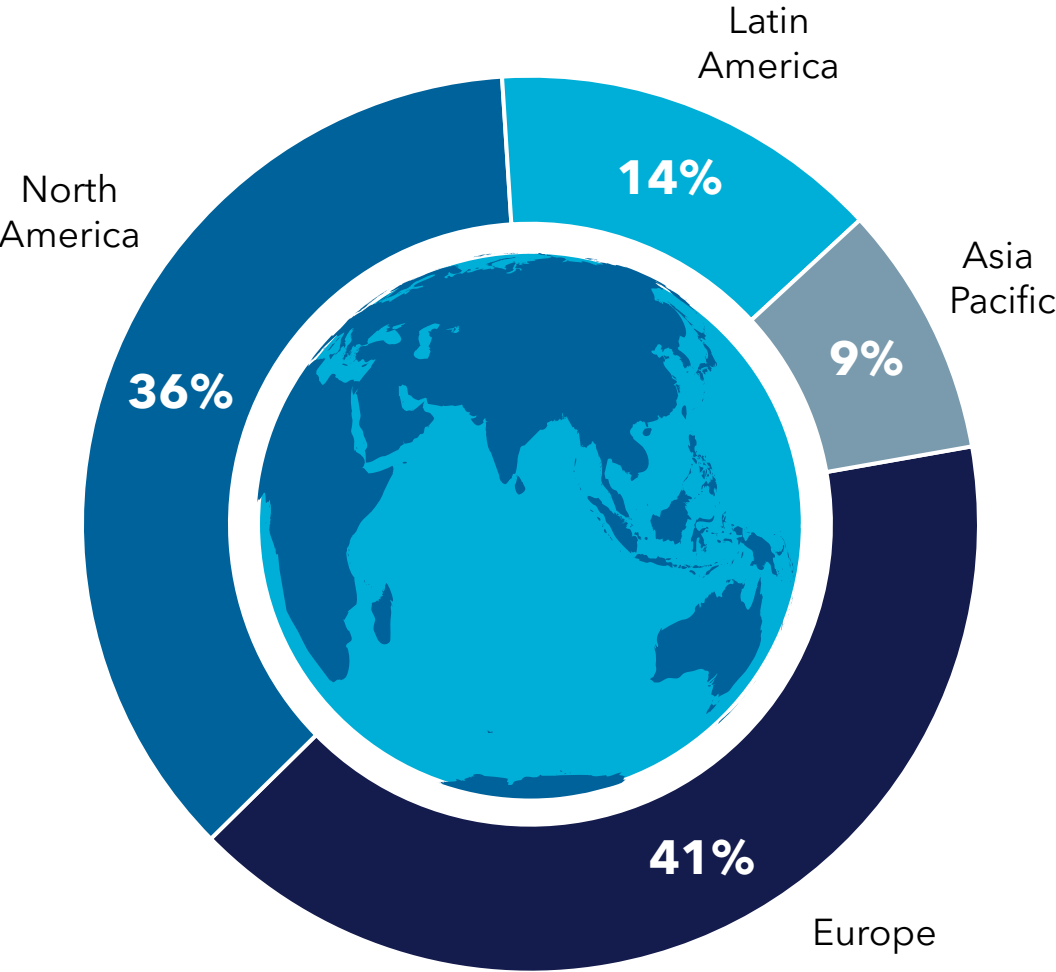
BY BCD TRAVEL RESEARCH & INTELLIGENCE

About the survey

In this survey, we look at the significance of travel data and explore the ways travel buyers can interact with data to improve their travel programs.
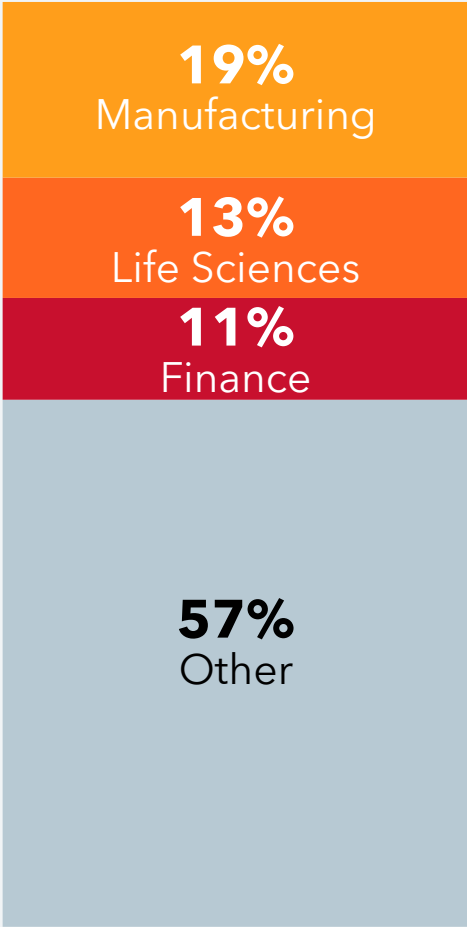
Our findings are based on an online survey of 197 travel buyers worldwide, conducted in April 2025.

Who we surveyed

Where they're based

North America 36%
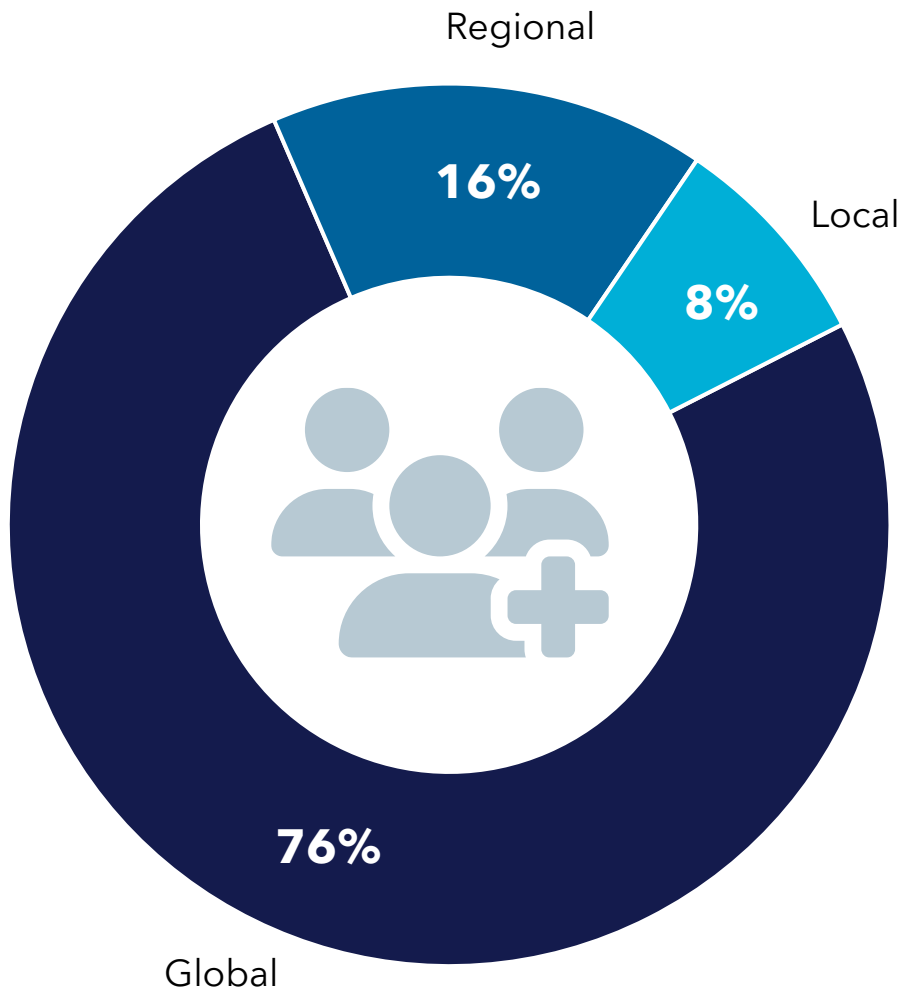
Europe 41%

Latin America 14%

Asia Pacific 9%

Industries top-three

- 19% Manufacturing
- 13% Life Sciences
- 11% Finance
- 57% Other

Reporting line

- 41% Procurement
- 20% Finance
- 14% Human Resources
- 25% Other

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Who we surveyed

Travel program scope

- Regional — 16%
- Local — 8%
- Global — 76%

Company size

< 1,000	1,000 - 4,999	5,000 - 10,000	> 10,000	N/A
6%	13%	11%	69%	1%

Travel spend

< $5M	$5.1 - $10M	$10.1 - $25M	$25.1 - $50M	$50.1 - $100M	> $100M	N/A
5%	10%	14%	15%	10%	25%	22%
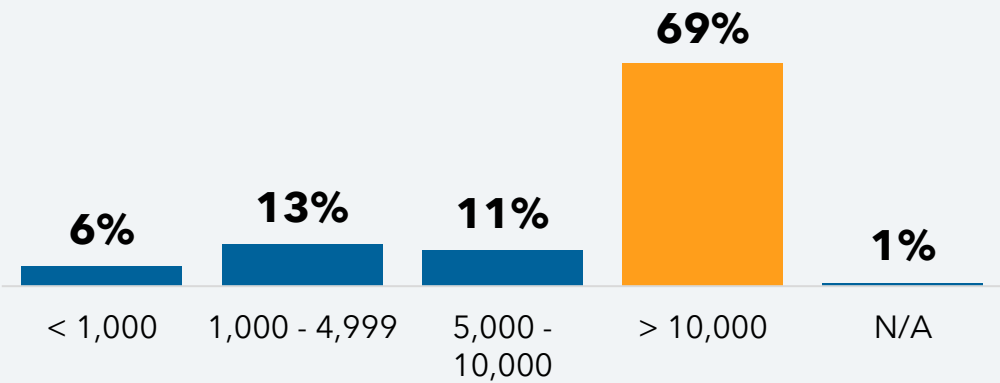
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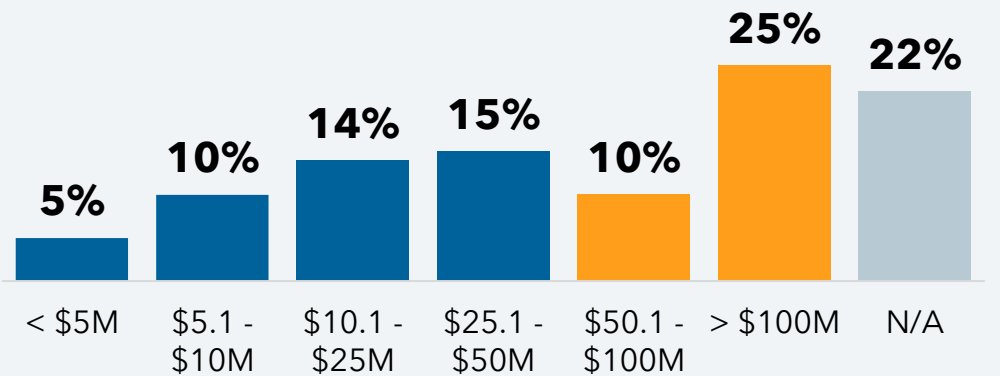
Travel program priorities

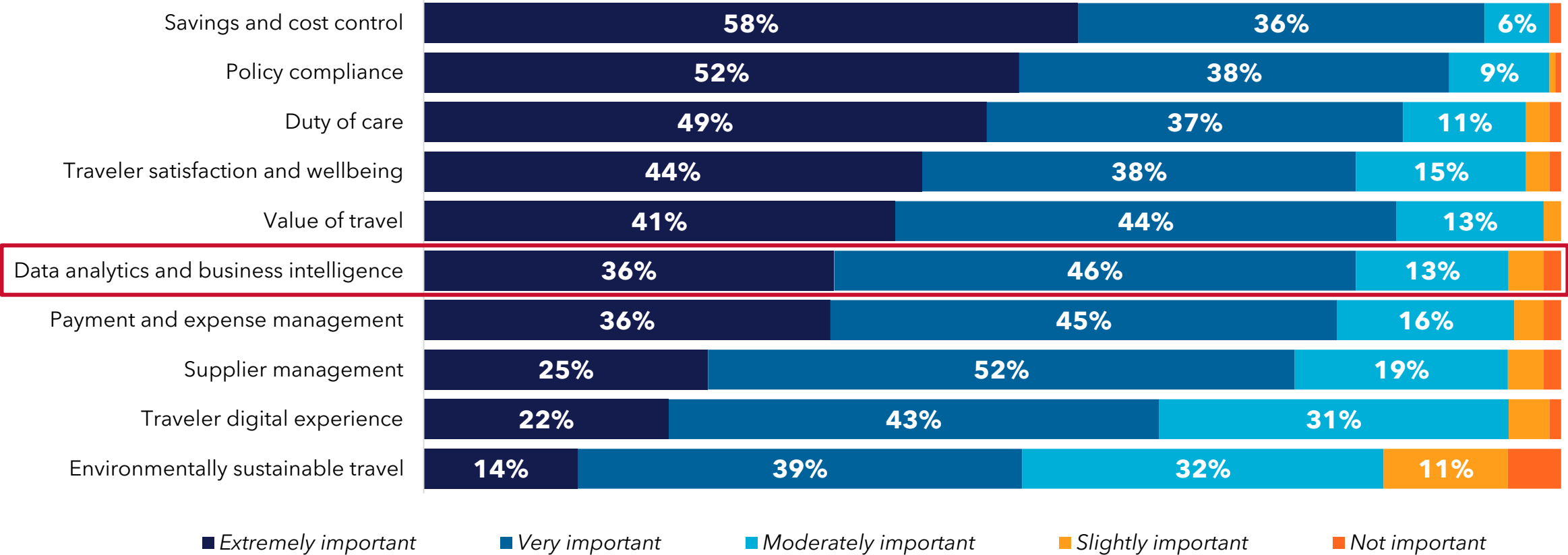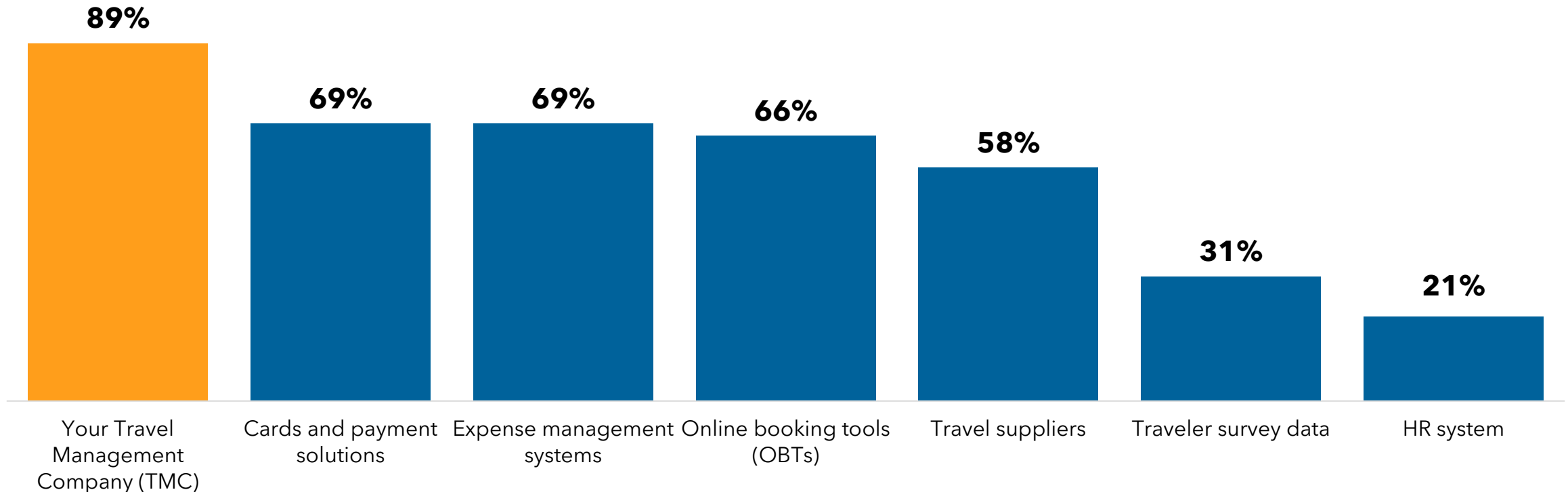Over eight in 10 travel buyers consider data analytics extremely or very important. Duty of care lost its top position among travel program priorities being overtaken by cost control and policy compliance.

Priority	Extremely important	Very important	Moderately important
Savings and cost control	58%	36%	6%
Policy compliance	52%	38%	9%
Duty of care	49%	37%	11%
Traveler satisfaction and wellbeing	44%	38%	15%
Value of travel	41%	44%	13%
Data analytics and business intelligence	36%	46%	13%
Payment and expense management	36%	45%	16%
Supplier management	25%	52%	19%
Traveler digital experience	22%	43%	31%
Environmentally sustainable travel	14%	39%	32%	11%

■ Extremely important   ■ Very important   ■ Moderately important   ■ Slightly important   ■ Not important

Q: Please rate your current travel program priorities on a 5-point scale, from "not important" to "extremely important".
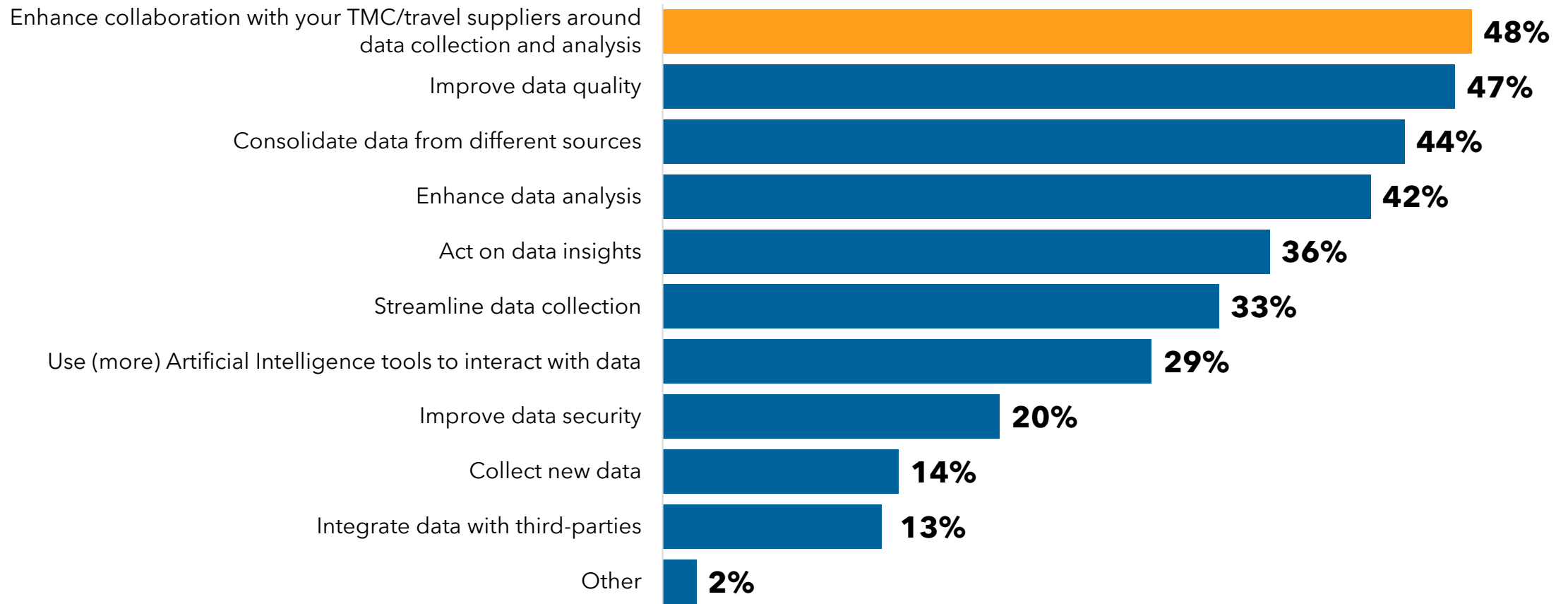
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Travel data sources

Their TMC is a major source of travel data for most travel buyers, according to nine out of 10.
Around two-thirds collect and analyze data from payment and expense solutions and online booking tools.

89%	**69%**	**69%**	**66%**	**58%**	**31%**	**21%**
Your Travel Management Company (TMC)	Cards and payment solutions	Expense management systems	Online booking tools (OBTs)	Travel suppliers	Traveler survey data	HR system

Q: What sources of travel data does your company use? Select all that apply.

Travel data priorities

Buyers see collaboration with TMCs and suppliers on their travel data and improved data quality as their top-two priorities

Priority	Percentage
Enhance collaboration with your TMC/travel suppliers around data collection and analysis	48%
Improve data quality	47%
Consolidate data from different sources	44%
Enhance data analysis	42%
Act on data insights	36%
Streamline data collection	33%
Use (more) Artificial Intelligence tools to interact with data	29%
Improve data security	20%
Collect new data	14%
Integrate data with third-parties	13%
Other	2%

Q: What are your travel team's priorities related to travel data? Select the top-three.

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Frequency of interaction with data

While two-thirds of travel buyers interact with their data on a weekly or daily basis, one in 10 do so quarterly or less often.

Daily	Weekly	Monthly	Quarterly or less often	Never
36%	32%	20%	11%	2%
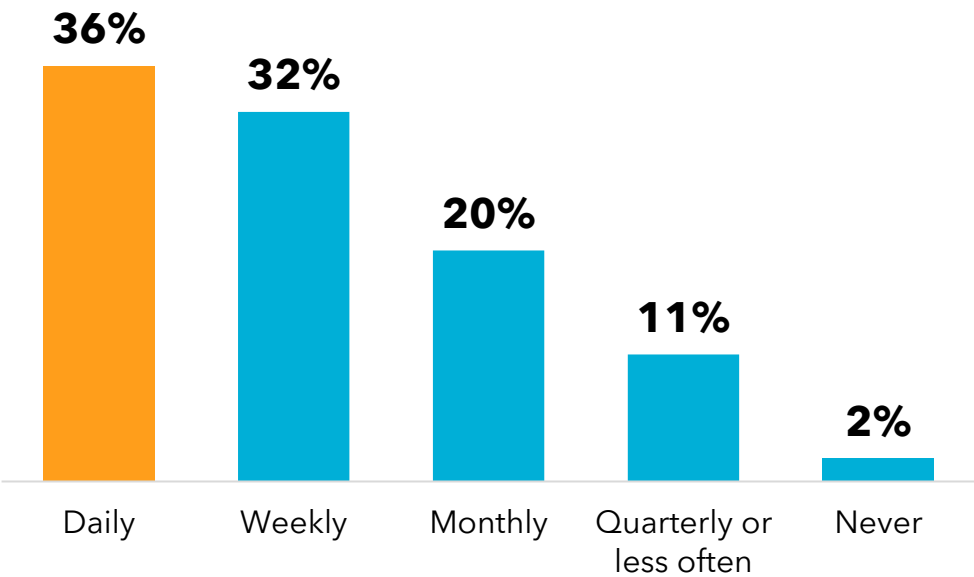
Q: How often do you work with travel data?

Reasons for infrequent interaction with data

Lack of time is the most common reason for rare engagement with data, as mentioned by 44%. A third say there's no need to work with data more often.

Reason	%
Lack of time	44%
There's no need to interact with data more often	34%
This isn't my job	18%
Complex data tools	16%
Lack of availability of the needed data	16%
Difficulties in understanding complex data	13%
Lack of experience	11%

Q: Why don't you interact with your travel data more frequently? Select all that apply.

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Travel buyer portrait

74% have the skills and experience needed to interact with data

40% interact with travel data only when absolutely needed

44% love working with data and could spend hours digging into numbers

56% prefer to leave working with data to the professionals

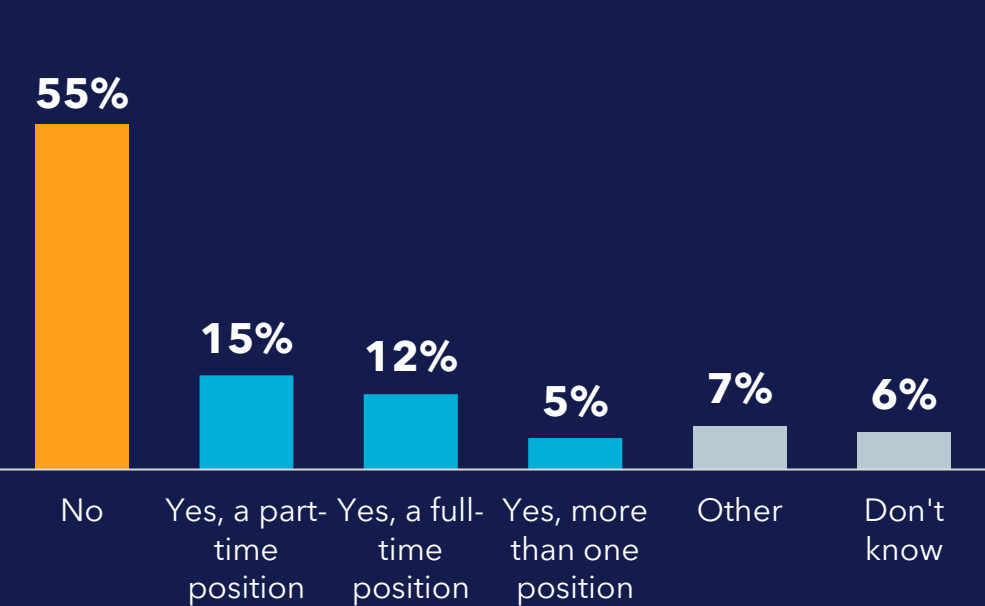**60%** regularly check their dashboards and analyze new data

49% appreciate assistance with effective data visualization

Q: Which of the following statements apply to you?
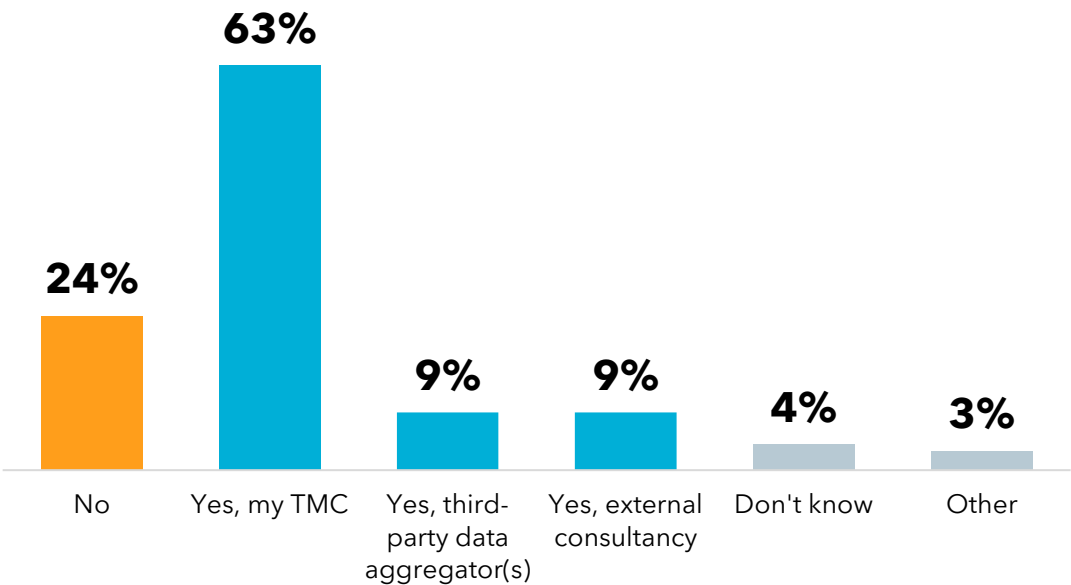
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Availability of travel data analyst

While over half do not have a data analyst working with travel data, a third have this position in their company.

55% No
15% Yes, a part-time position
12% Yes, a full-time position
5% Yes, more than one position
7% Other
6% Don't know

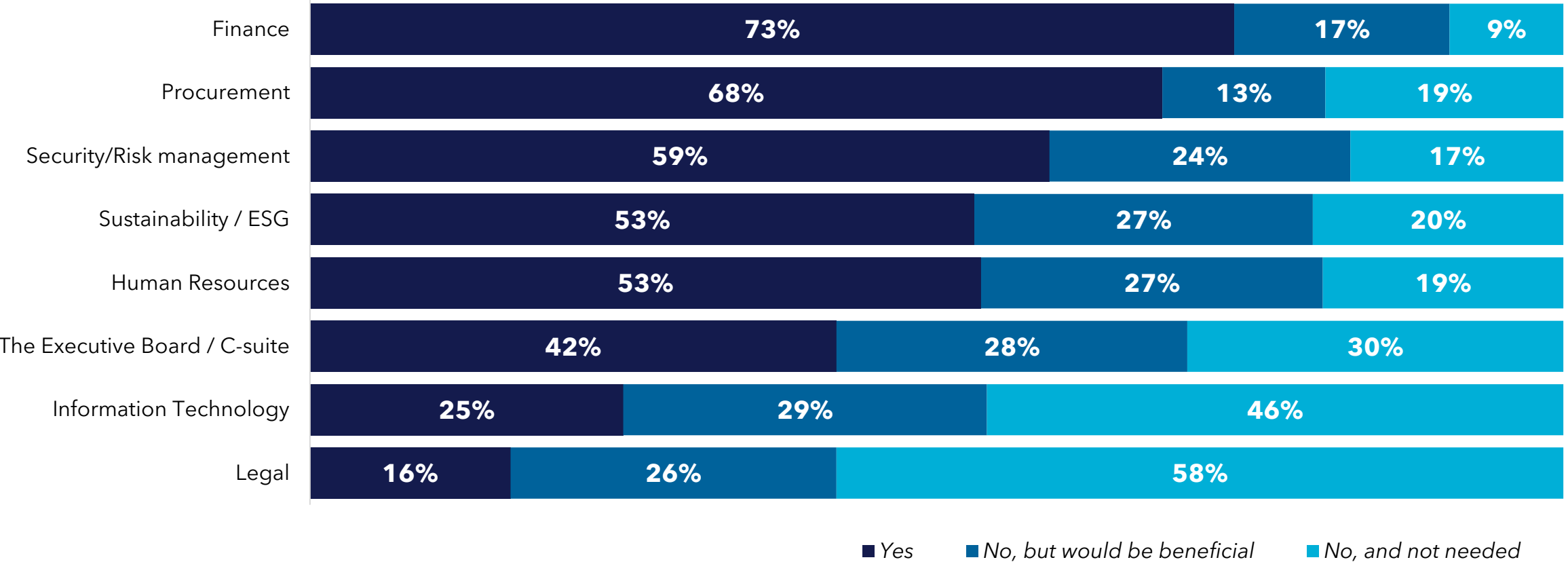*Q: In your company, do you have a data analyst working with travel data?*

Use of third-parties for data analysis

Two-thirds of travel buyers work with their TMC on data collection and analysis. One in 10 use help of consultants.

24% No
63% Yes, my TMC
9% Yes, third-party data aggregator(s)
9% Yes, external consultancy
4% Don't know
3% Other

Q: Do you use third-parties to assist with travel data collection and analysis?
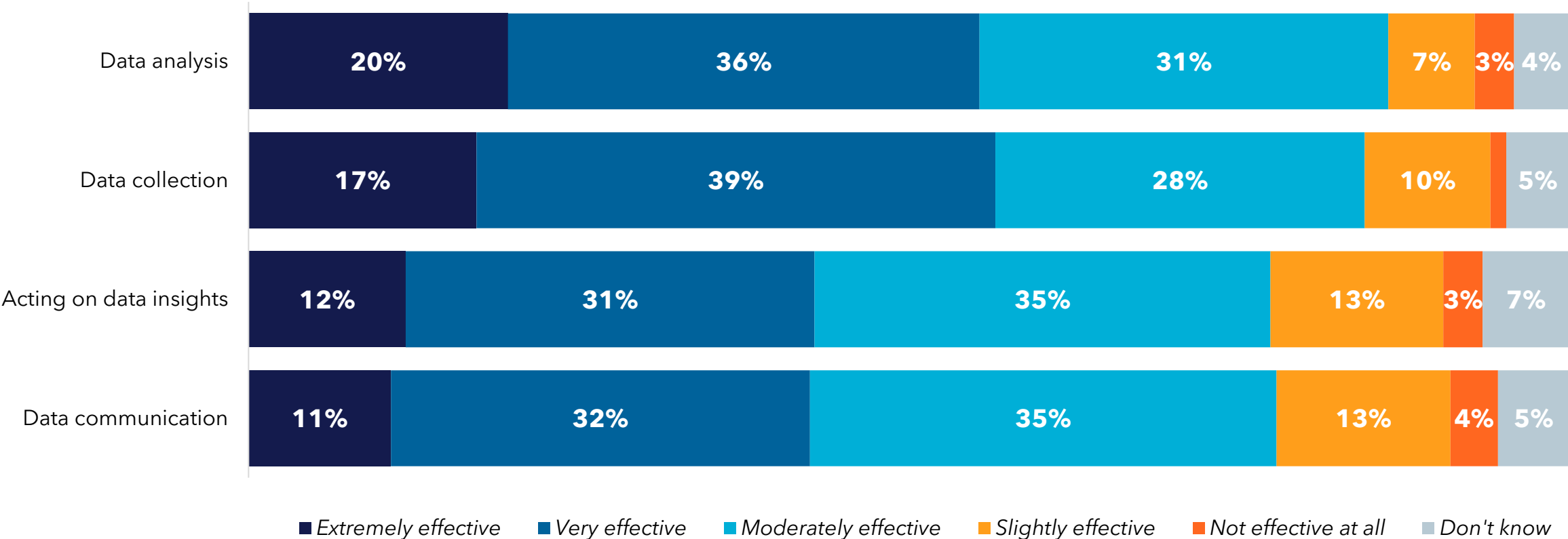
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Stakeholders sharing data

Of various internal stakeholders, finance and procurement share data with the travel team most often: Seven respondents in 10 confirm this.

Stakeholder	Yes	No, but would be beneficial	No, and not needed
Finance	73%	17%	9%
Procurement	68%	13%	19%
Security/Risk management	59%	24%	17%
Sustainability / ESG	53%	27%	20%
Human Resources	53%	27%	19%
The Executive Board / C-suite	42%	28%	30%
Information Technology	25%	29%	46%
Legal	16%	26%	58%

■ Yes ■ No, but would be beneficial ■ No, and not needed

Q: What internal stakeholders share data relevant to travel with you? Select what applies.
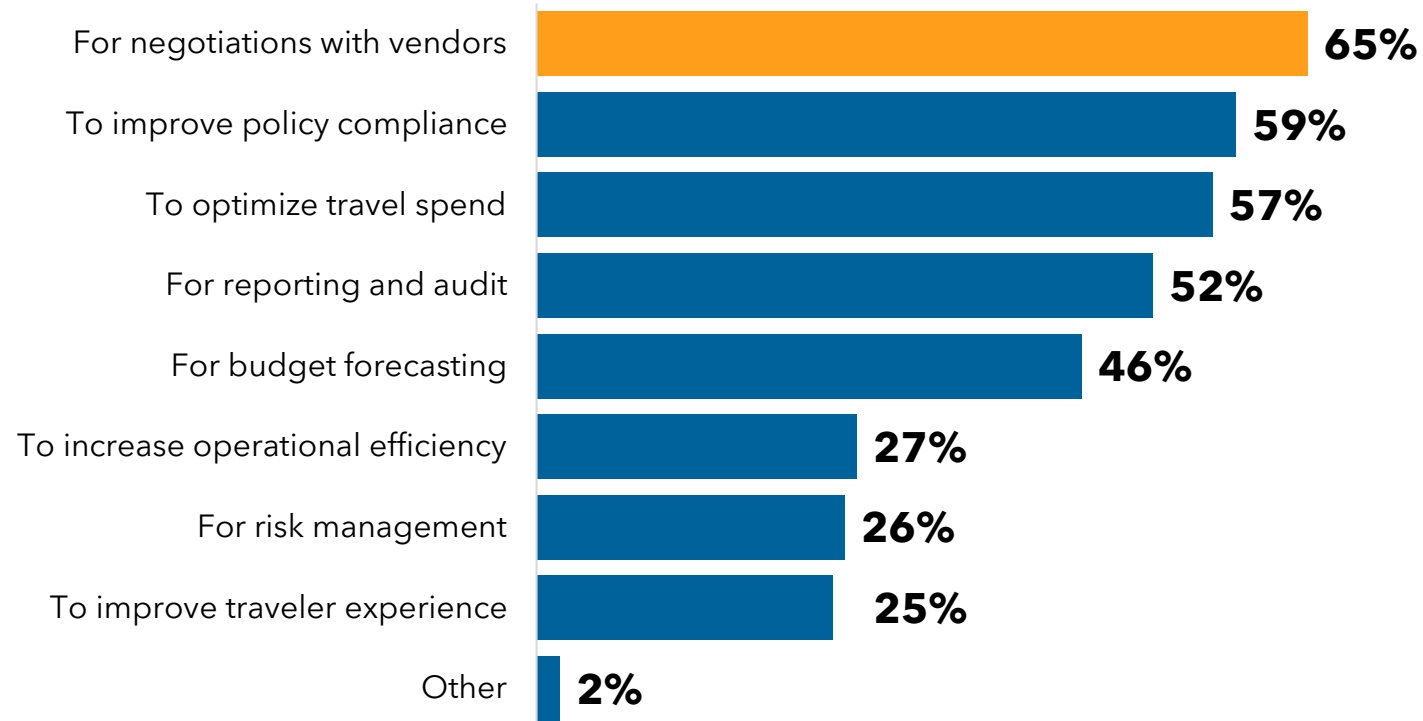
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Effectiveness of data processes

While most travel buyers consider data collection and analysis to be effective, they face more issues with data communication and acting on the insights gathered from travel data.

Process	Extremely effective	Very effective	Moderately effective	Slightly effective	Not effective at all	Don't know
Data analysis	20%	36%	31%	7%	3%	4%
Data collection	17%	39%	28%	10%		5%
Acting on data insights	12%	31%	35%	13%	3%	7%
Data communication	11%	32%	35%	13%	4%	5%

■ Extremely effective ■ Very effective ■ Moderately effective ■ Slightly effective ■ Not effective at all ■ Don't know

Q: In your company, how effective are the following data related processes?

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Value provided by travel data

Data adds value to travel programs in different ways. Most buyers agree that travel data is essential for supplier negotiations, improving policy compliance and optimizing spend.

For negotiations with vendors	65%
To improve policy compliance	59%
To optimize travel spend	57%
For reporting and audit	52%
For budget forecasting	46%
To increase operational efficiency	27%
For risk management	26%
To improve traveler experience	25%
Other	2%

Q: How does travel data provide the most value to your travel program? Select your top-three ways of using travel data.

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Adjusting policy

Two-thirds of travel buyers adjust their travel policies based on data, at least occasionally.

Never 2%
Rarely 29%
Occasionally 51%
Often 12%
Very often 2%
Don't know 4%
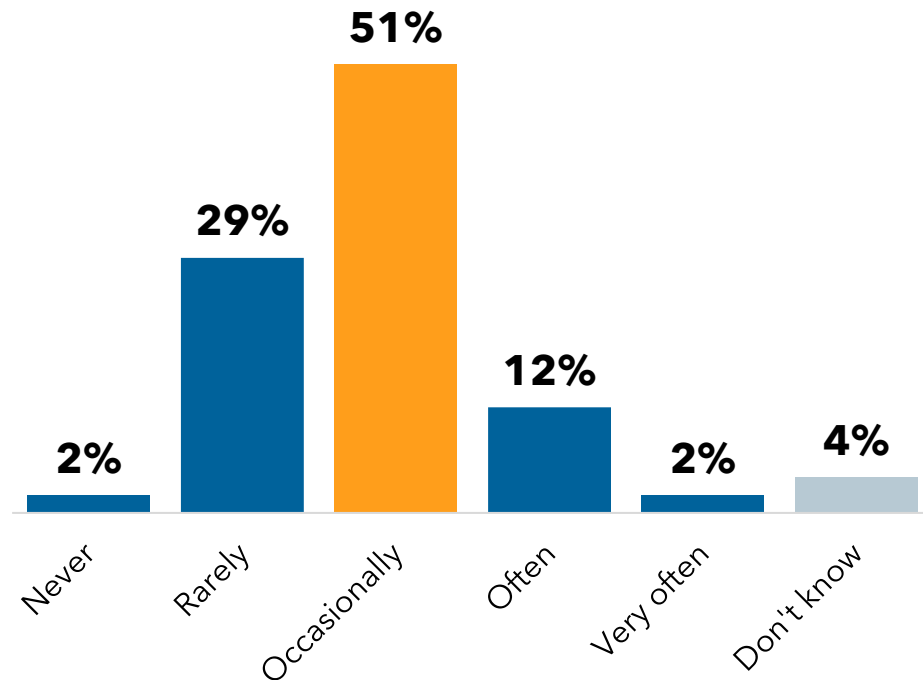
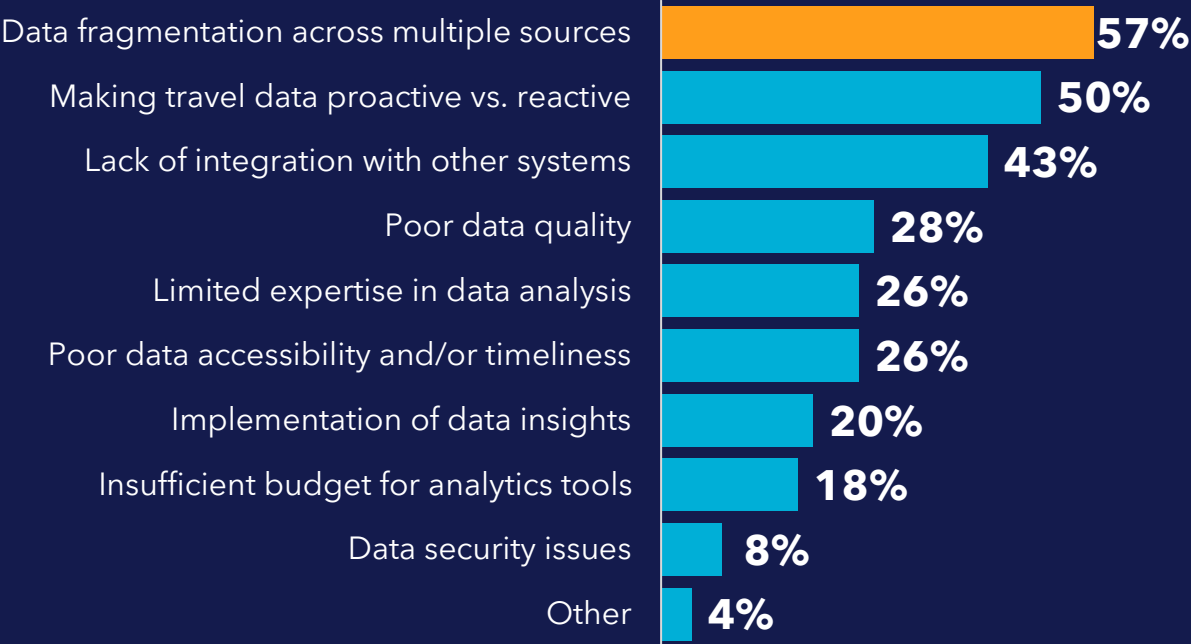Q: How often do you adjust travel policies based on data analysis?

Using pre-trip data

A similar share use pre-trip/booked data to make necessary modifications before the trip, with one in five frequently taking action.

Never 12%
Rarely 23%
Occasionally 38%
Often 13%
Very often 7%
Don't know 6%
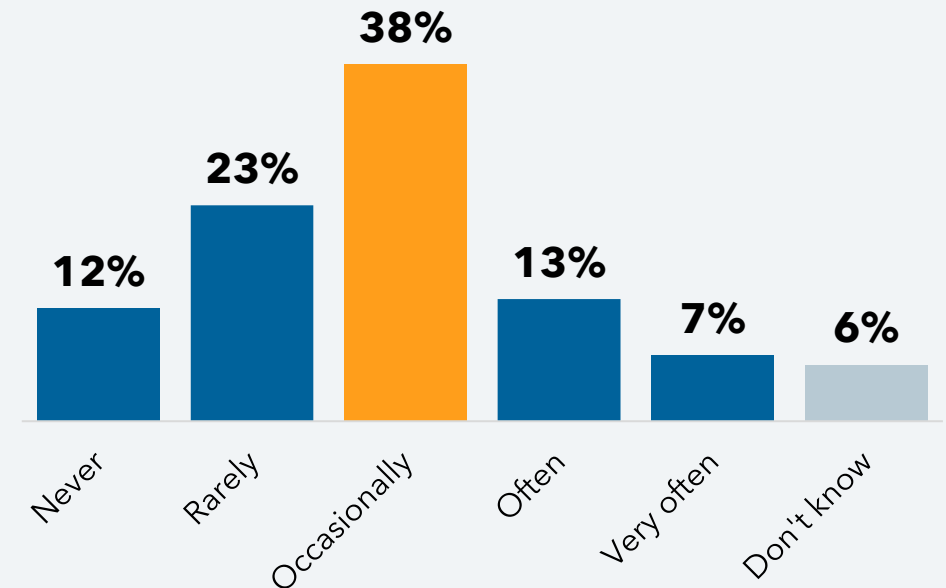
Q: How often do you use pre-trip/booked data to take action before the trip?
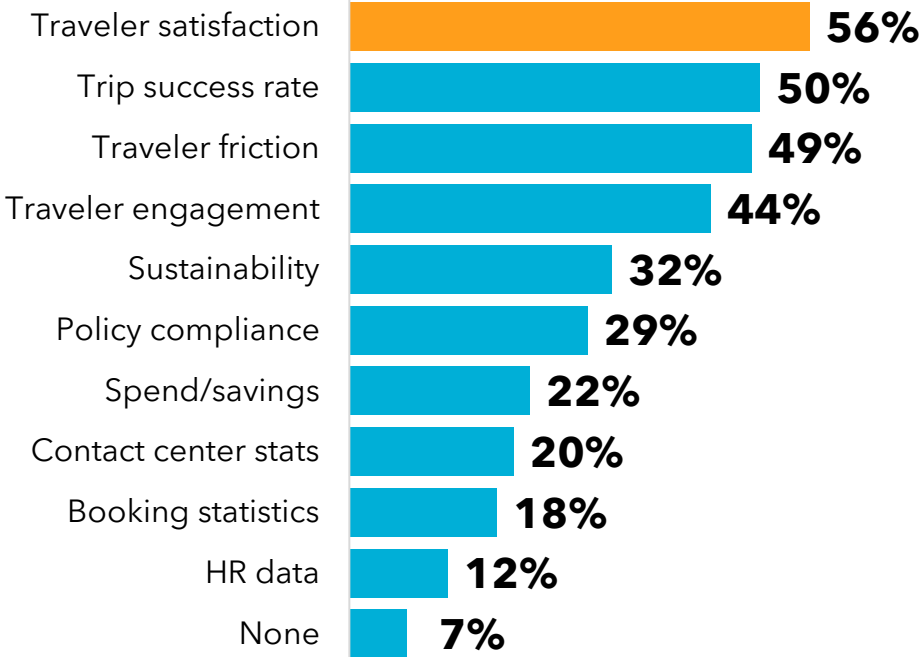
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Challenges of working with data

Travel buyers consider data fragmentation and the need to make travel data proactive as their biggest challenges.

Challenge	%
Data fragmentation across multiple sources	57%
Making travel data proactive vs. reactive	50%
Lack of integration with other systems	43%
Poor data quality	28%
Limited expertise in data analysis	26%
Poor data accessibility and/or timeliness	26%
Implementation of data insights	20%
Insufficient budget for analytics tools	18%
Data security issues	8%
Other	4%

Q: What challenges do you come across when interacting with travel data? Select the top-three.

KPIs that are insufficiently tracked

Traveler satisfaction, trip success rate and friction are among the key performance indicators that are not tracked well enough.

KPI	%
Traveler satisfaction	56%
Trip success rate	50%
Traveler friction	49%
Traveler engagement	44%
Sustainability	32%
Policy compliance	29%
Spend/savings	22%
Contact center stats	20%
Booking statistics	18%
HR data	12%
None	7%

Q: Which of the following KPI categories are you not tracking sufficiently? Select all that apply.

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Data quality

Two-thirds of travel buyers aren't fully confident in the quality of their travel data.

4%

14%
Slightly
confident

48%
Moderately
confident

33%
Very
confident

2%

Not
confident

Extremely
confident

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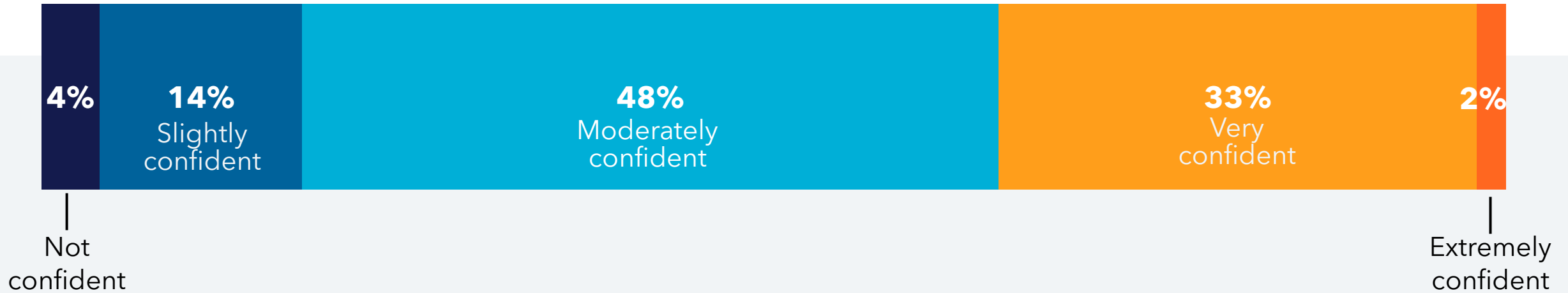
Regional differences

A third of travel buyers observe regional differences in how they interact with travel data. While North America and Europe are among the leaders, the performance of Asia, Latin America and Africa is lower.
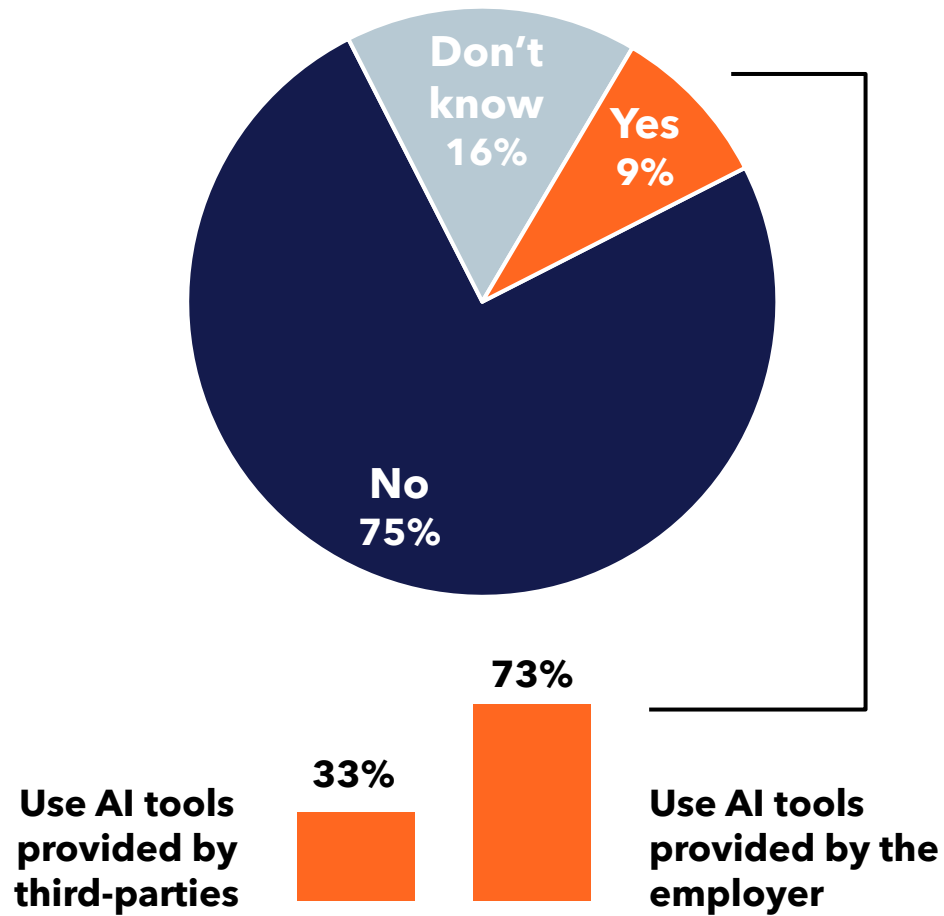

Yes
34%

No
33%

Don't know
33%
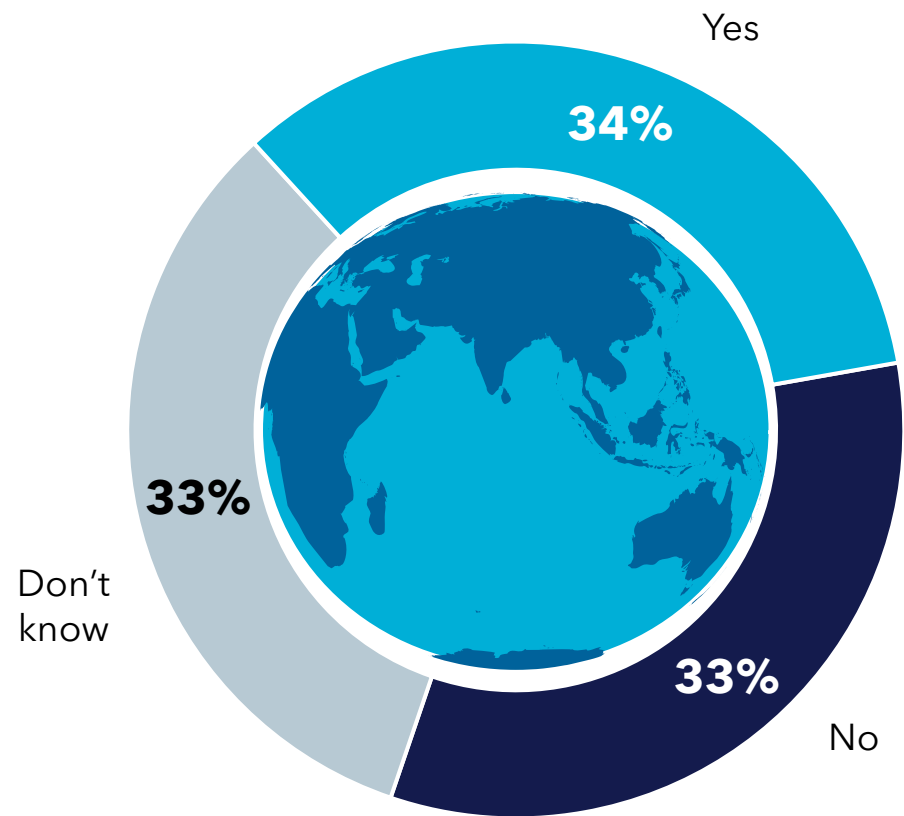
Q: Do you observe regional differences in the way of working with travel data?

Leaders:
North America, Europe

Average performers:
Australia

Laggards:
Africa, Middle East, Asia, Latin America

Q: How do the following regions interact with travel data? Categorize the leaders, average performers and laggards using drag and drop.

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Artificial Intelligence: Use and functions

Three-quarters do not use AI for collecting, analyzing and reporting travel data. Of those who do, most deploy the tools provided by their employer. Saving time is the most valuable function of AI.

Pie chart:
- Don't know 16%
- Yes 9%
- No 75%

Use AI tools provided by third-parties: 33%
Use AI tools provided by the employer: 73%

Bar chart:
- Saving time: 52%
- Improving data quality: 36%
- Data collection and consolidation: 34%
- Uncovering data insights: 31%
- Early trends detection: 31%
- Don't know: 24%
- Predictions and forecasting: 23%
- Ensuring data compliance: 17%
- Reducing the need for data experts: 14%

Q: Do you use Artificial Intelligence (AI) for collecting, analyzing and/or reporting travel data? What AI tools do you use? Select all that apply.
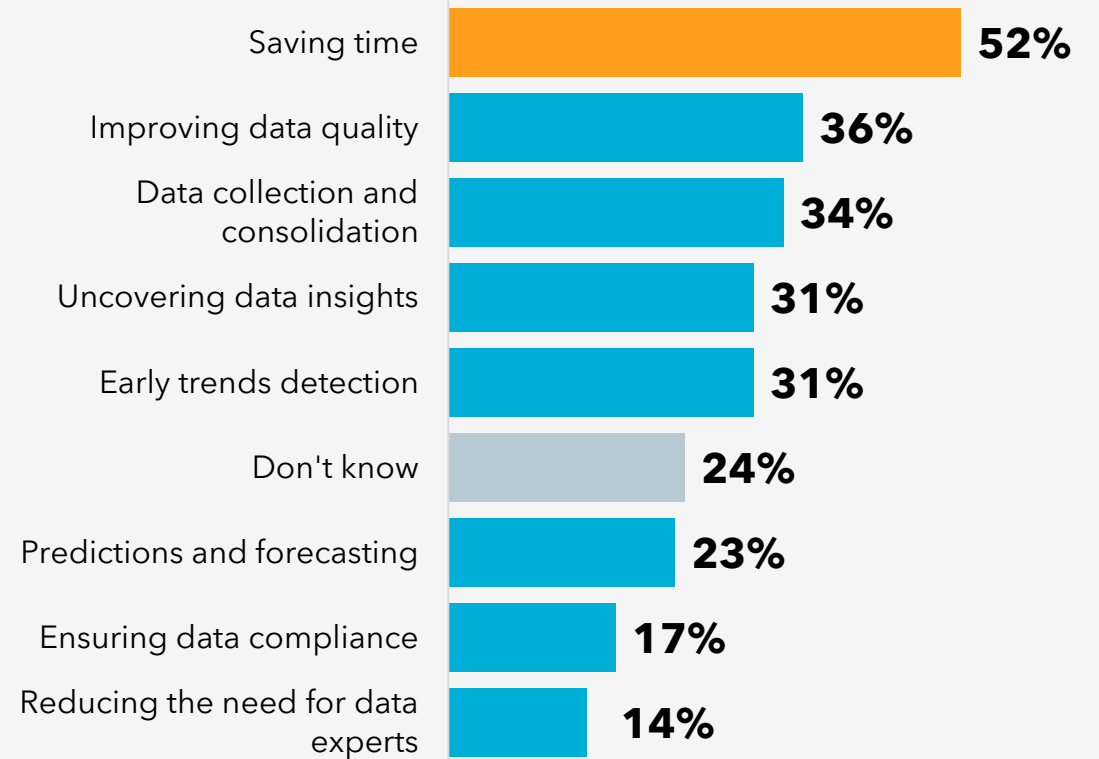
Q: What functions of AI do you consider most important when working with travel data? Select the top-three.

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Data tools used

Over eight in 10 travel buyers use TMC dashboards and spreadsheets as their main tools for travel data analysis. Almost a half deploy business intelligence software.

15%
Custom-built analytics solutions

8%
Third-party aggregator, e.g. PredictX, Grasp Technologies, Cornerstone

81%
Excel/spreadsheets

45%
Business Intelligence software, e.g. Microsoft Power BI, Tableau
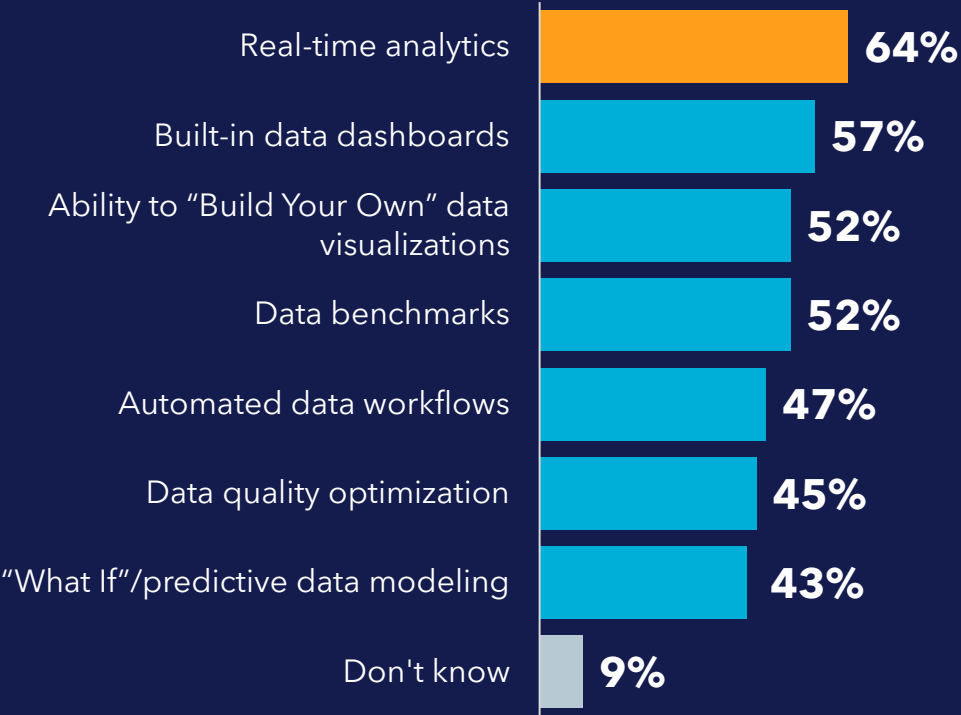
84%
TMC dashboards

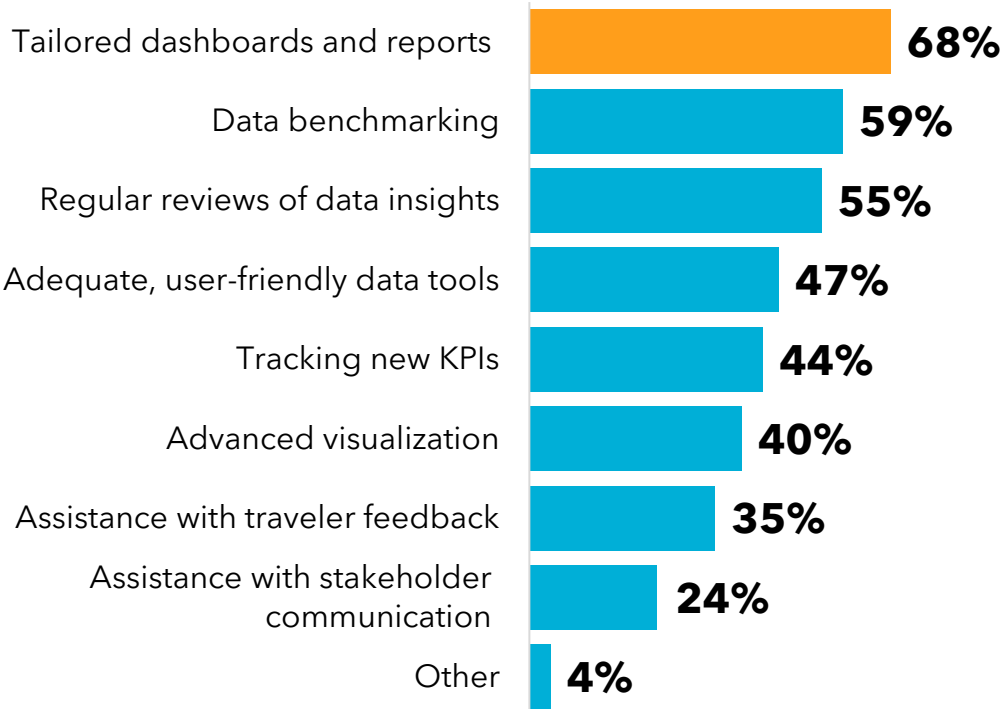Q: What data analytics tools does your company use for its travel data? Select all that apply.

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Features of analytic tools

Real-time analytics that spots trends and provides instant feedback is the most valuable feature of data tools.

Feature	Percentage
Real-time analytics	64%
Built-in data dashboards	57%
Ability to "Build Your Own" data visualizations	52%
Data benchmarks	52%
Automated data workflows	47%
Data quality optimization	45%
"What If"/predictive data modeling	43%
Don't know	9%

Q: What features do you consider most valuable in a data analytics tool? Select all that apply.

TMC support

From their TMCs, travel buyers are interested in receiving support with tailored dashboards, benchmarks and data reviews.

Support	Percentage
Tailored dashboards and reports	68%
Data benchmarking	59%
Regular reviews of data insights	55%
Adequate, user-friendly data tools	47%
Tracking new KPIs	44%
Advanced visualization	40%
Assistance with traveler feedback	35%
Assistance with stakeholder communication	24%
Other	4%

Q: What kind of support around data analysis and reporting would you like to receive from your TMC? Select all that apply.

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How BCD Travel can help

BCD's flexible technology platform empowers travel buyers with real-time data,
transforming complex information into actionable insights that drive engagement and cost savings.

Empowering travel managers with data

We're offering more ways for travel buyers to manage data – when and how they need it. Travel buyers **can access** our self-serve enterprise data platform, APIs for internal systems, or tap into our analytics teams for custom solutions.

Proactive spend management

Travel buyers can catch and correct behaviors before they happen with **real-time data queries and insights**.

Real-time traveler engagement

We use itinerary based messaging tools to guide travelers during trips, reinforcing policy compliance and avoiding redundant expenses. Timely data can be used to engage with travelers at the **moment** decisions are made.

Travel risk data management

Real-time data allows for quick action and better support during unexpected events. **Event-triggered notifications** help ensure traveler safety and enable communication with your travelers.

Smarter systems through innovation

We're **leveraging our data** to enhance and evolve our internal systems and the solutions we make available to our customers.

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