

Traveler insights:

# Online Booking Tools

by BCD Travel Research & Intelligence



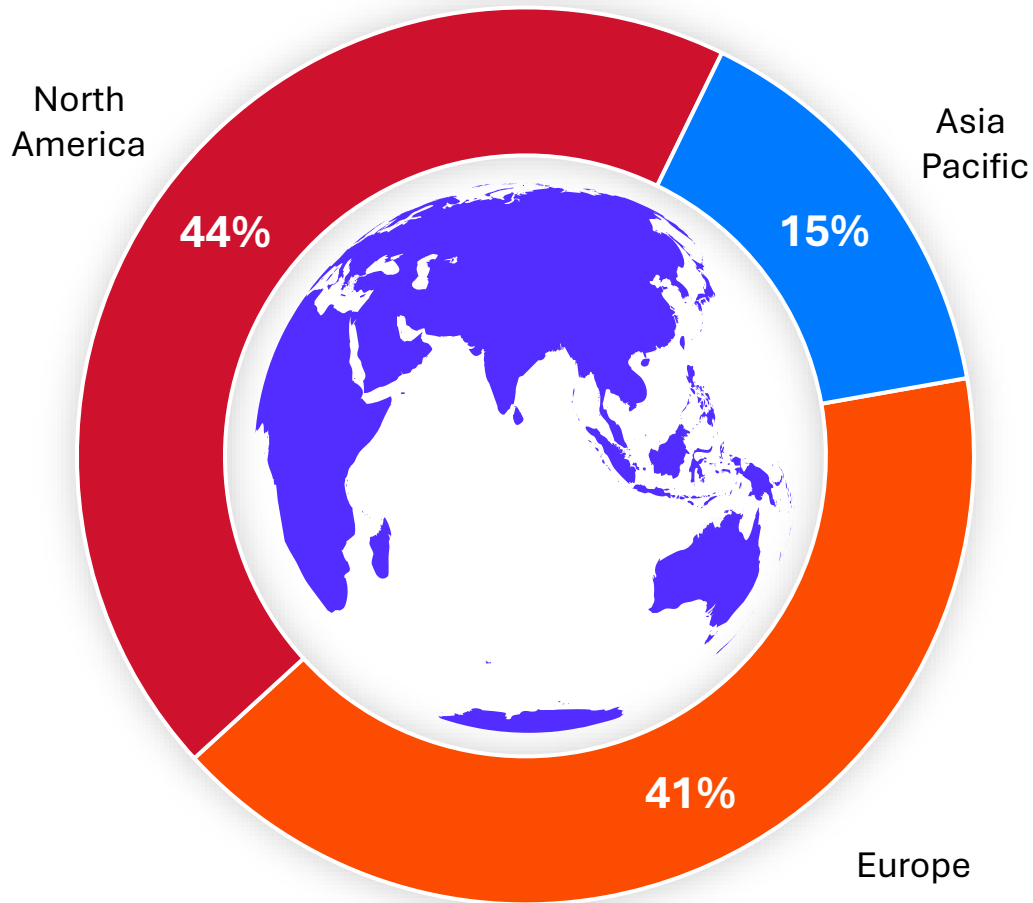
## About the survey

In this survey, we examine the tools travelers use to book business trips. The goal is to better understand how well today's booking solutions meet traveler needs and identify opportunities for improvement.

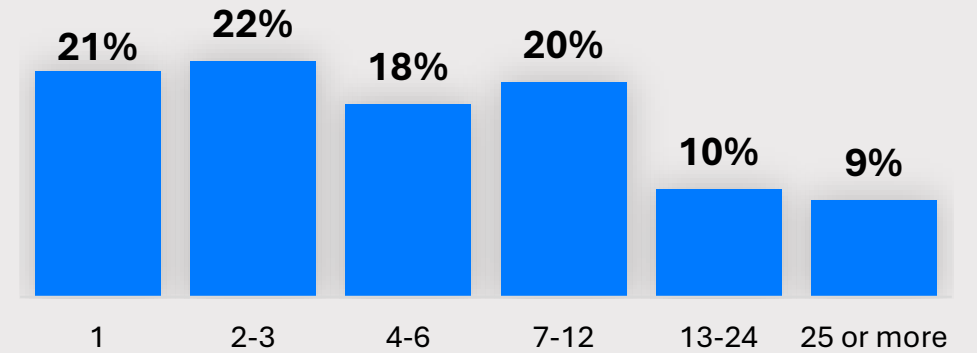
The results are based on an online survey of 833 business travelers worldwide, conducted in April 2026.

# Who we surveyed

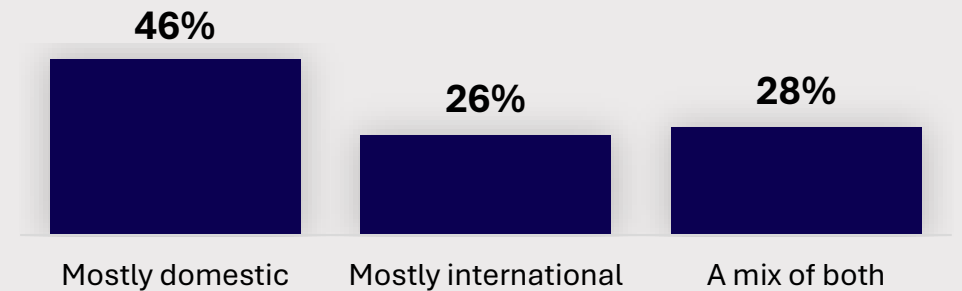
## Where they're based



## How often they traveled for business in the past 12 months

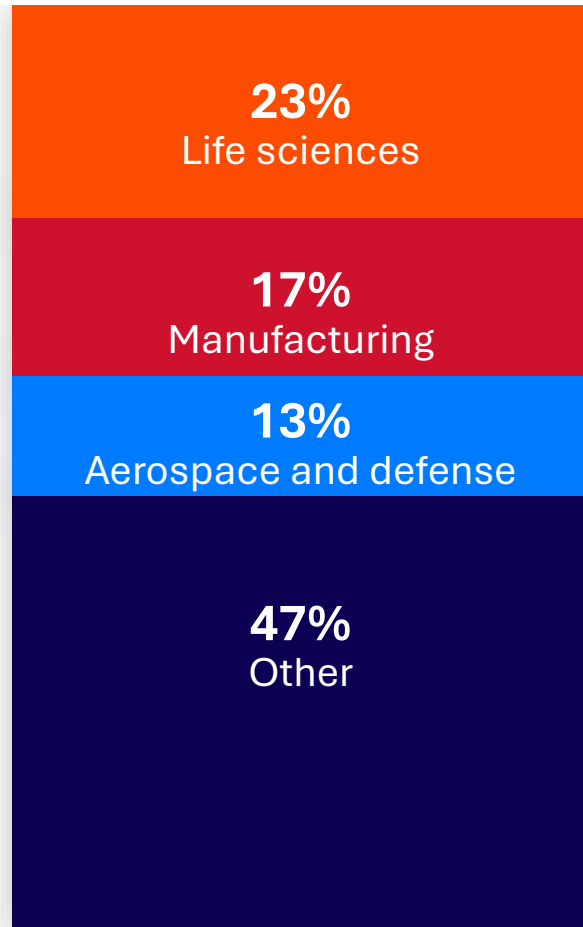


## What types of business trips they've taken in the past 12 months

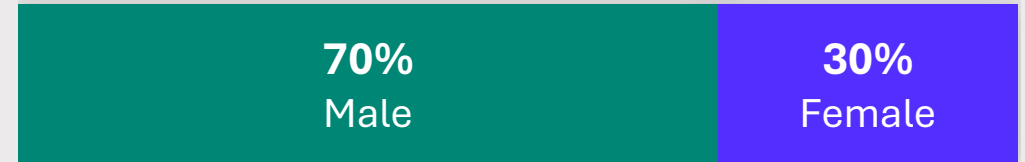


# Who we surveyed

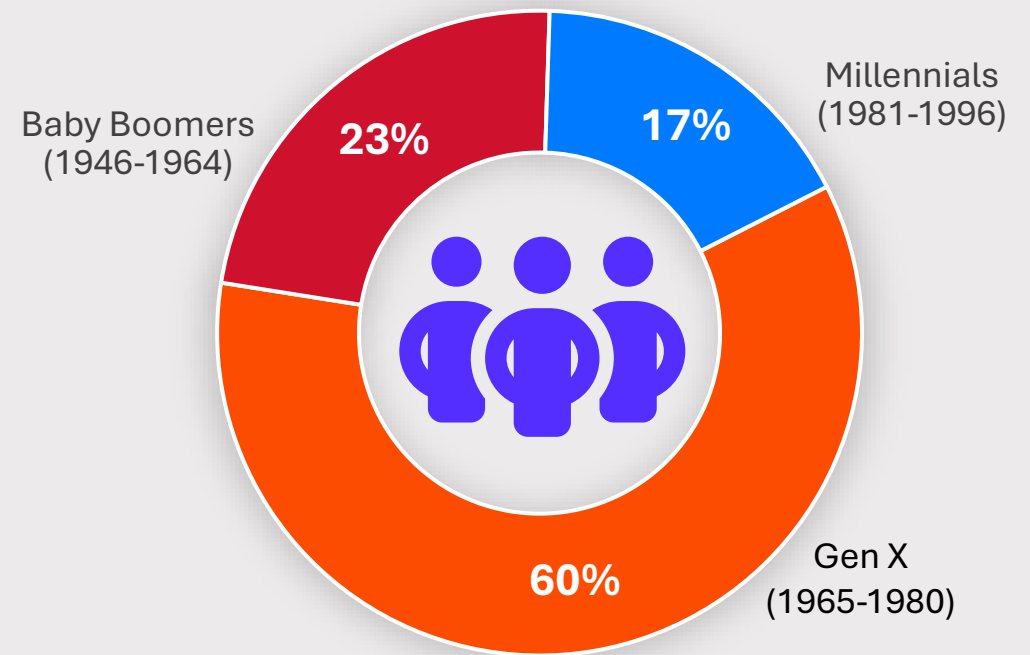
## Industries



## Gender

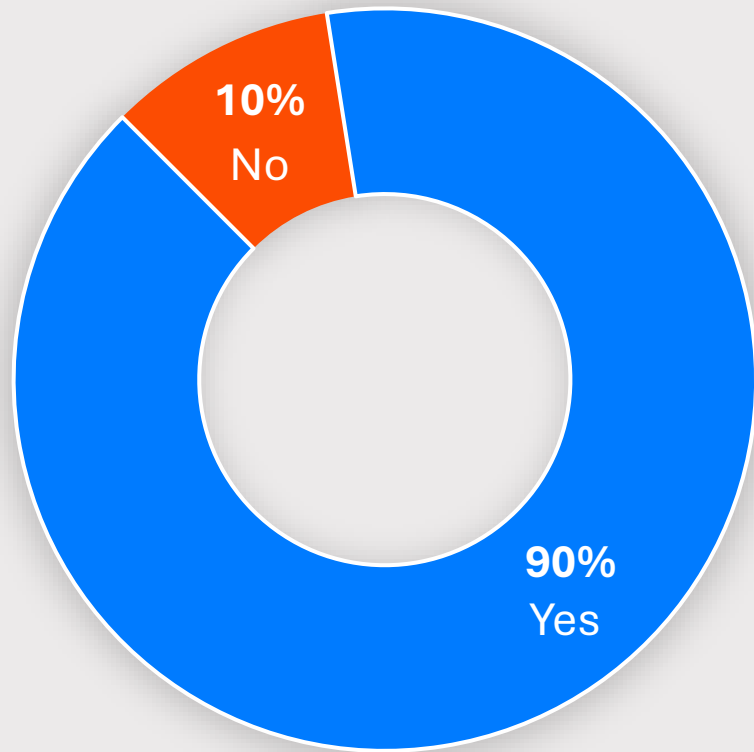


## Age



# Online booking tools (OBT) adoption by travelers

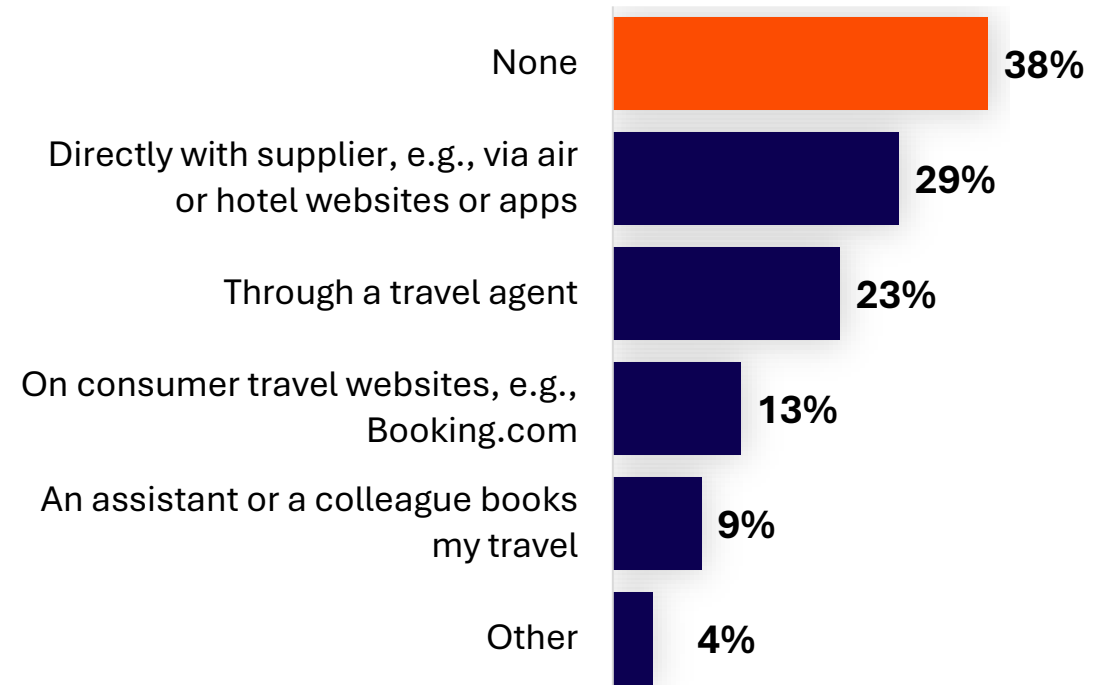
Nine in 10 travelers book business trips via online booking tools.



Q: When booking business travel, do you use the online booking tools provided by your employer, such as SAP Concur, Amadeus Cytric or BCD's Tripsource?

# Other booking methods

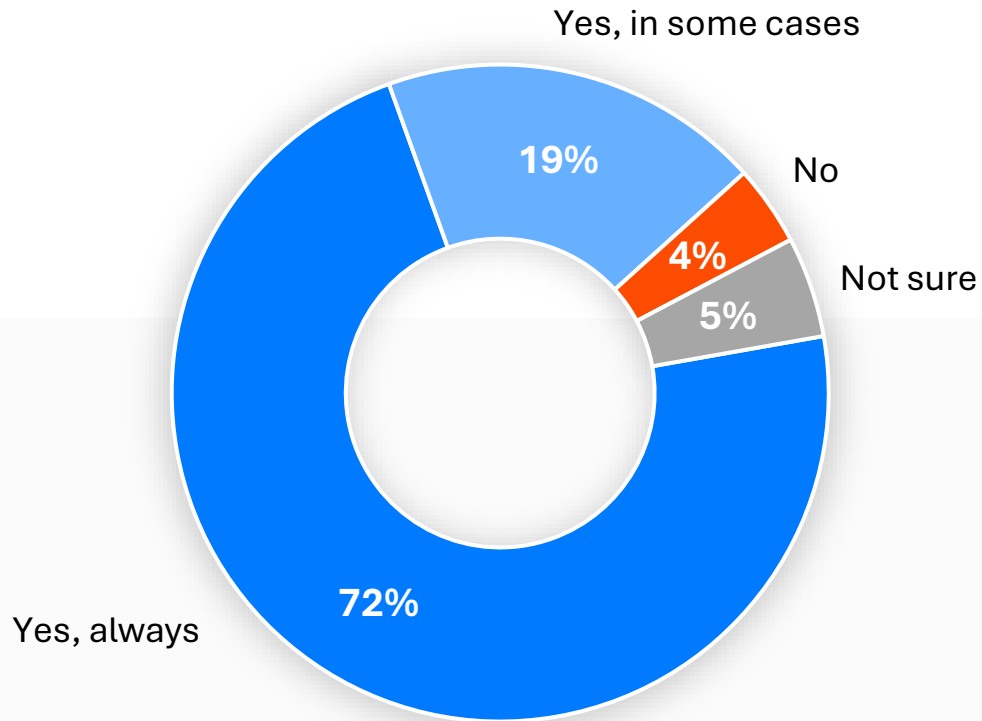
Among OBT users, almost four in 10 rely exclusively on these tools. When using alternative booking methods, travelers most often turn to travel agents or book directly with suppliers.



Q: Besides your company's online booking tool, how else do you book business travel? Select all that apply.

# Mandatory use of OBT

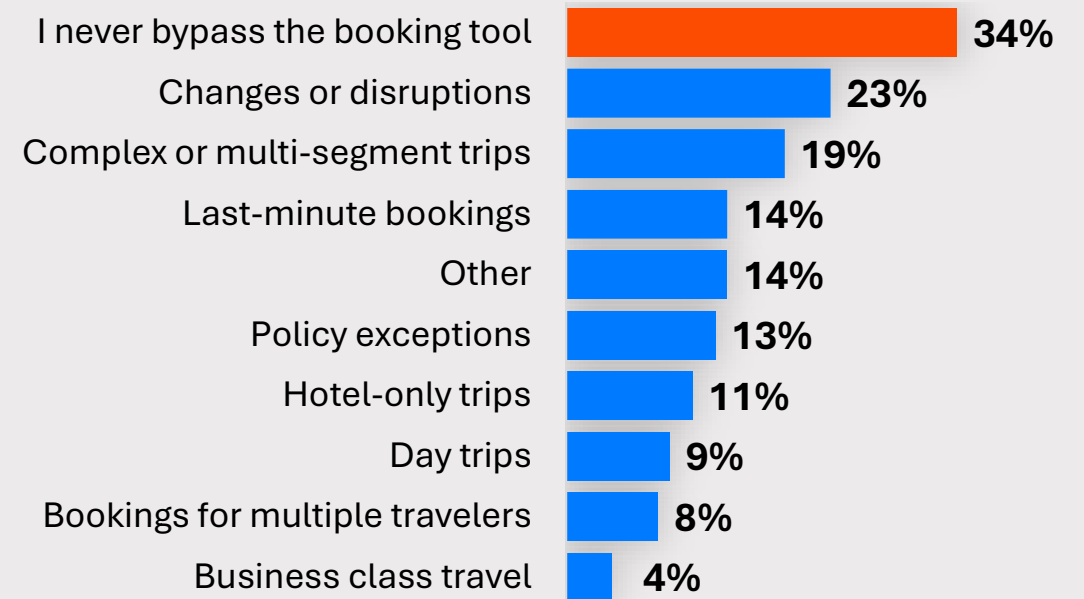
Nine in 10 business travelers report that the use of OBTs is mandated by their employers.



Q: Is it mandatory for you to use your company's online booking tool?

# Bypassing OBTs

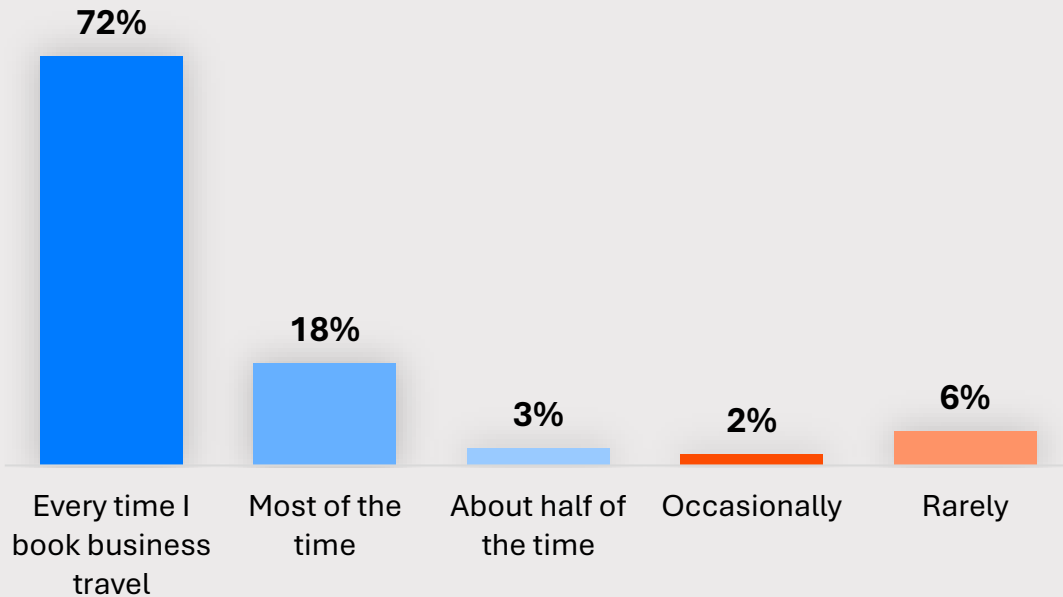
While a third of traveling employees always use their company's OBT, adoption is not universal, particularly in the case of changes or complex itineraries.



Q: In which situations are you most likely to bypass your booking tool? Select all that apply.

## Frequency of OBT use

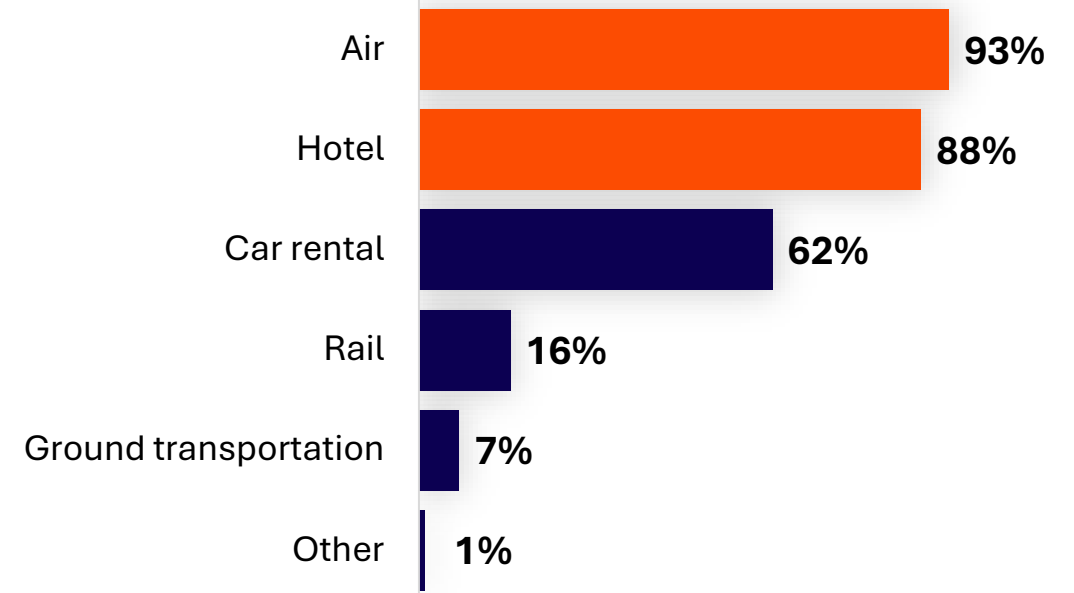
Consistent OBT use is widespread among travelers: Seven in 10 use their company OBT every time they book business trips.



Q: How often do you use your company's online booking tool?

## Suppliers booked through OBTs

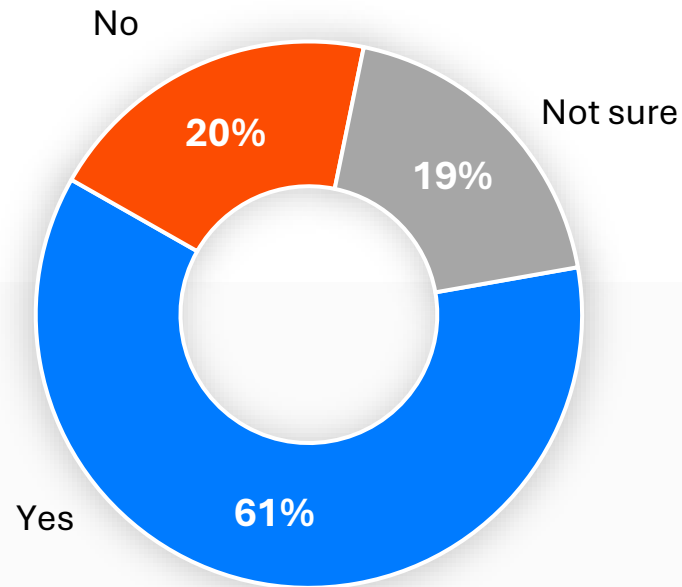
OBTs are most commonly used to book air and hotel, followed by car rental, while other types of ground transportation are booked far less frequently through these tools.



Q: Which travel suppliers do you normally book through the company's booking tool? Select all that apply.

## OBT use if not mandated

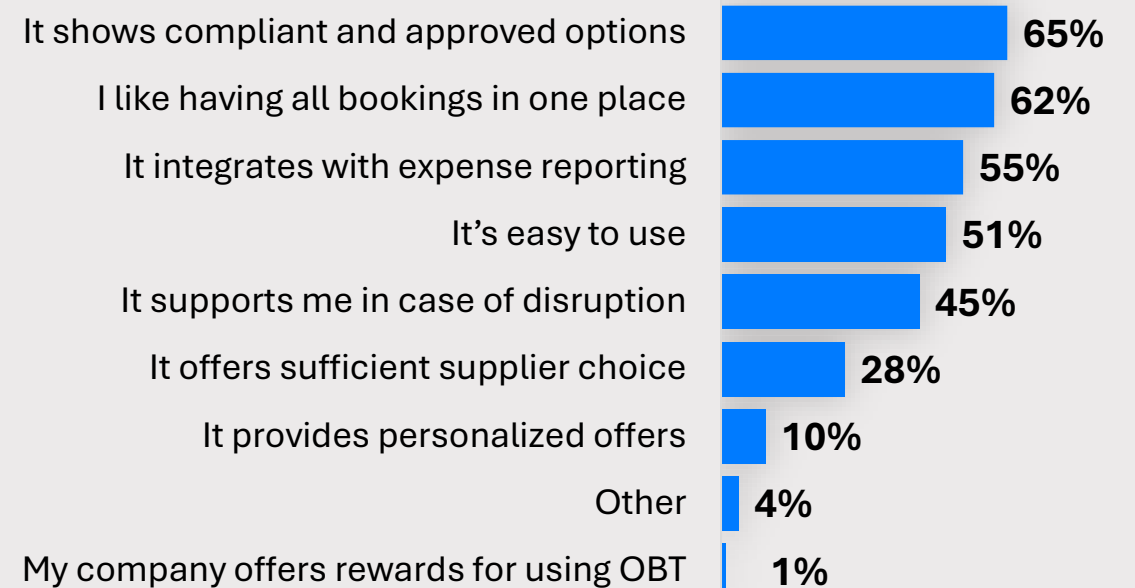
Nearly two-thirds of travelers would use a company booking tool if it wasn't mandated.



Q: Would you use your company's booking tool if it wasn't mandated or recommended?

## Why use an OBT if not mandated

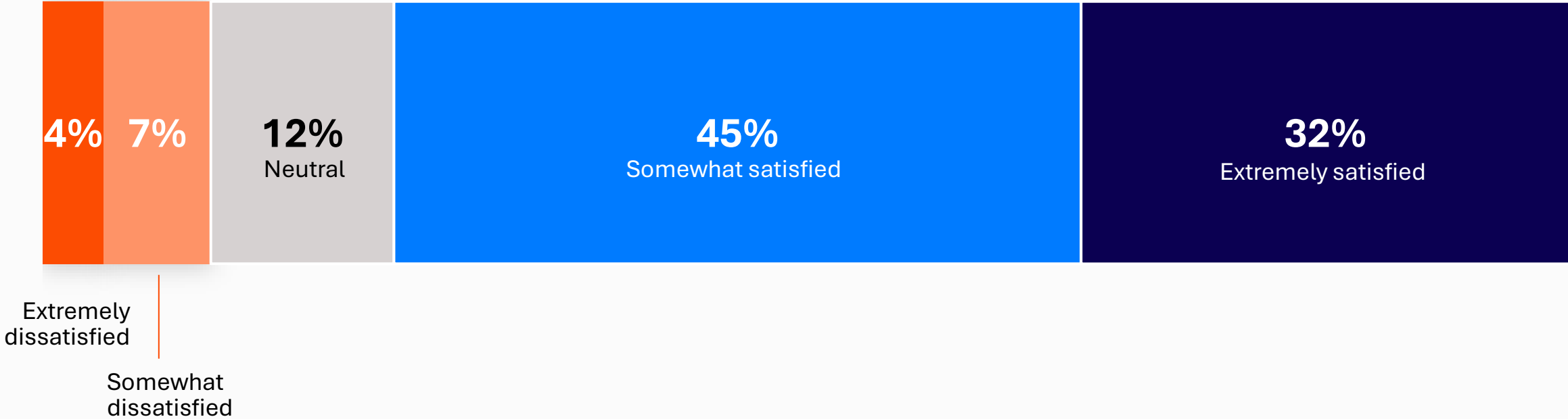
Compliance with company policy and the convenience of having all bookings in one place emerge as the primary drivers.



Q: Why would you choose to use your company's online booking tool? Select all that apply.

# Traveler satisfaction with OBTs

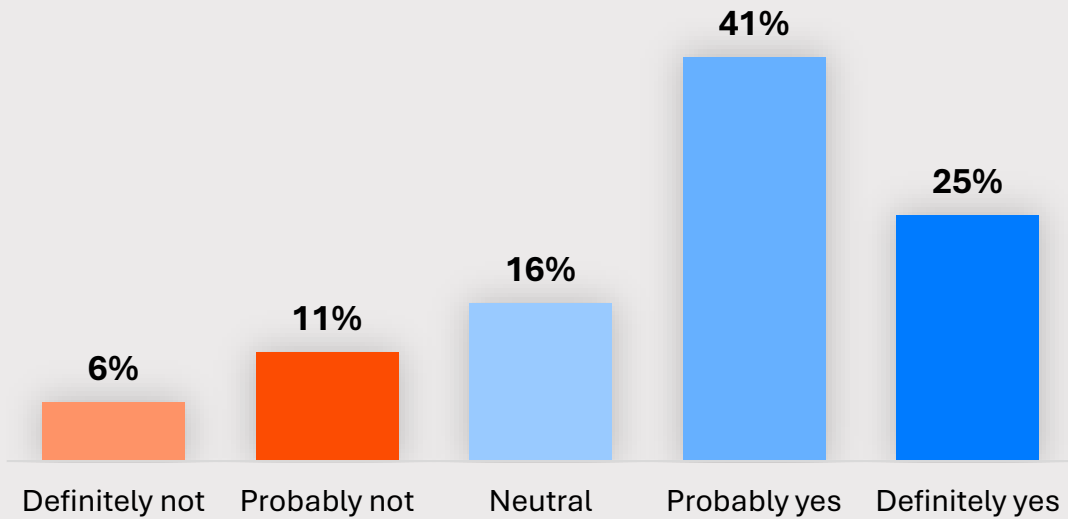
Over three-quarters of travelers are happy with their company's OBT, with just one in 10 expressing dissatisfaction.



Q: Overall, how satisfied are you with your company's booking tool?

# Confidence in OBTs

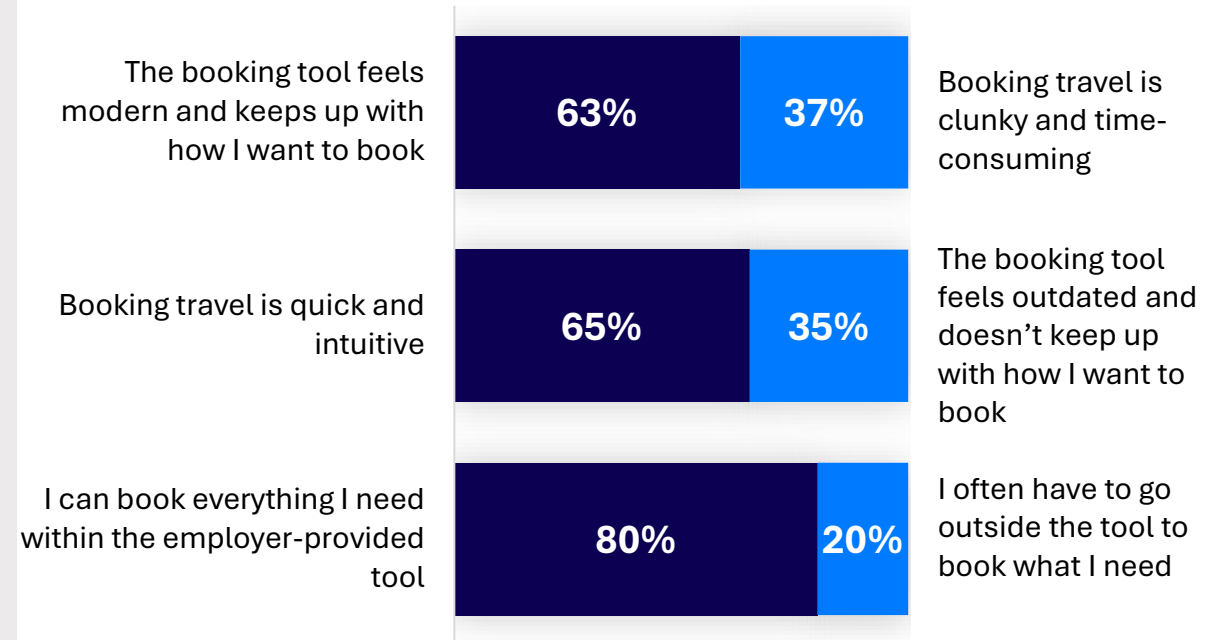
Two-thirds of travelers trust their OBT to show the best option.



Q: Do you trust your booking tool to show the best option for your trip?

# Booking experience

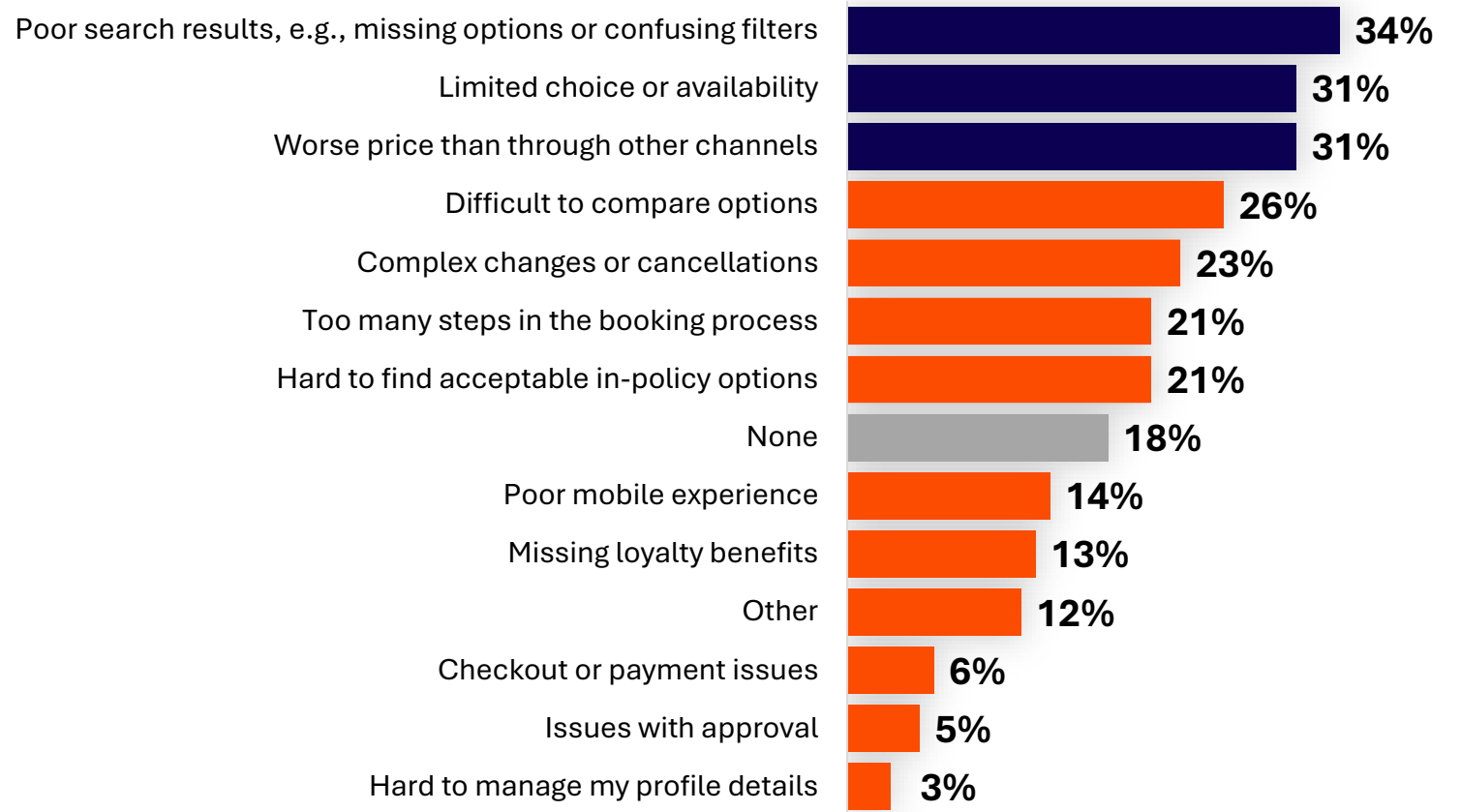
While most travelers report that company-provided OBTs meet their needs, gaps remain in both coverage and usability.



Q: Which statement best describes your travel booking experience through the company's booking tool? For each pair, select the option that applies.

# OBT shortcomings

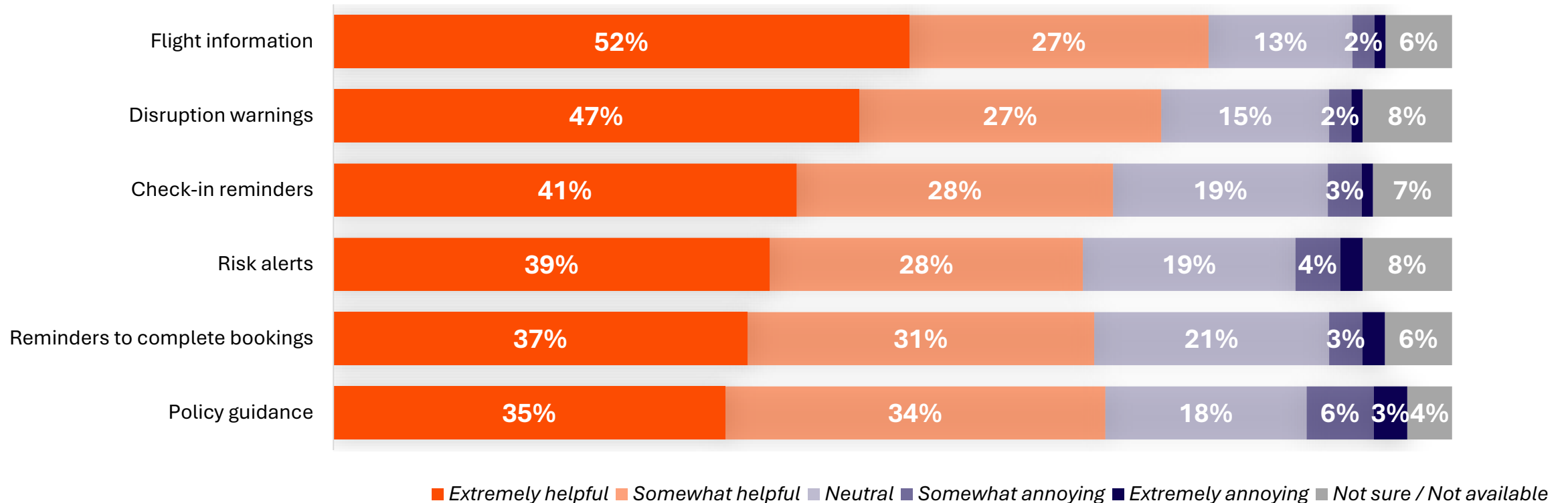
Business travelers identify content quality, pricing and booking complexity as the key gaps in OBTs.



Q: What are the main shortcomings of your booking tool? Select all that apply.

# Communication via OBT

Travelers find messages with flight information and disruption warnings to be the most helpful communication received through OBTs. Policy alerts are considered the most annoying.



Q: How helpful are the following types of messages or notifications received through your booking tool?

## Important OBT capabilities

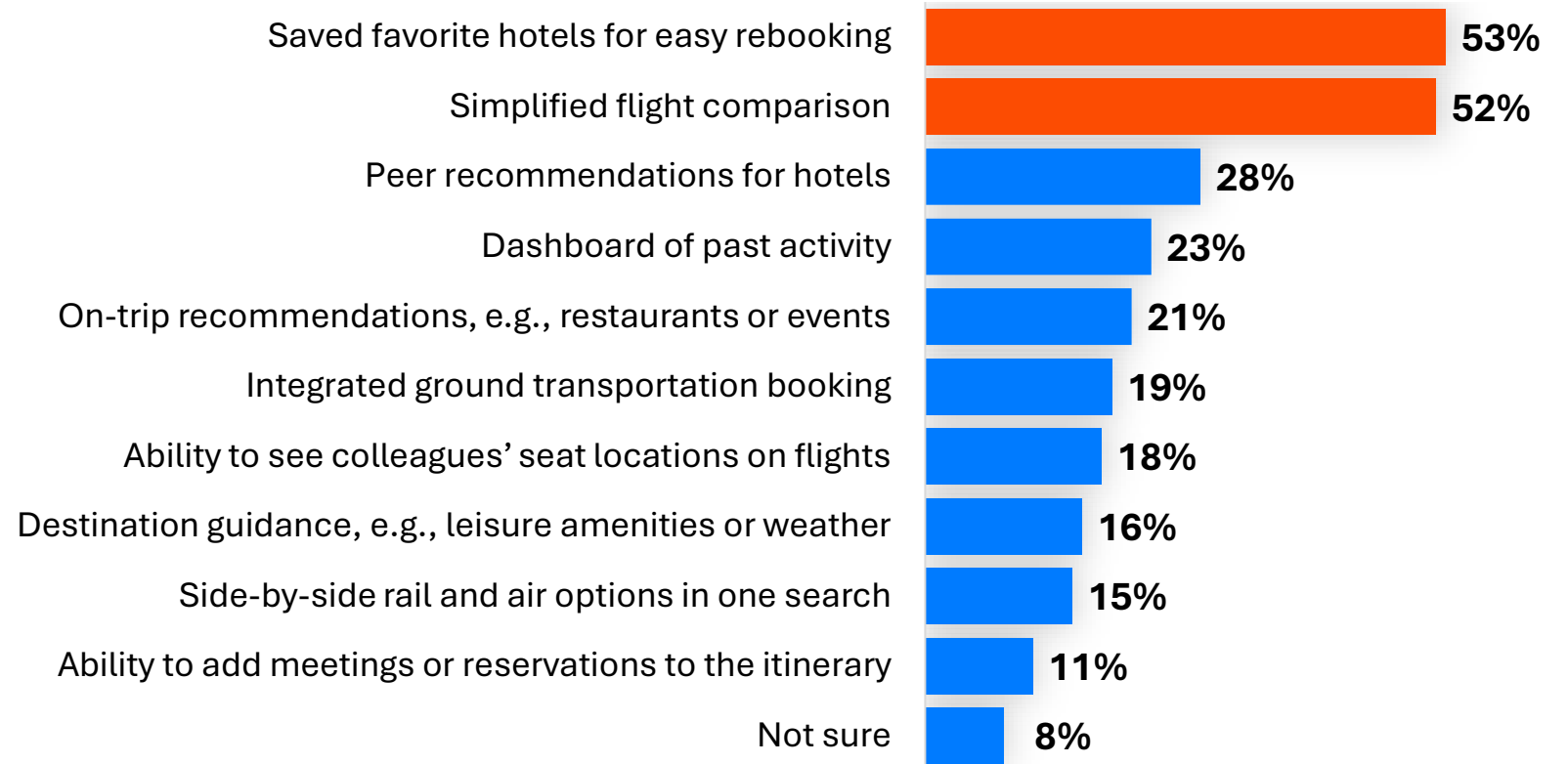
For travelers, policy compliance is the most important feature of company OBTs, followed by disruption management and expense integration.



Q: Which capabilities of the booking tool are important to you? Select up to three.

# OBT improvements

The ability to save favorite hotels for easy rebooking and simpler flight comparison are the top two improvements that would make the biggest difference for travelers.



Q: Which improvements to your booking tool would make the biggest difference? Select up to three.

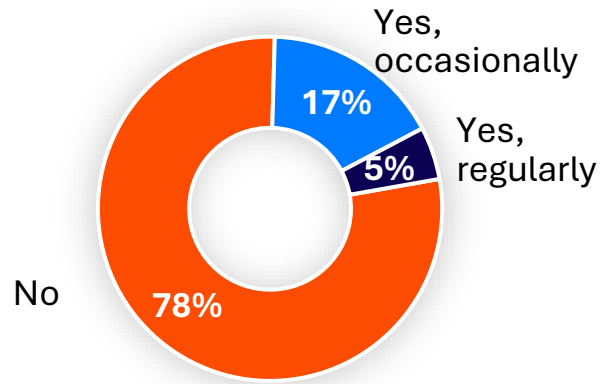
# The OBT capabilities travelers seek

Travelers would like OBTs to be faster, easier and more trustworthy, especially for finding the right travel options, comparing prices correctly and making changes without agent support.

- Improved flight search
- Enhanced hotel content
- In-tool changes & cancellations
- Competitive, transparent pricing
- Faster, simpler booking
- Personalized booking experience
- Multi-segment booking support
- Integrated ground transportation
- Seamless expense integration
- Improved agent support

Q: What OBT improvement would have the greatest impact on your travelers' booking experience?

# Use of AI

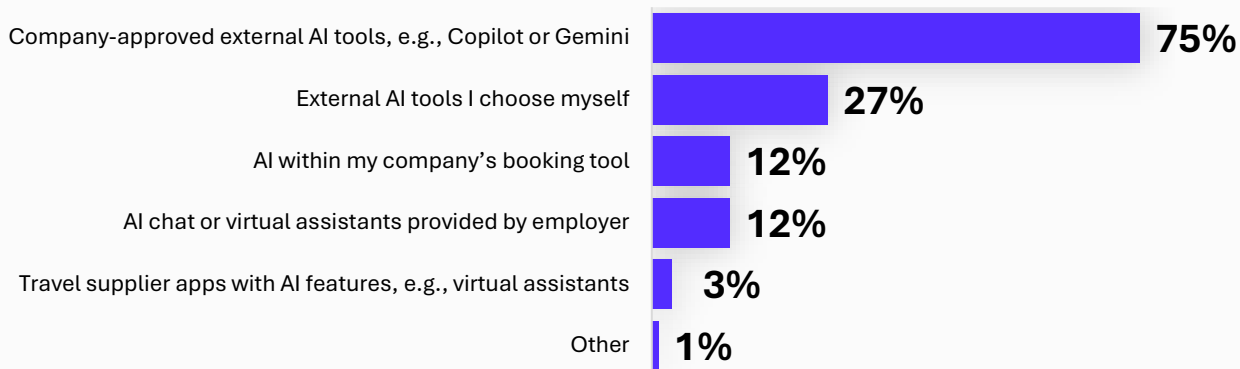


About one in five travelers report using AI for trip planning or booking.

Q: Do you use artificial intelligence (AI) to plan or book your business travel?

# AI tools

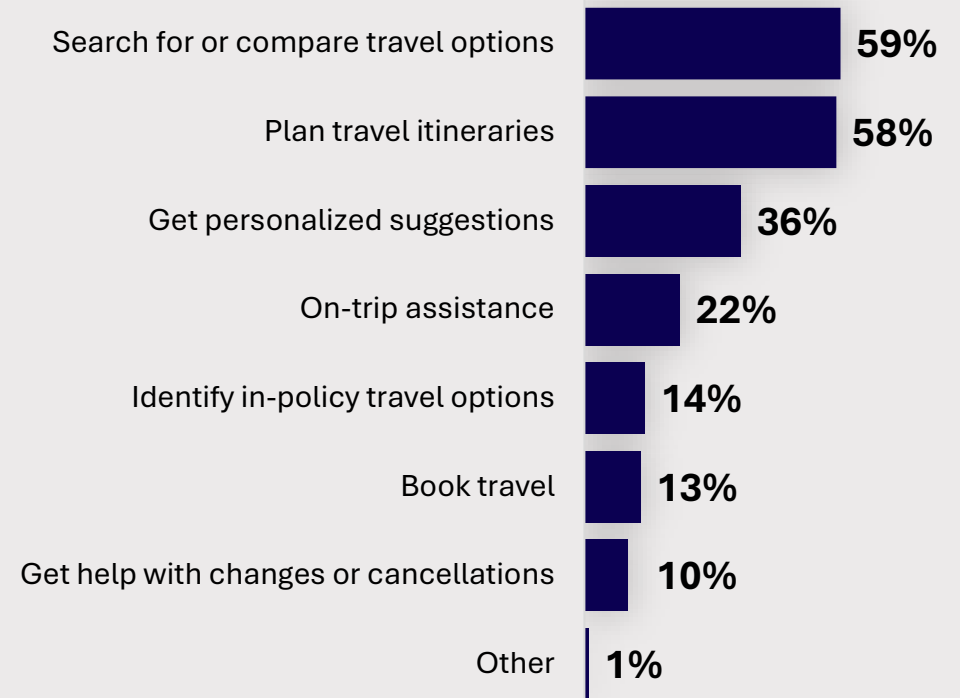
Three-quarters rely on company-approved AI tools, while slightly over a quarter use external tools of their choice.



Q: Which AI-powered tools do you use for business travel? Select all that apply.

# AI use cases

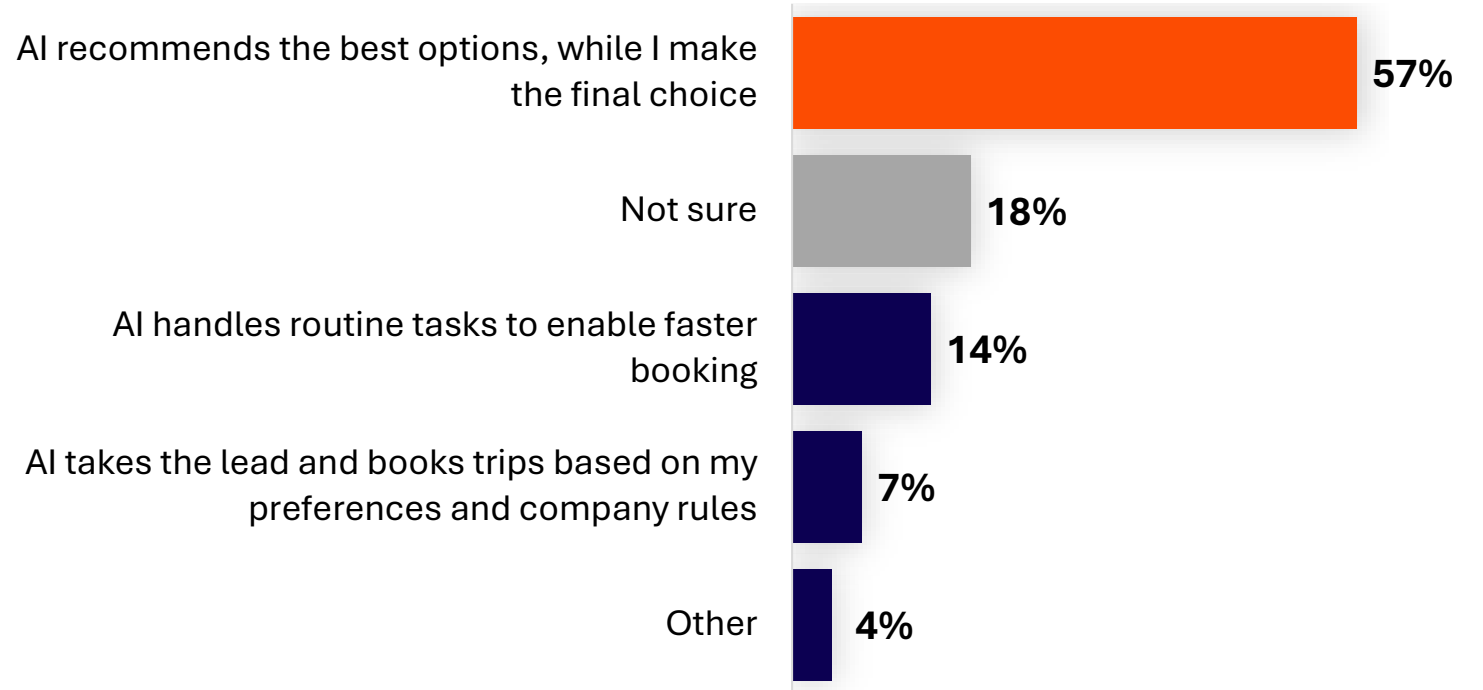
The most common use cases include searching for and comparing travel options and planning itineraries.



Q: How do you use AI for business travel? Select all that apply.

## Role of AI

Over half of travelers view AI as a tool for suggesting travel options, with the final decision remaining in their hands. Only 7% are comfortable with AI fully booking trips on their behalf.



Q: Ideally, what should the role of AI in booking business travel look like? Select one.

# How BCD can help

Our AI-powered Tripsource platform offers a connected ecosystem of trip management capabilities, designed to help you drive adoption, control costs.



## Breadth and depth of content

Access to multi-source content via direct connects, the GDS, global and regional aggregators and low-cost carriers.



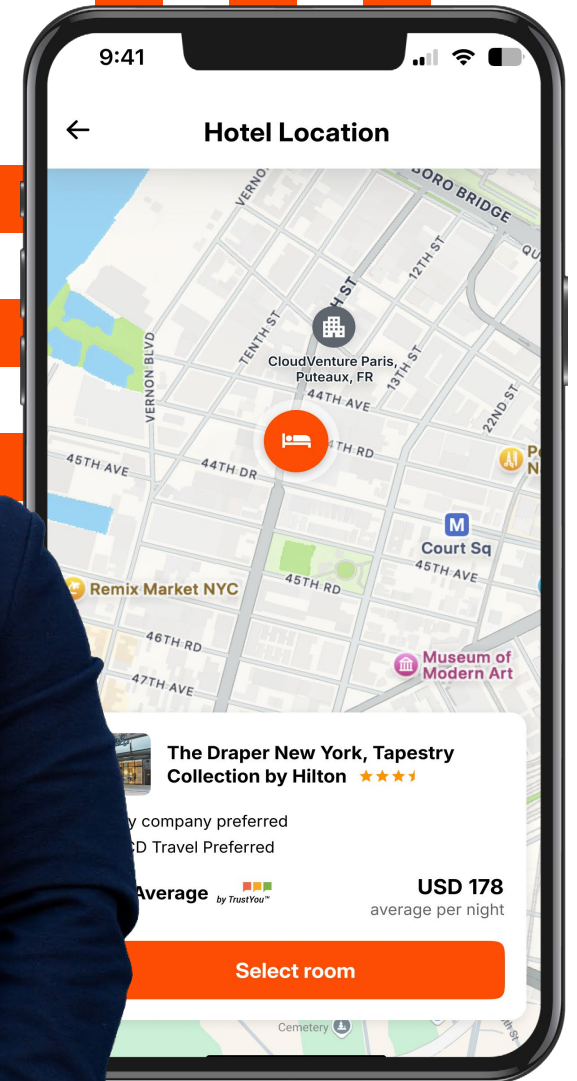
## Travel risk and disruption management

Real-time risk alerts, “I’m safe” check-in and access to an agent when your travelers need in-route support.



## Real-time communication & engagement

Itinerary-based messaging guides decisions as they happen – increasing confidence, compliance and reducing spend.



# How is Tripsource different?

Tripsource is not a traditional OBTA. It's a modern booking and trip management experience designed around travelers, seamlessly connecting them to the full travel ecosystem.



## Control, choice and clarity

Travelers get flexible options that reflect company policy while still aligning with their preferences, giving them the clarity to book confidently and the freedom to choose what works best for each trip.



## Gap-proof travel content

Travelers can access a full range of global travel options in one place, including flights, hotels, and ground transportation, ensuring they always find the right fit, wherever they're going.



## A truly connected experience

Travelers can manage every part of the journey, including booking, service, and trip updates, in one seamless, award-winning experience that keeps everything in sync and easy to navigate.



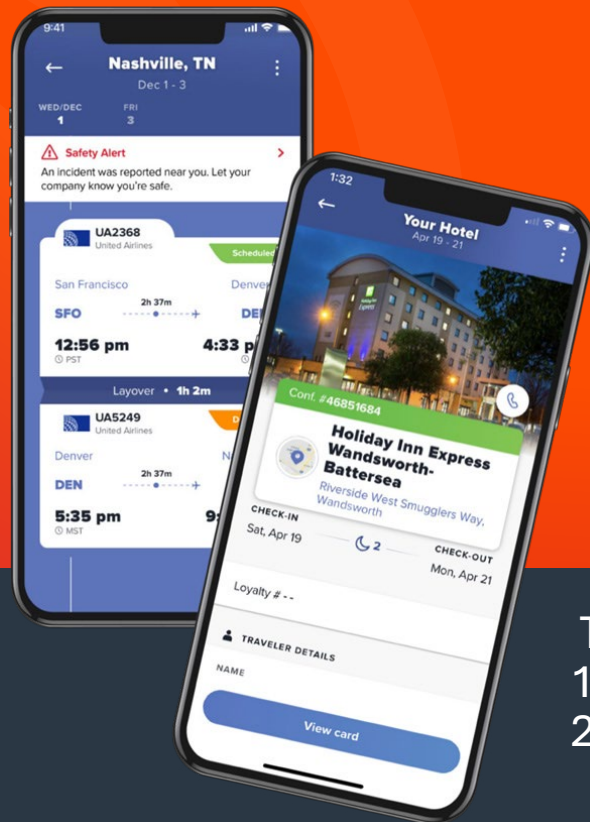
## AI-driven. Human-centric

Travelers benefit from fast, intelligent recommendations and automation, with access to real travel experts when needed, combining efficiency with reassurance at every step.

# We know what you're thinking.

And we have the answers.

See Tripsource in action →



**My travelers are comfortable with the current booking tool. I'm worried a change will disrupt them.**

Change can feel disruptive, but for travelers, it doesn't have to be. Tripsource is designed to feel intuitive from day one, with guided rollout and support that helps travelers quickly adopt new ways of booking and managing trips, often with less friction than they have today.

**My travelers span regions, roles, and preferences. I hear constant feedback that one experience doesn't work for everyone.**

Tripsource is built to support diverse traveler needs. Flexible configurations ensure travelers see relevant options based on where they are, what they need, and company guidelines, so the experience feels consistent, but never one-size-fits-all.

**My travelers complain they can't always find the options they want. It creates frustration and workarounds.**

With multi-source global content, travelers can access the choices they expect all in one place. That means less searching elsewhere and more confidence booking within program.

**My travelers tell me booking, changes, and support feel disconnected and time-consuming.**

Tripsource combines AI-driven speed and personalization with human expertise, so travelers can self-serve in seconds or connect to an agent when it matters most.

**I hear growing frustration from travelers about policy, rigidity, and overall travel experience.**

Traveler expectations are rising, and their experience impacts more than just trips. Tripsource helps deliver a smoother, more flexible experience that aligns with policy while better meeting traveler needs, supporting satisfaction, adoption, and retention.

There are **two options** to try Tripsource with minimal risk.

1. Implement Tripsource in markets without an OBT today
2. Try the hub approach, integrating your OBT into Tripsource to take advantage of trip management features.



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### **About BCD Travel**

BCD Travel creates connections that move people and ideas forward. Through open technology and trusted human expertise, we help companies and people navigate change, simplify complexity and make confident decisions about how and when they travel. Our intuitive digital experiences for every stakeholder power journeys that fuel success and drive progress. With 15,000+ dedicated team members serving clients in 170+ countries, BCD is shaping a more sustainable future for business travel. Industry-leading meetings and events management and a global consultancy complete our suite of solutions and services. In 2025, BCD achieved \$24.4 billion in sales. For more information, visit [www.bcdtravel.com](http://www.bcdtravel.com).

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