

BCD travel

Sanctifyly®

INSIGHTS

TRAVELER WELLBEING:  
**EAT WELL**

Research Insights

May 2023

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# Introduction

This is the second in a series of *Insights reports on Traveler Wellbeing*, which have been compiled by BCD Travel together with our Marketplace travel wellness partner Sanctifly, the global provider of healthy leisure and wellness alternatives for airport downtime. This report, *Traveler wellbeing: Eat well*, focuses on the importance of healthy nutrition for business travelers. It explores travelers' eating behavior on the road and their interest in the support measures contributing to healthy diet that employers and travel suppliers could provide.

The Insights on Traveler Wellbeing combine data from both traveler and travel buyer wellbeing surveys conducted by BCD in 2022, as well as data compiled by Sanctifly.

Sanctifly provides access to over 3,500 premium airport activities, exclusive membership benefits, bespoke travel wellness content from industry experts and carefully curated healthy airport guides, all within one app. It aims to make traveler experience more pleasant and healthy. Members enjoy access to thousands of gym and pool locations worldwide to workout and energize, as well as luxury hotel gym, pool and spa facilities to boost traveler wellbeing.



This report focuses on the **importance of healthy nutrition for business travelers and their eating behavior** on the road.

# Why nutrition is important

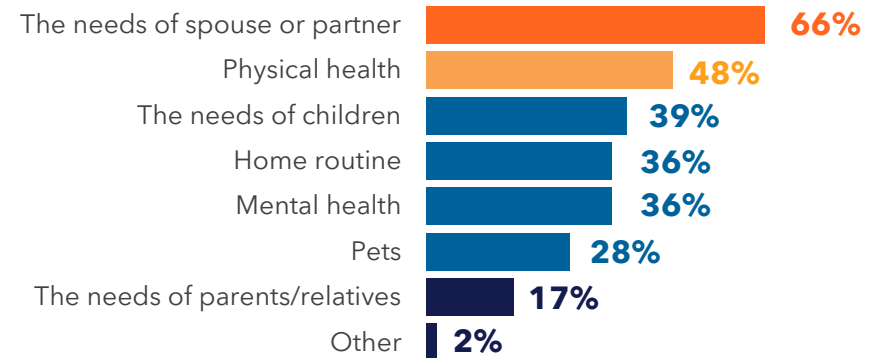
## Eating healthy while on the road makes part of traveler wellbeing

Food is an important factor when it comes to building and maintaining a healthy immune system. Eating well and getting the right nutrients can help you stay fit and healthy and fight off illnesses. As reported by business travelers, physical health is the second most significant factor impacting their travel arrangements, after considering the needs of their spouse or partner.

On a business trip, travelers attempt to preserve their wellbeing in different ways. Maintaining a healthy diet is one the most popular approaches travelers take to stay fit, according to the results of our Traveler Wellbeing Survey: when traveling, 45% eat healthy regularly and a similar share do so sometimes. Only 7% of business travelers rarely keep a healthy diet.

People need balanced and consistent energy levels to function efficiently throughout the day. For frequent travelers who regularly deal with stressful and unfamiliar situations, having good energy levels is vital. However, eating healthily while on the road can be challenging for business travelers. Limited choice and disrupted schedules can mean making the healthier choice is not always easy. Being prepared is key.

### Factors influencing business trips



### Maintaining traveler wellbeing on the road



# How to maintain healthy eating habits on a trip

## Advice on healthy eating options could boost traveler wellbeing

According to BCD's Traveler Wellbeing Survey, the necessity to search for appropriate eating options while on the road could be stressful for business travelers.

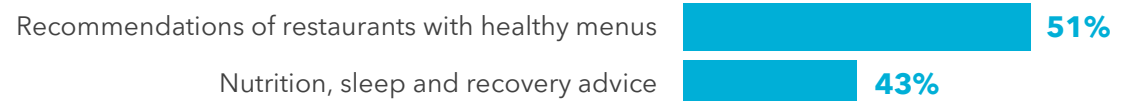
Specific corporate policies for wellbeing could make the lives of travelers easier, and improve their health, at the same time. Major traveler friction arises from the need to dedicate time to search for healthy food options in unfamiliar destinations. Access to information is key. Therefore, advice by employers, which nowadays may be facilitated by technology, could provide a relief to this hectic chore.

Among the support measures provided by employers that focus on healthy eating, travelers value recommendations for healthy food options (51%), as well as nutrition, sleep and recovery advice (43%). These are the top-two measures dedicated to wellbeing support asked for by traveling employees.

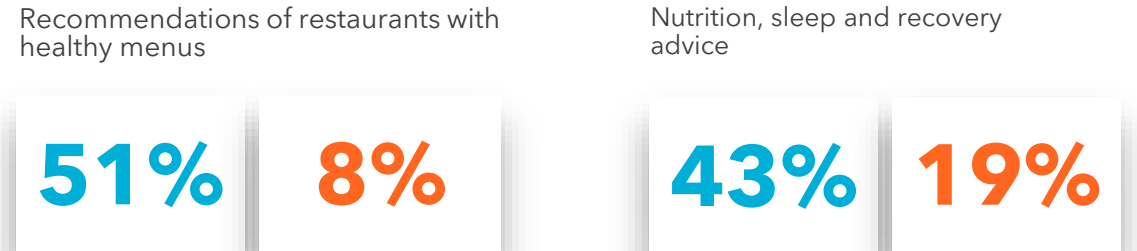
Meanwhile, provision is rather scarce: Only 8% of travel buyers offer recommendations of restaurants with healthy menus and only 19% provide nutrition, sleep and recovery advice to their business travelers.

Additionally, there's a strong demand for travel suppliers to offer healthy food options. 55% of travelers would like to have healthy food provided on board a plane and 60% say healthy food options will largely contribute to their wellbeing at a hotel. Travel buyers need to take this traveler interest into consideration when selecting travel suppliers to work with.

### Wellbeing support for business travelers: Eat well



### Demand vs. supply



### Traveler demand for healthy food options: By supplier



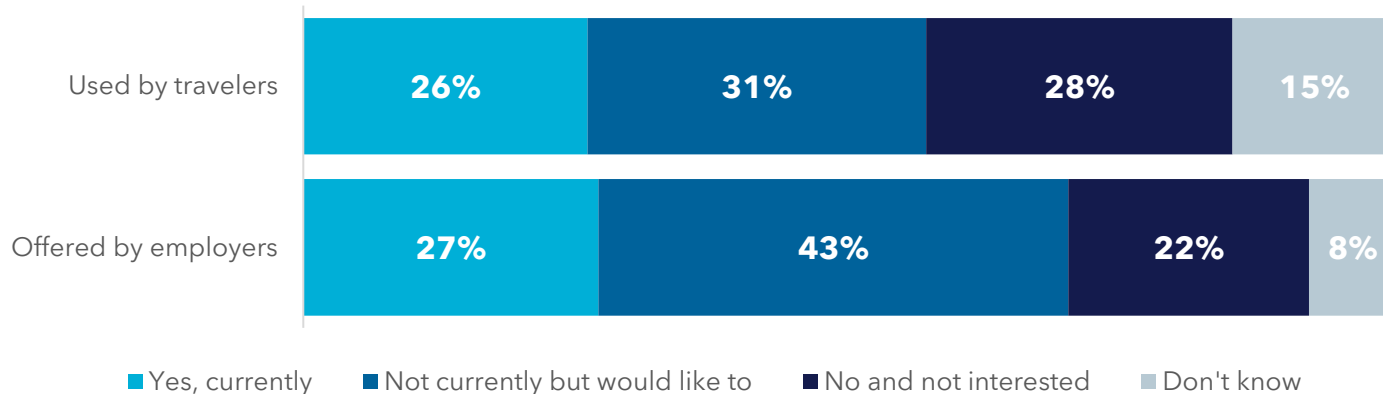
# Mobile apps for nutrition advice

## Technology facilitates access to healthy diet options away from home

Technology can be of great help when it comes to alleviating traveler stress related to finding eating options in an unfamiliar environment. Currently, 58% of business travelers use various apps for wellbeing. Three quarters are likely to apply support tools and services for physical health, if the latter are provided by the employer. Meanwhile, only 27% of employers provide access to apps for wellbeing either reimbursing for paid apps or subscriptions or recommending free apps aimed at improving traveler wellbeing.

Among travelers, 27% currently use mobile apps for nutrition advice. 4 in 10 would like to use them. On the supply side, 31% of travel buyers would like to start offering these apps.

### Wellbeing apps for nutrition advice



### Do you offer mobile apps aimed at improving traveler wellbeing?

17%

Yes

We provide/reimburse paid version or subscription to apps

10%

Yes

We provide recommendations of free apps

62%

No

17%

Don't know

# Traveler interest in eating facilities

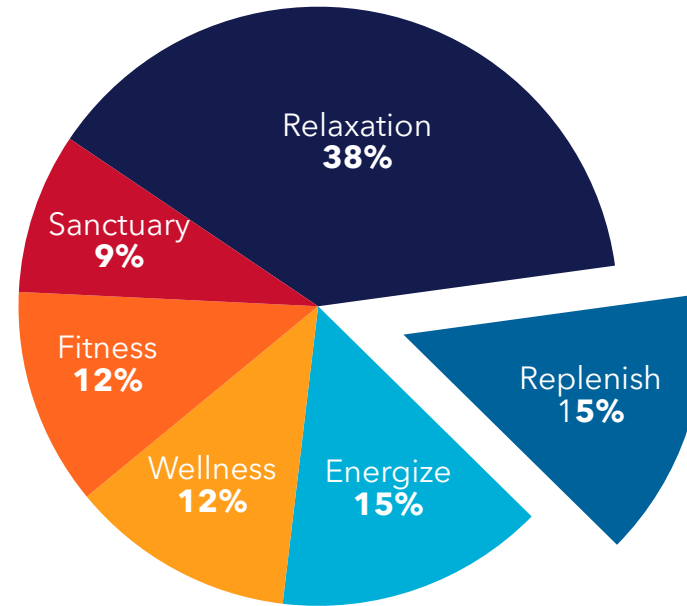
## Healthy food options at airports contribute to traveler health and comfort

Our Marketplace partner Sanctifly offers travelers a choice of airport activities to boost their personal wellbeing. These activities may require anything between one and six hours or more depending on the needs of clients and the free time at their disposal, as they are usually practiced either before a flight or in-between connecting flights.

All the activities can be classified by mood which reflects traveler interests. Here are six major categories of mood and the corresponding services available to book through a Sanctifly app:

Relaxation:	airport lounge options
Replenish:	cafes, restaurants, shops with fresh food
Energize:	shower amenities and walks
Wellness:	gym, pool, spa and massage options
Fitness:	gym, pool, runs and walks
Sanctuary:	quiet places to disconnect, such as lounges and hotel spaces

**Traveler search: By mood**



**Replenish** is an indispensable category of airport services for travelers available through a Sanctifly app. Among all activities, in the last six months (Oct. 6, 2022 - April 4, 2023), restaurants, coffee shops and other eating facilities were searched by 15% of all travelers at various airports worldwide and hotels nearby, healthy food options among those.



If you are hungry when boarding, no matter what the time of day, you've got your preparation wrong. Sanctifly has lots of content on health food options at the airport, quality snacks to pack and how to fast on a longer flight. How and what you eat significantly contributes to your flight enjoyment and recovery. Putting the time in to get it right will be rewarded.

**Karl Llewellyn, Founder, Sanctifly**





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