

THE BIG IDEA:

Travel and The Law of Attraction

What's in store for the future of business travel? How can the business travel sector remain relevant and convey its value and purpose to those inside and outside? 300 representatives from all sides of business travel gathered in Brussels during GBTA Europe 2022 for The Big Idea session sponsored by BCD Travel. The travel management company developed the theme for the session "Travel and The Law of Attraction" to discuss pain points and solutions that appeal to talent both in and outside of the industry. Conversations centered around four core pillars: industry image; diversity, equity and inclusion; traveler wellbeing and technology.



Travel4Good – invest-thrive-connect-prosper

Travel can bring a host of benefits from economic and personal growth to connections and enrichment to travelers; corporates, and those who work in the industry. Let's get better at framing the value proposition - accentuating the benefits and being more creative in how we communicate these.



WHAT CAN YOU DO?

- Make it personal: What stories do you have to share about the value of travel and meeting in person?
- Promote the diversity of career opportunities available: As our industry has grown, specialized jobs have skyrocketed; chief health officer, traveler engagement manager or customer experience director. Draw attention to the dizzying array of new roles.
- Leverage influencers: Consider partnering with influencers who are advocates for the industry. You may have influential talent within your organization already.
- Bring the fun back to travel: Highlight the positive experiences and power of connections.
- Participate in outreach efforts: Job fairs, university and secondary school career days and internships are great environments to promote our industry.

A shared journey, individual paths

The business traveler journey is different for everyone and is made up of many supporting functions and interrelated players. The sense of community that unites business travel can help build a diverse, equitable and inclusive future for all. How can you help get the word out?



WHAT CAN YOU DO?

- Fish from different ponds: Target underserved, under-resourced or non-traditional talent populations through apprenticeships, government partnerships, school relationships or trainee programs.
- Reduce barriers to entry: Ensure that workplace technologies and processes can accommodate all.
- Promote cultural awareness: Give employees opportunities to experience diversity in your organization.
- Ensure traveler diversity: Review your traveling population and consider opportunities for those in underrepresented groups.
- Provide duty of care for all: Educate travelers about risks, precautions and resources that guide travel.

Happy traveler, healthy company!

Making sure that business travelers and their well-being are 'front and center' is critical to spur employee engagement, encourage travel, and appeal to job seekers.



WHAT CAN YOU DO?

- Listen to your travelers: Use surveys, spot polls and focus groups to understand what drives traveler priorities and decisions.
- Get to grips with blended travel: Develop a policy that balances what employees want with what your organization can support.
- Highlight the perks: Both new and seasoned employees want to know about travel-related benefits available to them. Strongly promote those benefits right from the start.
- Focus on safety: Make sure your duty of care encompasses pre-, during- and post-travel, with easy access to support whenever needed.
- Give travelers a choice: Traveling may not always be an option due to personal circumstances, provide conferencing options where available.

User first – elevate the experience

Technology is a key lever to appeal to new and existing talent. Digitization is a real opportunity to build personalized career paths for travel managers, travel services and solution providers alike.



WHAT CAN YOU DO?

- Make mobile a must: Every key moment on the traveler's journey should be accessible and actionable on their mobile device, especially when things go wrong.
- Consider demographics and personal preferences: Self-sufficient travelers want on-the-go solutions at the click of a button and in the palm of their hands while others require the personal touch of an agent to feel at ease when traveling.
- Think like a digital marketer: Use all of the digital touchpoints at your disposal, including booking tools, intranet and mobile app.
- Change the channel: Building an authentic presence on Instagram and TikTok can help reach new generations.
- Support sustainability: Provide easy access to information to power sustainable decisions.