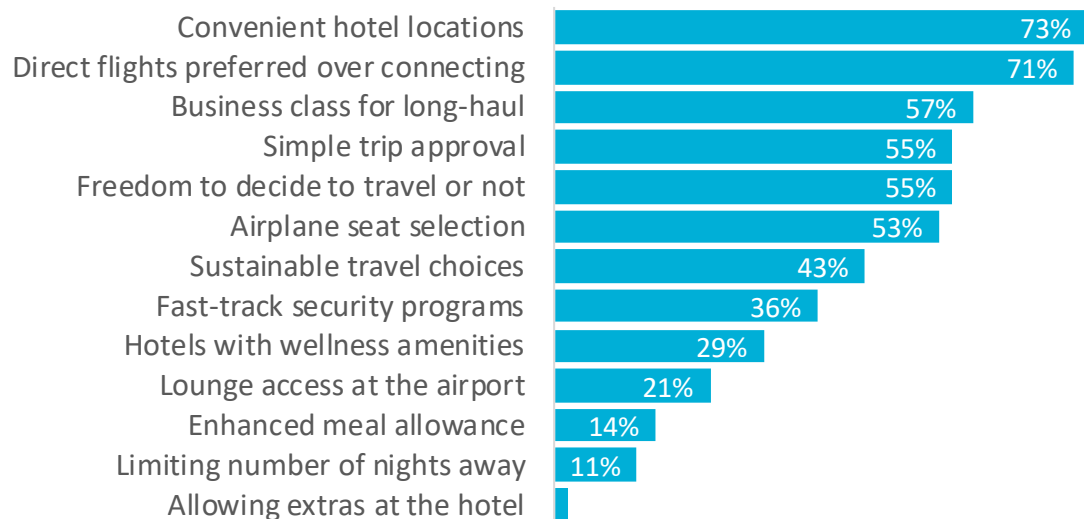


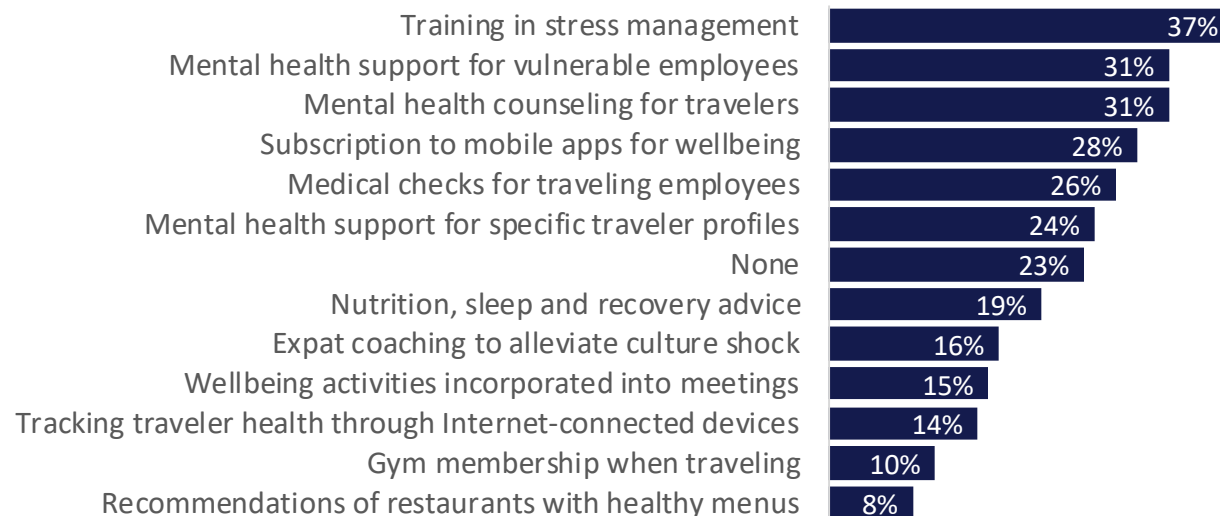
## Wellbeing support: Travel buyers speak

Travel buyers offer various policies that improve traveler wellbeing but not always these options coincide with what travelers are looking for.

### Wellbeing-friendly travel policies



### Wellbeing support for travelers



Among the current policies that improve traveler wellbeing, travel buyers name convenient hotel locations and direct flights, followed by business class for long-haul, simple approval, freedom of decision-making and plane seat selection. Some of these coincide with the policies appreciated by [travelers](#). Also, travelers appreciate having access to fast-track security programs. Meanwhile, sustainable travel choices score differently: 43% of employers offer them, while only 20% of travelers find them wellbeing-friendly. Traveler education may help diminish this gap.

Looking at the dedicated wellbeing support, we observe the following: Travel buyers tend to offer mental wellbeing options, such as training in stress management or mental health counseling, while [travelers](#) are more interested in physical wellbeing support, e.g. recommendations of restaurants with healthy food, nutrition and recovery advice or gym membership. To achieve the best result, wellbeing supply and demand need to be aligned.