GBTA Business Travelers Sentiment Index™ in Partnership with RoomIt by CWT:
Understanding How Business Travelers Feel About Their Travel Experience

MOST BUSINESS TRAVELERS (54%) HAVE EXPERIENCED A MISHAP IN THE PAST YEAR

- 52% Delayed flight
- 40% Cancelled flight
- 25% Damaged or lost luggage
- 20% Lost equipment
- 19% Sickness, injury, or medication required
- 17% Visa challenges
- 16% Emergency return travel
- 15% Car incident
BUT, **86% OF BUSINESS TRAVELERS ARE STILL SATISFIED WITH THEIR OVERALL TRAVEL EXPERIENCE**

**TOP FITNESS MATTERS ON BUSINESS TRIPS**

Fitness plays a role in hotel bookings

- **83%** of business travelers consider workout facilities or proximity to walkable areas when making their hotel booking decision
- **54%** workout on almost every trip
- **23%** work out more often than they would at home

**What do travelers wish hotels offered?**

- **43%** yoga/hot yoga
- **33%** CrossFit
- **32%** meditation on-site

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BUSINESS TRAVELERS WANT A GOOD NIGHT’S REST...

Top wellness concerns on business trips

- **37%** lack of sleep
- **34%** general stress of travel
- **33%** unhealthy eating

What hotel wellness options interest business travelers the most?

- **77%** in-room filtered drinking water
- **73%** healthy food delivery
- **71%** air purifiers

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WHAT’S MOST IMPORTANT FOR BUSINESS TRAVELERS?

- **87%** Convenient hotels
- **87%** Wi-Fi access
- **83%** Hotel amenities

Latin American (52%) & North American (44%) travelers want a **CONVENIENT HOTEL** compared to European (32%) & Asia Pacific travelers (30%)

**Wi-Fi Access** is very important to Latin American (60%) travelers compared to North American (47%) European (37%) & Asia Pacific travelers (35%)

WHAT WOULD CREATE MOST STRESS WHILE TRAVELING?

- **64%** Forgetting smartphone
- **50%** Forgetting laptop charger
- **42%** Leaving the right shoes or business attire at home
- **33%** Being over or under dressed for a meeting or event
- **32%** Creating a cultural faux pas
- **30%** Attending dinner with colleague you don’t know well or like
- **29%** Going to social events/parties alone
- **19%** Seeing co-workers in the gym

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