

The business traveler wellness guide:

Your ultimate playbook for keeping business
healthy and employee satisfaction high



Wellness has become a travel buzzword. But what does it mean for businesses, and how can it be an important asset to seamless travel, increased productivity, and employee satisfaction?

We conducted a traveler wellness survey to find out which wellness perks travelers prefer and businesses can add to a travel program, while still saving money and supporting business outcomes. We gathered insights from regular business travelers in the U.S., as well as industry advice from our Director of Customer Success, Brett Copeland, and Flight Centre Travel Group's Healthwise leader, Anna Fisher.

This topic is personal to Brett. He's a frequent traveler, taking 30-40 business trips a year to connect with customers, colleagues, and prospects. Below he shares his thoughts from his own experience, as well as from his professional expertise, working one on one with customers to support their travel programs



Foreword by Brett Copeland

Director of Customer Success
at Corporate Traveler



In my role, I'm acutely aware of the impacts of business travel from both the business and the traveler perspective.

The importance of business travel is easy to overlook. It leads to more creative thinking, quicker deal velocity, and strong personal relationships between vendors, prospects, and clients.

However, it can take a toll on traveler wellness with long days, reduced sleep, or minimal downtime when wellness is not taken into account. There's a perception that wellness initiatives add unnecessary costs. But when you invest in the wellness of your employees, they show up to meetings better and brighter, with more focus that ultimately leads to improved business outcomes.

The challenge is it can be difficult to manage travel budgets while giving employees a good travel experience and making sure the ROI of the trip is there. Think of traveler wellness as a strategic asset, and with the right travel partner guiding the way, your travel activities can be even more impactful on your business.

This guide will share data on traveler preferences and best practices for taking care of your travelers, all while balancing the budget, and following the why behind the purpose of travel.



Did you know that 98.7% of business travelers try to maintain at least one wellness habit while on the road? This means activities such as healthy eating, staying hydrated, getting enough sleep, staying connected with family or friends, and regular exercise

Let's see what else our travelers are telling us.

Survey methodology and data

The 2025 Traveler Wellness Survey was conducted online among regular business travelers. For this report, we surveyed U.S. respondents who take more than four business trips per year from small to medium-sized enterprises (SMEs) or businesses with 10 to 999 employees.

Data was collected from September 24th, 2025, to October 6th, 2025, for a total of 307 completed responses. This yielded a maximum margin of error of **±5.6%** at the **95%** confidence level. The sample was designed to be broadly representative of the working population of the U.S., ensuring coverage across key demographic, geographic, and industry segments.



Why it's important to focus on traveler wellness

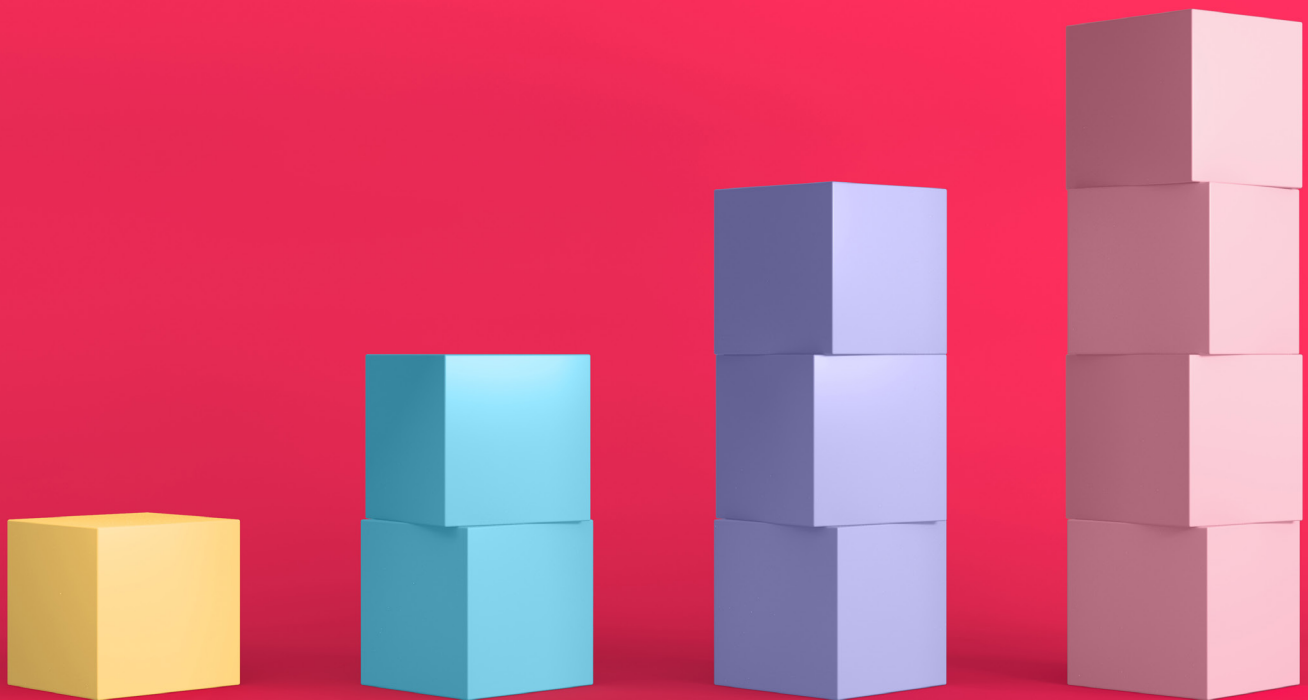
Focusing on traveler wellness benefits both businesses and travelers. Businesses see positive effects like cost savings, reduced absenteeism, enhanced productivity, improved retention, and increased organizational resilience. All these factors can drive a healthy business ROI for employee travel.

For employees, **84.5%** say that satisfaction with their company's travel program affects their overall satisfaction with their job, while **31%** say it affects job satisfaction quite a lot. **85.4%** say business travel influenced their choice for their current job.

Travel can have an impact on an employee's overall health, stress levels, mental health, work-life balance, and other factors. Traveler wellness is also connected to company culture, whether it's part of building community, aligning values, making a positive work environment, increasing engagement, or attracting new talent.



The traveler mindset: The numbers on traveler wellness

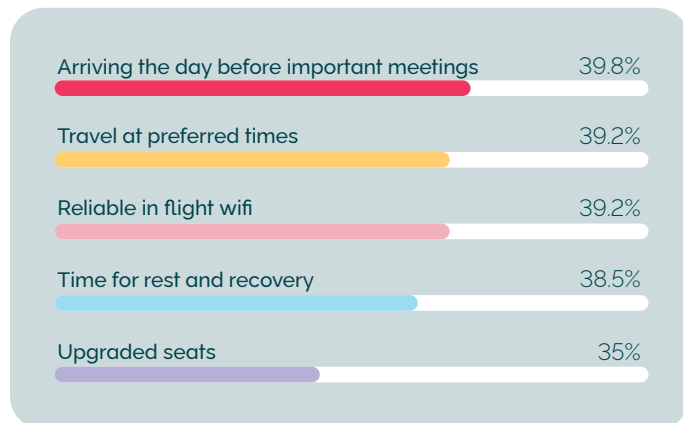


Comfort & productivity

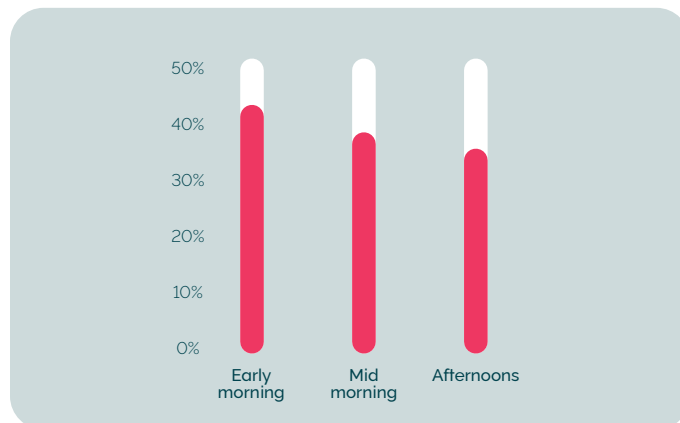


Frequent travelers know what type of schedule will keep them at their best and boost productivity. Ample time for preparation, travel, and rest were all top themes in our survey.

Top 5 productivity requests



Traveler's favorite times to travel



Preferred flight times are important to **48.9%** of travelers, for a few different reasons. Some want to ensure they're getting enough rest, while others want to travel during the workday to reduce the impact on their personal lives. It's hard to be in the right mindset and focus on your duties if you're rushing or worried about missing something at home.

A WiFi option can be important for productivity to allow for work on the plane. The cost of WiFi is minimal (\$5-10 for short domestic flights and \$20-40 for international ones) but it saves hours of missed productivity. For frequent travelers, monthly Wifi passes are available for \$50-70. It's a small step that can have a significant impact right away.

Many travelers (**81.2%**) find it important to travel in an upgraded seat for work, and **35%** say upgraded seats would increase their productivity. 20% of travelers prefer upgraded seats on all flights, while **37.5%** want the option for flights longer than three hours and 34% for flights longer than six hours.

Focus, comfort, and productivity are the top benefits here. Upgraded seats mean quieter space for working or catching up on sleep, and a dedicated bag space so there's no need to worry about checking a bag.

Supplier strategies and pricing policies are only one part of the picture. Once again, major macroeconomic factors are also affecting costs and shaping current travel trends.



Safety & risk

Local safety or crime is a top concern for 42.7% of business travelers. Steps to protect safety show up in different ways for each traveler. For example, avoiding traveling at late hours or traveling alone, preparing for new and unfamiliar destinations, or knowing who to call in emergency situations. All these actions can reduce stress for the traveler, who might already be anxious about work performance on their trip.

The top three resources that make them feel safer include 24/7 live assistance (41.4%), traveling with a colleague (38.5%), and real-time safety alerts or risk notifications (37.9%). Safety can be a big stressor to travelers, especially those traveling for business the first time or traveling to a new destination for the first time.

Eliminating uncertainty for the traveler can really help them feel safe, by knowing they have someone to call and a plan in place, it can take a big load off their mind.



Safety is wellness, too. When travelers feel safe, they rest better, focus better, and deliver better results. It's not a separate metric. It's part of the same wellbeing continuum.

- Brett Copeland, Director of Customer Success

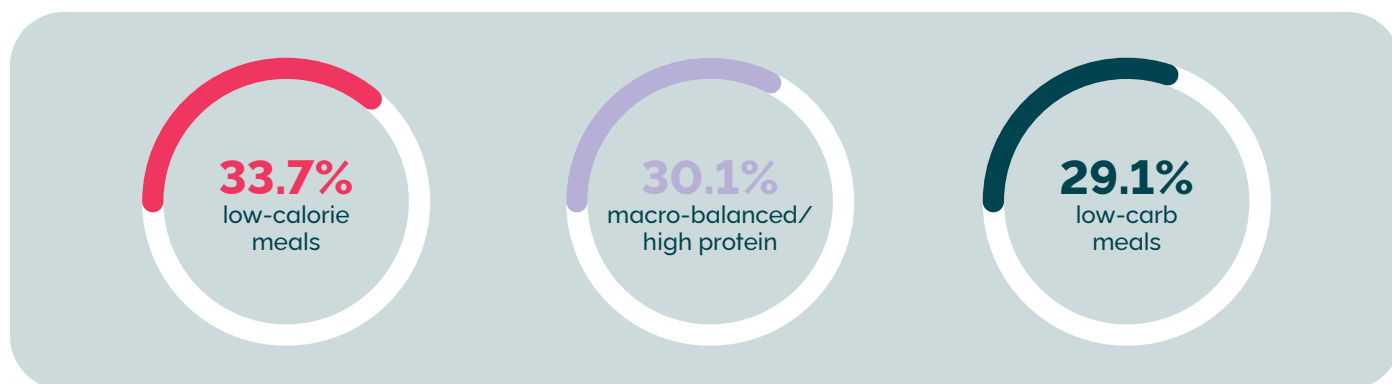


Dining preferences



Travelers' dining preferences are impacted by dietary preferences, their daily routines, and physical health. 85% find it important to accommodate dietary preferences or restrictions while traveling, and 54% try to maintain healthy eating while on the road. That can be hard!

The most common dietary preferences are:



Having access to what they would normally eat can help employees feel relaxed and reassured. Depending on when and where you're traveling, having a full meal on the go can be a challenge if you don't plan ahead.

Business travel can be especially hard on travelers who have dining preferences or restrictions because travel often involves fieldwork, group dinners, traveling at very early or late hours, or limited options within the area they're traveling in. It often requires a lot of research from the traveler to locate restaurants and source their meals which can be difficult.



A healthy, rested traveler is a more productive and loyal employee. The small investments that promote rest, good nutrition, and recovery on the road are extensions of the same wellness mindset.

- Brett Copeland, Director of Customer Success



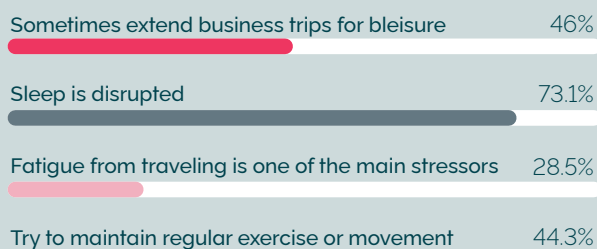
Reviewing the daily meal stipend is key. Some destinations may be more expensive than others in terms of dining. Distinguishing between higher cost and lower cost cities with different stipends for both can be one way to handle this.

Another solution is finding hotels that offer room service, complimentary breakfast, or have restaurants onsite to eliminate travelers searching for meals. Be careful of hotels with restaurants that only serve pre-made meals though, since they may not have options for travelers with dietary restrictions.

Work-life balance



Work-life balance is defined differently by each traveler. When it comes to hitting the road, top priorities include: options for bleisure trips, getting enough sleep, dealing with fatigue, and fitting in exercise.



Many business trips have a packed agenda with a lot to accomplish in a short amount of time. Business travel can often leave travelers trying to find moments to call their loved ones, calculating their hours of sleep, and trying to incorporate their normal routine into a new environment. That's not to mention usual work responsibilities like preparing for meetings and catching up on emails.

Company culture plays a part here too, and policies like working from home on a travel day, or covering the traveler's other tasks while they're on the road can help relieve stress. It's one thing to work extra to catch

up when you've been away for vacation, but quite different after a hectic business trip.

Often popular accommodations and busy cities that business travelers frequent can be disruptive for work-life balance. Bright lights and noise from a busy road, or cramped accommodations that don't allow for basic stretches or exercise can hamper traveler wellness.

One way to relieve traveler concerns like sleep disruptions and fatigue is to plan for adequate downtime in between meetings and after workdays or conferences. Downtime or breaks can also be a chance to experience the destination, understand the local market, and spend a bit of extra time with colleagues or clients.

You end up with a better experience for the traveler and a better outcome for the trip. Small adjustments to schedules make for more sustainable and productive business travel.



Try these tips to stay on track and save time:

- Use online booking tools that let you store loyalty numbers and keep track of several different programs.
- Run or walk in your destination city as a way to exercise and fight fatigue. Booking tools can help you filter for hotels with a gym.



Encouraging movement and downtime isn't just about traveler happiness, it's about retention. When employees feel that travel enhances, not disrupts, their wellbeing, they're more likely to stay and engage.

- Brett Copeland, Director of Customer Success



Best practices for traveler wellness

from Anna Fisher

Healthwise Business Leader at
Flight Centre Travel Group Americas



As part of the Flight Centre Travel Group (FCTG), Corporate Traveler brings the unique benefits of a global organization to small to mid-market businesses. Healthwise is an entire department at FCTG dedicated to keeping employees happy and healthy, and we're travel experts too. Here are some tips from Healthwise leader Anna Fisher on how to prioritize and promote employee wellness while on the road.

- **Prioritize recovery time:** When booking itineraries, consider incorporating Flight Centre's "Take a Break" wisdom by building in buffer time between meetings or after long flights.
- **Support healthy routines:** Look for accommodations with fitness facilities or healthy dining options.
- **Create mental health resources:** Develop a simple guide with stress management techniques travelers can use on the road, inspired by Flight Centre's stress-reduction toolkits.
- **Encourage boundaries:** Remind travelers to set clear work and personal boundaries during trips.
- **Consider jet lag management:** Provide tips for managing time zone changes, to recognize the importance of rest.
- **Include emergency support information:** Ensure travelers know how to access an emergency contact for safety purposes while traveling, as well as mental health support.
- **Encourage movement:** Remind travelers to get physical activity even during busy trips.
- **Gather wellness feedback:** Ask simple wellness-focused questions to improve future bookings, using employee feedback to shape programming.



Balancing traveler wellness with business objectives

Travel is essential for most businesses, and traveler wellness is an investment in people. Focusing on the travel experience can boost business performance or ROI and protect retention, since travel can put more strain on employees.

Brett explains, "The numbers are telling. Nearly **40%** of travelers are asking for time to rest and recover. That's not indulgence; that's strategic readiness. A traveler who sleeps well, eats well, and feels safe represents the company better and performs at their peak."

And it doesn't have to cost a lot either. A few simple steps of preparation or guidelines built into your travel booking program can help promote traveler wellness without breaking the bank. A flexible travel policy can encourage balance by offering travelers the ability to

book preferred vendors, more options for ideal flight times or connections, and also giving the autonomy of choosing their own preferences.

Your travel policy works like magic in the background, keeping a grip on spend management, but also allowing travelers to make their own decisions at times. Our customer success team, led by Brett, consults with businesses on how to strike a balance between budget control and travel flexibility in their travel policy.



This is where traveler wellness meets program design. A thoughtful policy doesn't just manage costs, it manages outcomes. When companies shift their mindset from cost control to performance enablement, the entire travel experience becomes a competitive advantage. Business travel is not just an operational cost; it's a human investment in connection and innovation.

- Brett Copeland, Director of Customer Success



Simple ways you can start incorporating wellness into your travel management:



- 1. Notify travelers quickly if there is an issue at their destination.** Melon, our all-in-one travel platform, sends travelers safety alerts and push notifications about their destination.
- 2. Prep travelers with who to contact in an emergency,** and introduce them to local colleagues in the destination city. Corporate Traveler clients have 24/7 access to a travel manager.
- 3. Find hotels close to your destination, and in a walkable area if possible.** You can filter for hotels by distance in travel platforms like Melon. Movement boosts good endorphins, helps to reduce jet lag, and less time in transit each day also reduces safety concerns.
- 4. Set a minimum hotel rating** to enable safe booking options in your online booking tool like Melon.
- 5. Consider an extra night's hotel stay when it allows the employee to be more productive,** rather than the stress of traveling on the day of an important event, or to avoid traveling late at night. A large percentage (36.9%) of typical business trips are only 1-2 nights.
- 6. Add recovery time or offer in lieu days when traveling during personal time.** This adds value for travelers, with minimal cost to the company. Their productivity will increase with adequate recovery time.
- 7. Find the right balance of travel expenses and benefits.** Working with a travel expert can help you find the right balance for the business and traveler.

Traveler wellness is directly linked to ROI. A rested and refreshed traveler can close deals faster, focus on their work more clearly, showcase confidence, and show up more professionally. All of this boosts the company reputation when your travelers are meeting with clients, vendors, or prospects. There's also the retention factor: giving travelers a better work-life balance can help them succeed in their role, reduce absenteeism, and reduce burnout.



Traveler wellness isn't a soft benefit — it's a performance strategy. When people arrive rested, fueled, and focused, they're sharper in meetings, make better decisions, and represent the company with more confidence. Those outcomes translate directly into retention, engagement, and revenue impact. Investing in traveler wellness isn't about spending more on travel. It's about maximizing the return on every trip you already take.

- Brett Copeland, Director of Customer Success



The future of traveler wellness



In the future, traveler wellness will be more strategic, with an increased focus on flexibility, safety alerts, sustainable travel, and wellness stipends.

Brett predicts traveler wellness will become an important metric for corporate travel. "The next wave of traveler wellness will move from reactive to proactive. We'll see companies use data more intelligently to design travel programs that anticipate fatigue, personalize rest and recovery time, and factor wellbeing into policy the same way they do cost. Wellness will stop being a perk; it'll be built into how organizations measure the success of their travel programs."

"When companies invest in traveler wellness, through thoughtful timing, comfort, and care, they're not just improving a single trip. They're strengthening retention, culture, and brand reputation. Don't just fund the trip. Fund the outcome," says Brett.

That's something we encourage with our team of dedicated travel experts at Corporate Traveler. When you work with one of our travel managers, it's easy to reach out for help, get real-time alerts, and plan a program based on your company's goals and values. It's all part of the package when partnering with Corporate Traveler.

Brett Copeland

Director of Customer Success at Corporate Traveler





All about Corporate Traveler



We make business travel easy for SMEs

We're more than a business travel supplier. We're travel experts ready to partner with you and simplify business travel. Whether you're just starting to think about traveler wellness or looking for new ways to build better travel programs, we can help. We provide personalized solutions and dedicated support that help SMEs save time, spend less, and travel stress-free.

For over two decades, Corporate Traveler has consistently exceeded customer expectations. We're able to pass on the benefits of expertise, global buying power, and quality service to travelers and businesses to help them scale.



Meet Melon

You'll love our all-in-one business travel platform, Melon, where you can see all of your travel needs in one place. With Melon Mobile, travelers and arrangers can view and book from any device, any time. And with the reporting suite, you can easily drill down on your travel spend.

- Book everyone, all in one place, and in policy.
- Get updates on the go, from live itineraries to soft push alerts, and in-app chat.
- Set your travel policy once and let Melon handle the rest.
- Intuitive travel dashboard to track spending, compliance, and safety.



Dedicated service from travel pros

Our team of dedicated travel managers offers you support from an expert who knows corporate travel and how to find the best routes, options, and deals. Our tenured agents have an average of 8+ years of experience.

A dedicated travel manager means our team knows the best routes, vendors, and plans for your team to be successful. From booking to travel policy help, everything is personalized for your travelers, whether that's special preferences or constantly changing itineraries.

Looking to make traveler
wellness part of your travel
program?



BOOK A MEETING



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