

Research identifies big gaps in generational spend

According to research released by the Global Business Travel Association (GBTA), Millennials are much more likely to have reservations about ordering extras such as room service (66%) or coffee and snacks (70%) as opposed to their Gen X or Boomer colleagues, even if their travel policy will permit it.



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As it turns out, while away on business, Millennials are more likely to dine on-the-go, while Boomers are most likely to wine and dine with clients. Gen Xers typically dine in a group with colleagues, the research found. Furthermore, 51% of Millennial workers said they ate on-the-go while travelling, while the same percentage of Gen-X employees preferred quick casual dining, and 79% of Boomers preferred upscale casual dining.

The responses illustrate the well-published fact that a one-size-fits-all approach to managing corporate travel is never the answer. "One big trend we're seeing in the industry in South Africa, is that, when it comes to selecting accommodation for business travellers, it is no longer about price and location, it's about matching the type of traveller with what a hotel has to offer," says Ryan Potgieter, Flight Centre Business Travel general manager. "It is vital to understand which hotel amenities and services tick the box for different travellers, for road warriors to enjoy travelling for business, be more productive and avoid burning out."

Corporate travel management

Eating healthy is now a priority for most business travellers (77%) the study found. However, Millennials are taking it a step further with three in 10 Millennials ranking the nutritional value of the meal in their top two reasons for choosing a restaurant on the road.

"For the 'stay fit' traveller, who is adamant they will not let their business travels get in the way of a healthy diet and regular exercise routine, it is important to choose a hotel with a gym and that offers healthy breakfast," explains Potgieter.

According to the findings, Babyboomers look for star-rated fine dining restaurants and appreciate an exclusive dining experience. Potgieter says this well-heeled traveller also welcome the opportunity to upgrade to a higher room category and places value on facilities such as a luxury spa to enjoy after a long day of business meetings.

A travel management company (TMC) can offer other vital insights into catering for different traveller profiles within a company. Potgieter says: "The bottom line is, corporates need to shift their focus to traveller well-being and away from a one-size-fits-all approach. You can only grow your business by improving productivity, and this means travellers must be looked after from take-off to touch down."

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