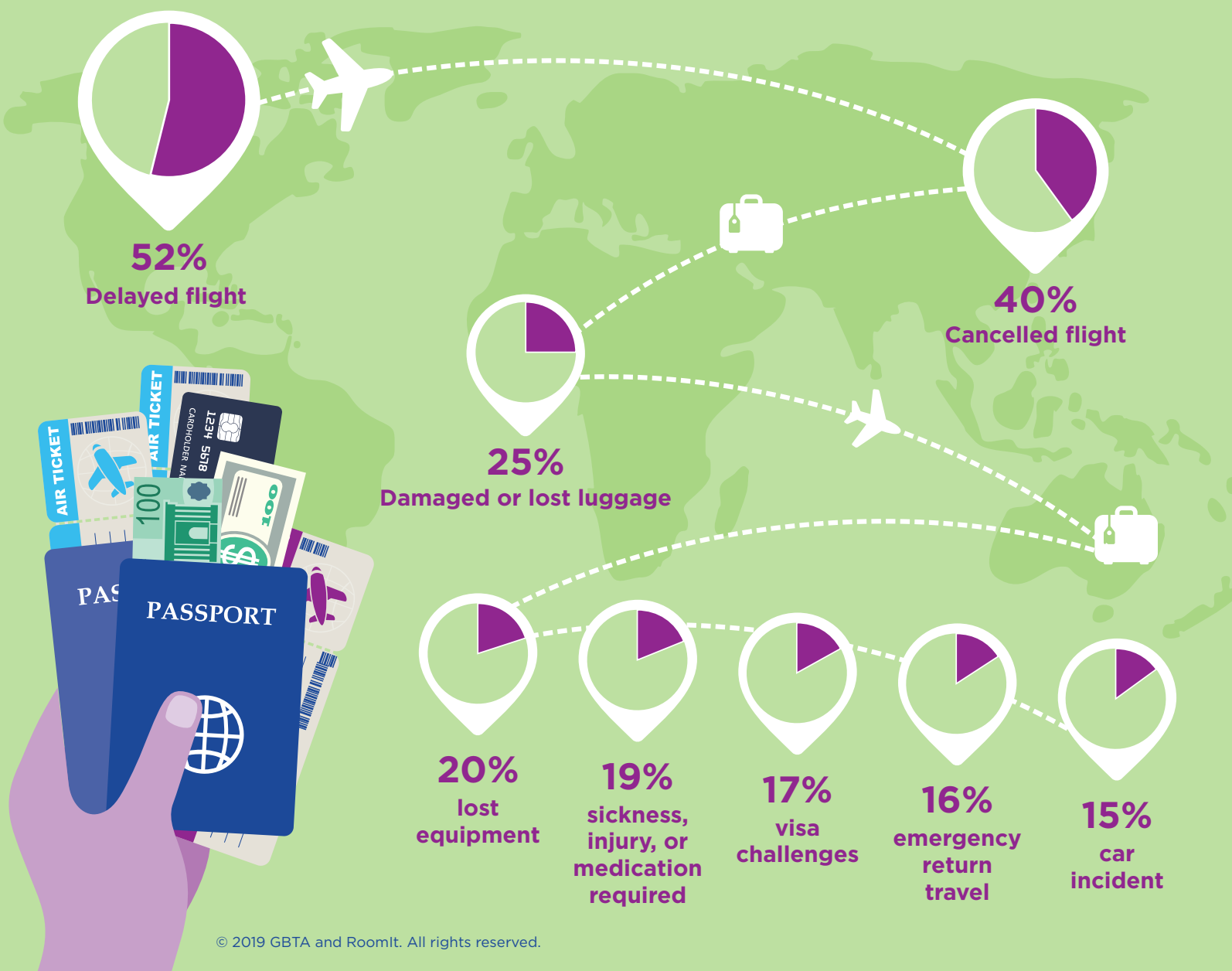


# GBTA Business Travelers Sentiment Index™ in Partnership with RoomIt by CWT:

Understanding How Business Travelers  
Feel About Their Travel Experience

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

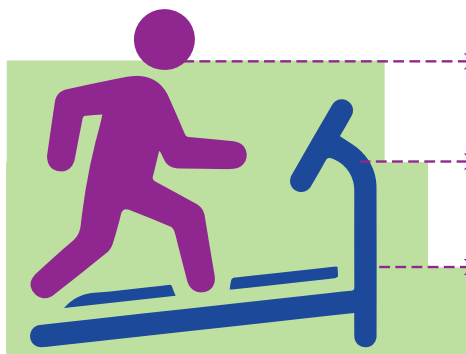


**BUT, 86% OF BUSINESS TRAVELERS ARE STILL SATISFIED WITH THEIR OVERALL TRAVEL EXPERIENCE**



## 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

# BUSINESS TRAVELERS WANT A GOOD NIGHT'S REST...

## Top wellness concerns on business trips



**37%**  
lack of sleep

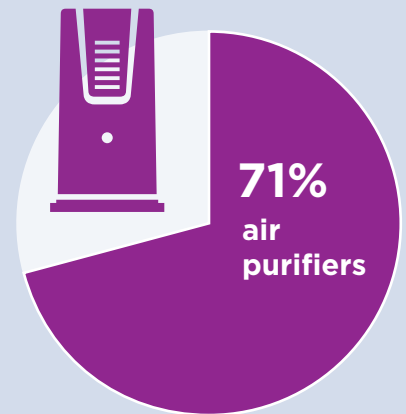
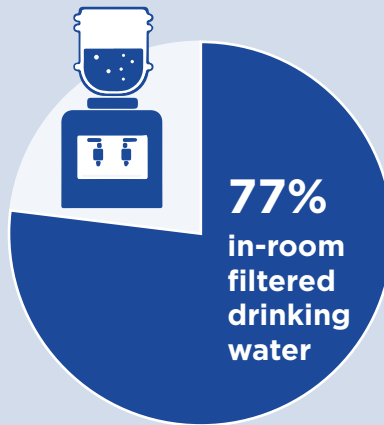


**34%**  
general  
stress of  
travel



**33%**  
unhealthy  
eating

## What hotel wellness options interest business travelers the most?



## WHAT'S MOST IMPORTANT FOR BUSINESS TRAVELERS?



87%

Convenient hotels



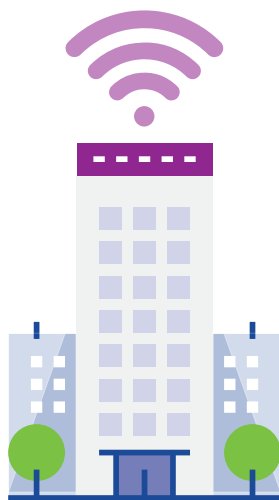
87%

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