

Beat: Travel

## MILLENNIALS WANT TO TRAVEL MORE FOR BUSINESS THAN BABY BOOMERS

### VALUE OF FACE TO FACE MEETINGS

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**USPA NEWS** - Millennials are nearly twice as likely to want to travel more for business than Baby Boomers (45 % to 26 %, respectively), and a strong majority of Millennials (57 %) believe technology can never replace face-to-face meetings to get business done...

Millennials are nearly twice as likely to want to travel more for business than Baby Boomers (45 % to 26 %, respectively), and a strong majority of Millennials (57 %) believe technology can never replace face-to-face meetings to get business done.

Additionally, Millennials are far more likely to rely upon social media to meet up with friends when traveling than Baby Boomers (46 % to 17 %) and are far less likely to want to use their personal credit cards to float business expenses (53 % to 69 %).

In terms of travel amenities, if only one could be selected, Baby Boomers would strongly prefer to pay no fee to check bags (47 % compared to 34 % of Millennials), while Millennials want free Wi-Fi (30 % compared to 17 % of Baby Boomers).

These findings come from the latest GBTA Business Traveler Sentiment Index<sup>®</sup>, a research from the GBTA Foundation, the education and research arm of the Global Business Travel Association (GBTA), in partnership with American Express.

The study also found that overall business traveler satisfaction with getting through airport security declined significantly in the past three months (from 55 % in Qtr2 to 45 % in Qtr3).

Given a choice, business travelers overall prefer getting through security easily (52 %) to other airport amenities, however, smoothly getting through security is much more important to Baby Boomers (59 %) and Gen Xers (56 %) than to Millennials (35 %). While almost one-half (48 %) of business travelers want free Wi-Fi at the airport, this is more important to Millennials (54 %) than Baby Boomers (44 %). Additionally, regardless of age, two in five business travelers (39 %) want airports to offer non-stop flights to their destinations.

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The GBTA Business Traveler Sentiment Index<sup>®</sup>, a research from the GBTA Foundation, the education and research arm of the Global Business Travel Association (GBTA), in partnership with American Express, fielded June 22-30, 2015 to business travelers within the U.S. through an online research panel.

The GBTA Foundation is the education and research foundation of the Global Business Travel Association (GBTA), the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents.

Source : Global Business Travel Association

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