

2024 Business Travel Innovation Report



THE RESHAPING OF TRAVEL MANAGEMENT IN THE QUEST FOR THE PERFECT TRIP

Business travel is ripe for disruption. The industry has been plagued by aging infrastructure, closed platforms, and disconnected systems that hinder innovation - and travelers are taking notice. Direct Travel queried business travelers and found widespread frustration with the current ecosystem, setting the stage for a new era of continuous innovation, marked by real-time data analytics, AI-powered automation and intelligence, tightly integrated systems, and open platforms.

Explore why and how the industry will adapt to meet traveler expectations and deliver a more enjoyable and innovative travel experience.

Travelers Call for Tech-Driven Innovation

37%

of business travelers don't believe business travel is innovative.

93%

think TMCs focus more on helping companies save travel costs vs. improving the travel experience.

84%

go so far as to say TMCs no longer have a role in the business travel ecosystem given the rise in self-serve travel.

Business travelers demand change:

87% think TMCs are long **overdue for disruption**, and **93%** think TMCs **must innovate** with tech to maintain a role in the business travel ecosystem.

What's next? More **personalized and diversified** content options reign supreme.

63%

of travelers seek a **wider array of options** for content, signaling a demand for industry-wide innovation.

The next generation of business travelers is the least satisfied.

Gen Z rates their business travel experience the **lowest** of all age groups

(7/10).



54% ↓

label business travel as only “**somewhat**” innovative.

44% ↓

think business travel is only “**somewhat**” personalized.


Gen Z ranks **personalization** as their top priority (**33%**), followed by an **easier booking experience** (**30%**).

The Rise of Smart Travel



Business travelers believe AI can take their travel experience sky high:

96% are at least somewhat interested in a **business travel digital assistant** that could anticipate needs and make recommendations based on personal preferences and travel routines.

87%  would be comfortable in **AI** making travel arrangements and bookings automatically.

Automated add-ons and recommendations sweeten the deal, including:

- Rideshare automatically scheduled so the car is ready when they leave the airport (**68%**)
- Auto rebooking/cancellations during travel disruptions (**64%**)
- Recommendations for team outings/activities (**57%**)
- Recommendations for extending a business trip for leisure (**56%**)
- Local restaurant recommendations and reservations (**53%**)

Business travelers want to make traveling for work as enjoyable as leisure trips.



63%

are very **willing to personally pay for conveniences** when traveling on business, for example, extra leg room on a flight, early check-in or a hotel room upgrade.



Access to perks also strongly drives booking decisions, with upgraded **airplane seating (82%)**, **early/late check in/out (81%)**, and access to a **club lounge (70%)** most influential.

90%



of business travelers have **extended a business trip for pleasure**, with more than half saying they do so “frequently.”

98%



agreed incorporating leisure into business trips **positively impacts** overall work performance.

Innovative travel is not merely a trend but a necessity, with AI-powered solutions emerging to create more seamless and tailored travel experiences. The stage is set for industry-wide transformation, where personalization and delight converge to redefine the very essence of business travel and deliver all travelers, everywhere, The Perfect Trip.

