

TRAVELER SURVEY: **AIR TRAVEL**

BY BCD TRAVEL RESEARCH & INTELLIGENCE

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About the survey

In this survey, we explore the topic of air travel for business and look at traveler behavior and the challenges faced when flying for work, as well as satisfaction with air policy and suppliers.

The results are based on an online survey of 1,319 business travelers in North America, Europe and Asia-Pacific who took a plane when traveling for business at least once in the past 12 months. The survey was conducted from Aug. 7-16, 2024.

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[Traveler by air: Overview](#)

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Respondent profile

Gender

31%
Female

69%
Male

Geography

48%
NORAM

30%
EMEA

22%
APAC

Top-three industries

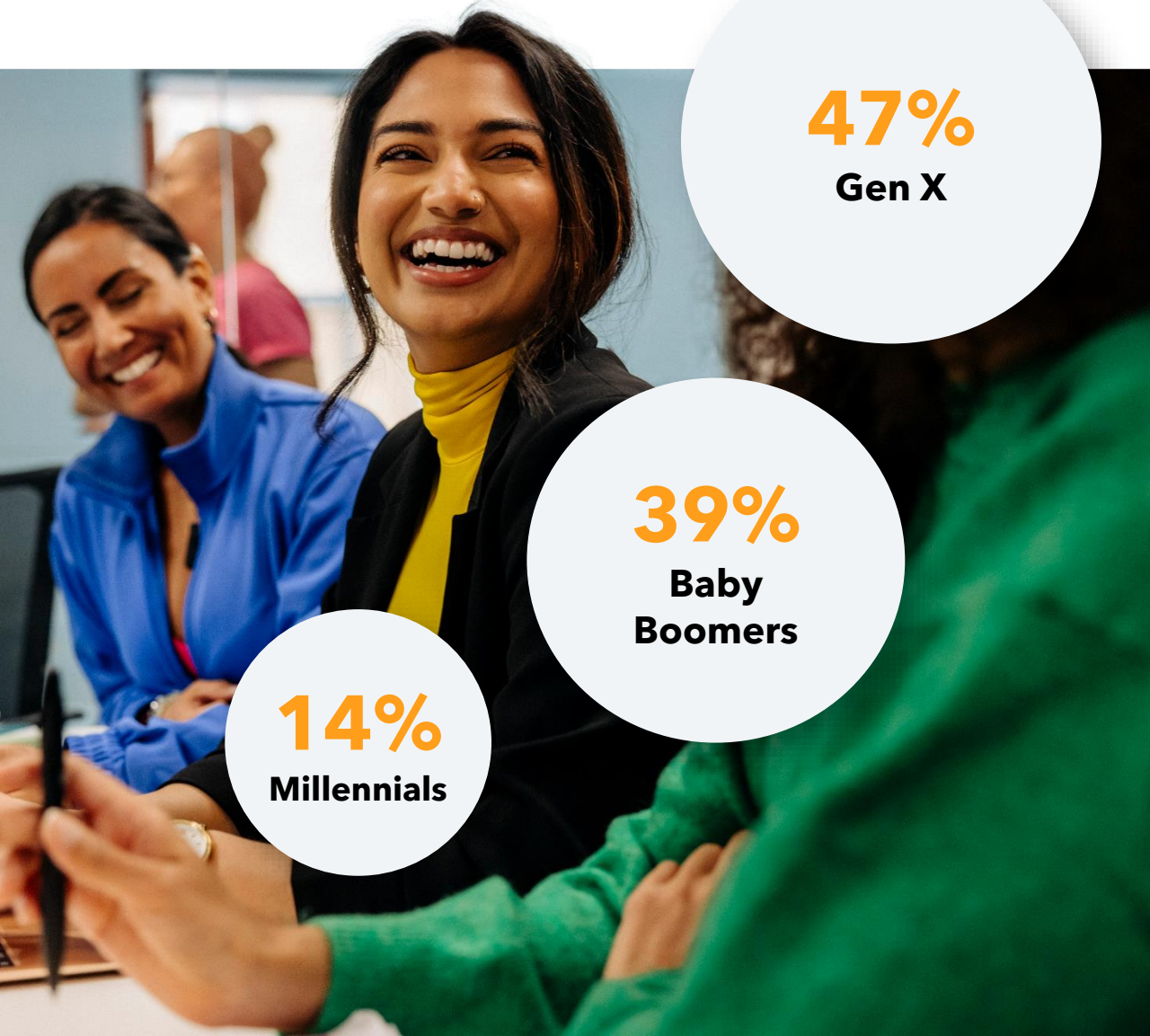
21%
Life Sciences

19%
Manufacturing

13%
Aerospace
and
Defense

Respondent profile

Age

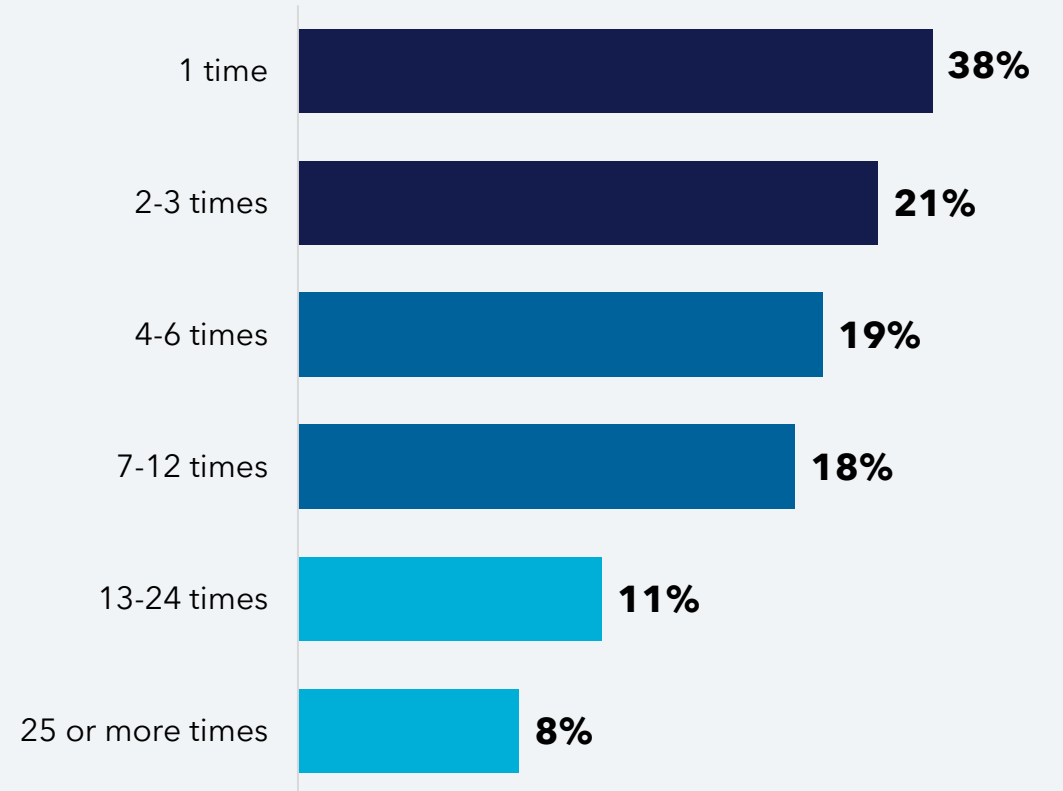


47%
Gen X

39%
Baby
Boomers

14%
Millennials

Flying for business in last 12 months



Travel by air: Overview

Length of trip

Type of trip

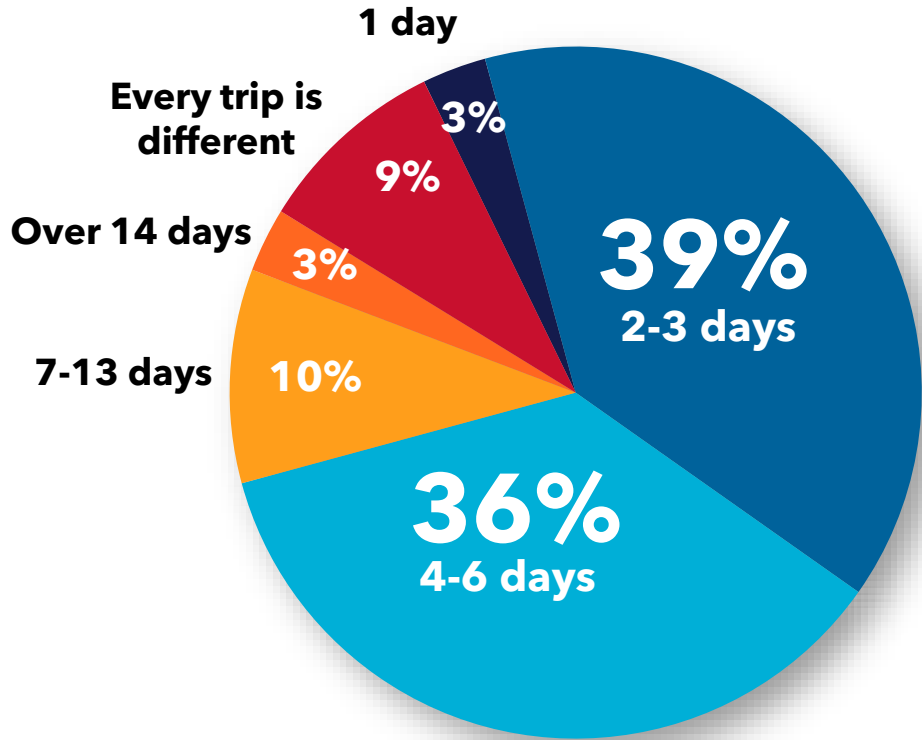
Class of service

Type of airlines



Length of trip

Three quarters of business travelers take a plane for trips of two to six days long. Only 3% fly for one-day trips.



Q: When air travel is involved, what's the average length of your business trip?

Type of trip

While four out of 10 travel by air on domestic routes, a quarter fly abroad.



Q: Do you fly on domestic or international business trips?

Class of service

Nine travelers out of 10 use economy class on short-haul flights. On trips over six hours long, half fly economy, and a similar share use premium economy or business class.

Short-haul travel



Long-haul travel



Q: On a business trip, what class of service do you normally purchase? Select the most frequently used.

Type of airline

While more than half of business travelers use traditional airlines, over a third fly with low-cost carriers.

60%

**Traditional/
Full-service**

10%

Low-cost

30%

Both



Q: What type of airline do you normally use to fly for business?

Traveler behavior

Factors of influence on the choice of air

Booking device

Payment

Air services purchased

Cancelations and exchanges

Airport services used

Services used on board

Loyalty points

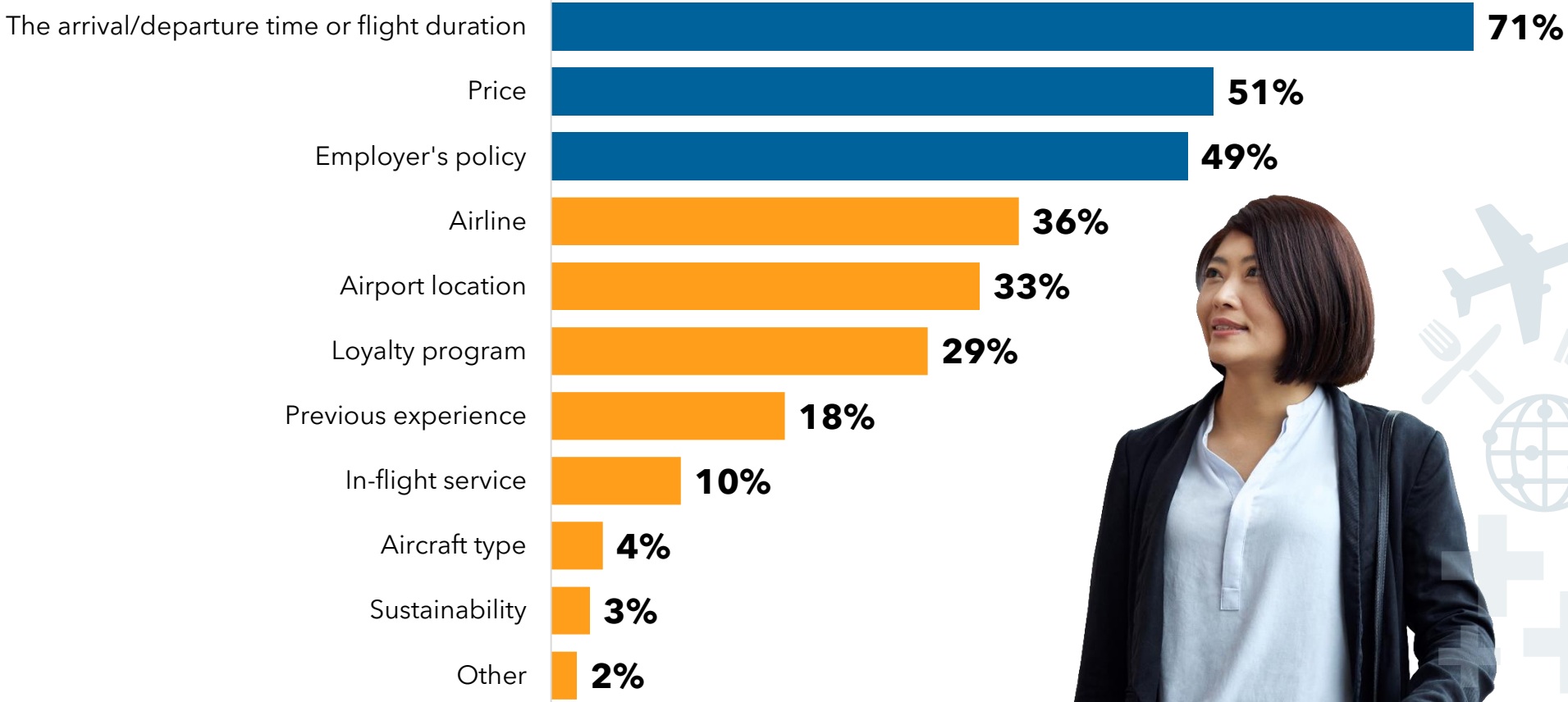
Traveler behavior

Environmental considerations



Factors of influence on the choice of air

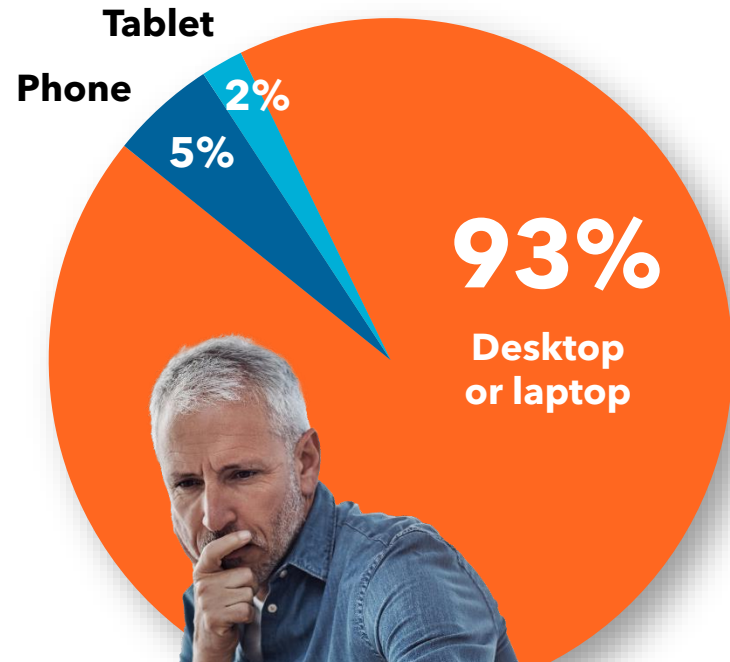
The arrival and departure time is the top factor impacting travelers' choice of flight, followed by price and employer's policy. Sustainability is among the least important factors of influence.



Q: What factors influence your choice of flight for business? Select the top three.

Booking device

Most traveling employees book their flights on a desktop or a laptop.



Q: On what device do you typically book flights?

Payment

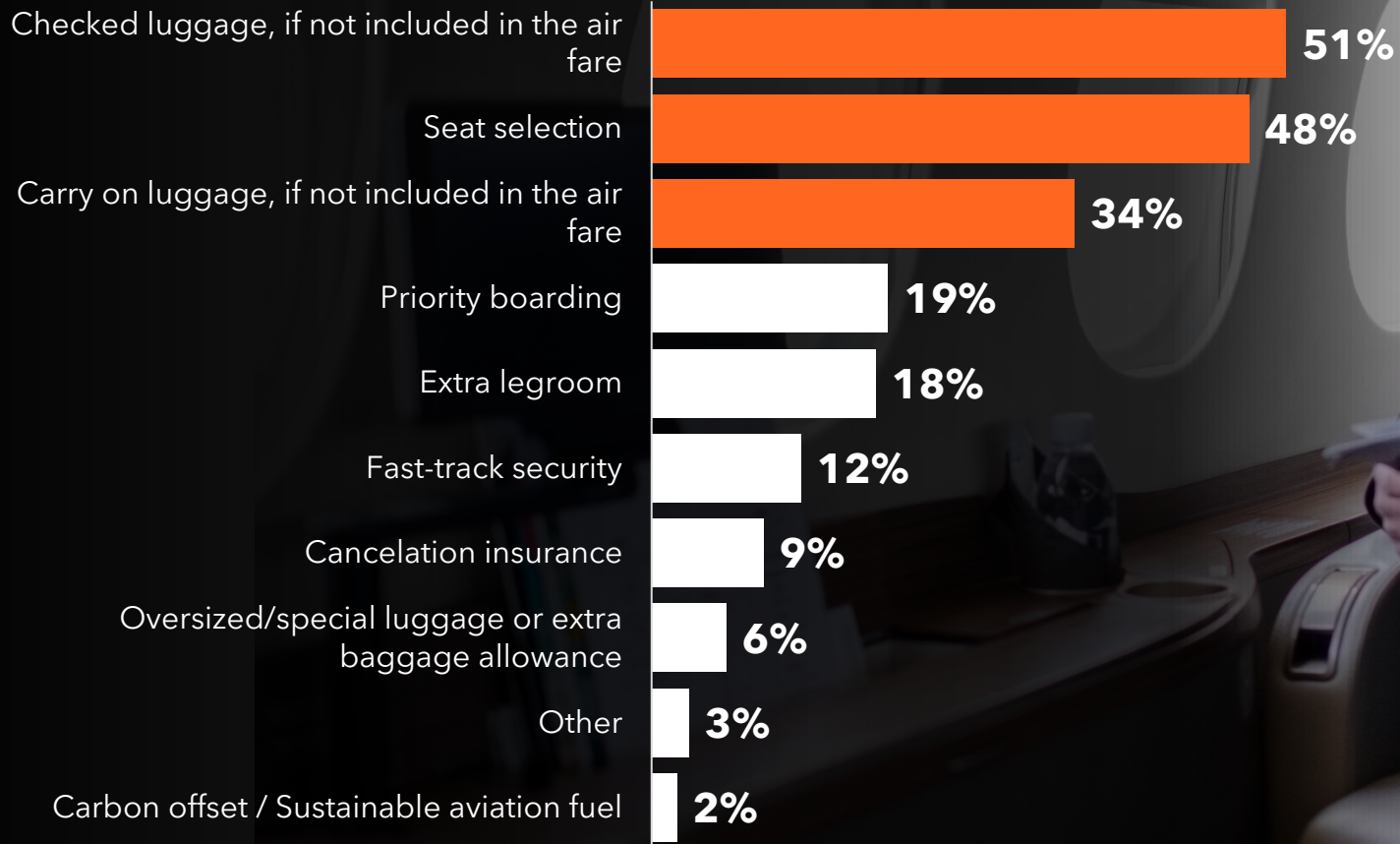
Six out of 10 pay for air by corporate credit cards. In a third of cases, employers pay to the airline directly.



Q: How do you pay for an air ticket for a business trip? Select all that apply.

Air services purchased

The top-three ancillary services purchased by travelers when booking air consist of checked and carry on luggage, if not included in the air fare, and seat selection. Between a third and half of travelers pay for these extras.



Q: What services do you pay for when booking flight for business? Select all that apply.

Cancelations and exchanges

Half of travelers typically purchase fully or partially refundable tickets, while 18% opt for non-refundable fares. Four out of 10 get the cheapest available option.

28%

Fully
refundable/
flexible

37%

The cheapest
available option

9%

Whatever
an agent
offers

22%

Partially
refundable/
changes at a
fee

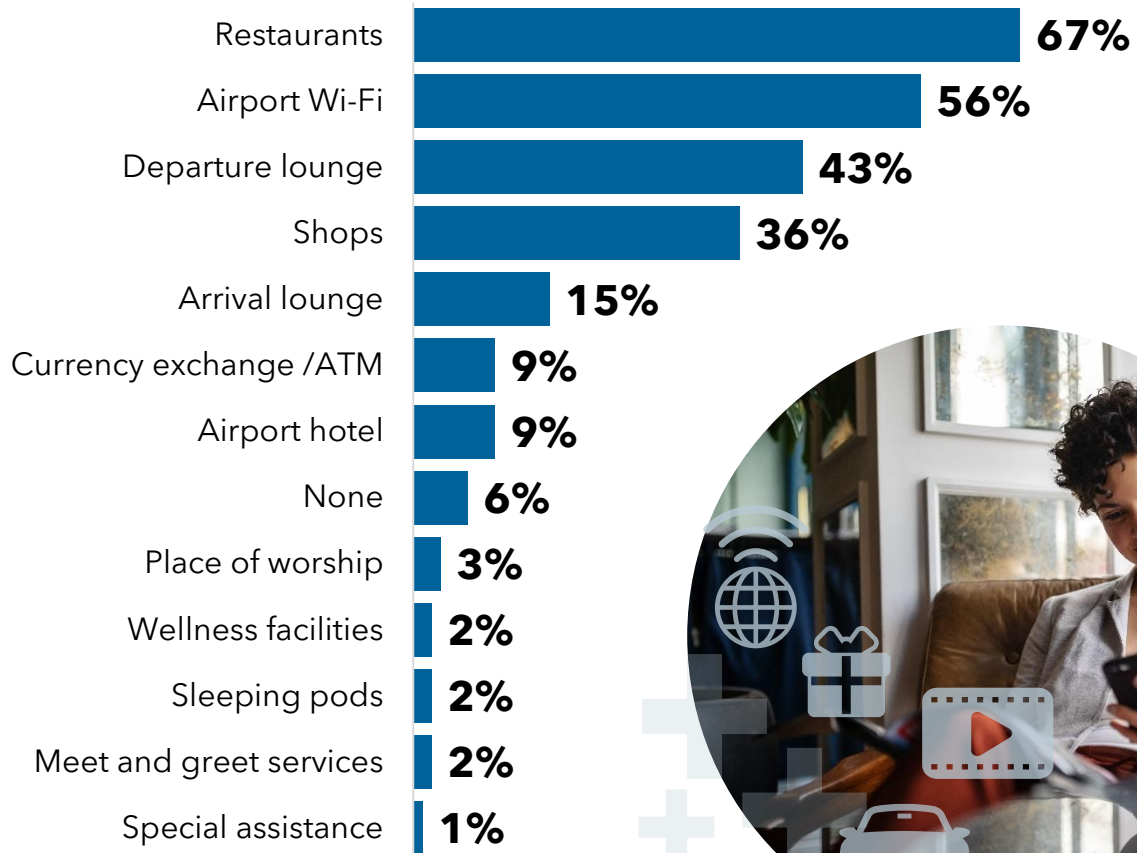
18%

Non-
refundable/
no changes
allowed

Q: When it comes to cancelations and exchanges, what type of air tickets do you typically purchase?

Airport services used

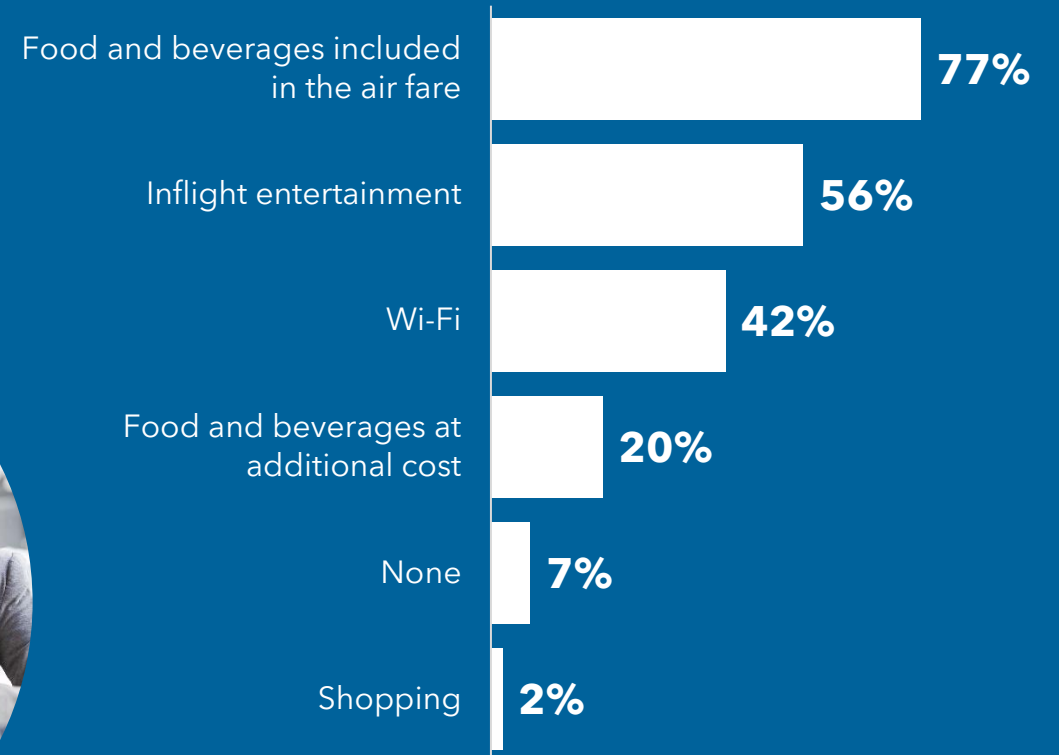
At the airport, business travelers frequently use restaurants, Wi-Fi and a departure lounge.



Q: What services do you use at the airport? Select all that apply.

Services used on board

On board, three quarters consume food and beverages included in the air fare and half use inflight entertainment. Four out of 10 get connected to Wi-Fi when flying.

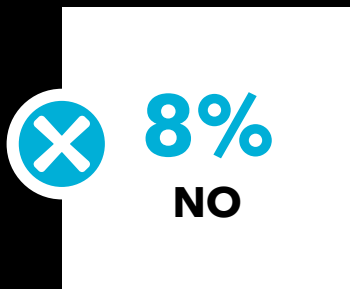
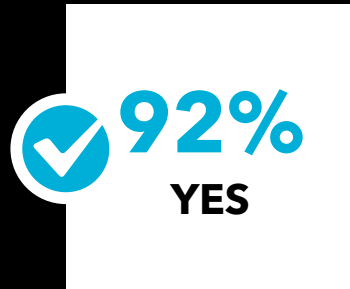


Q: What services do you use on board? Select all that apply.

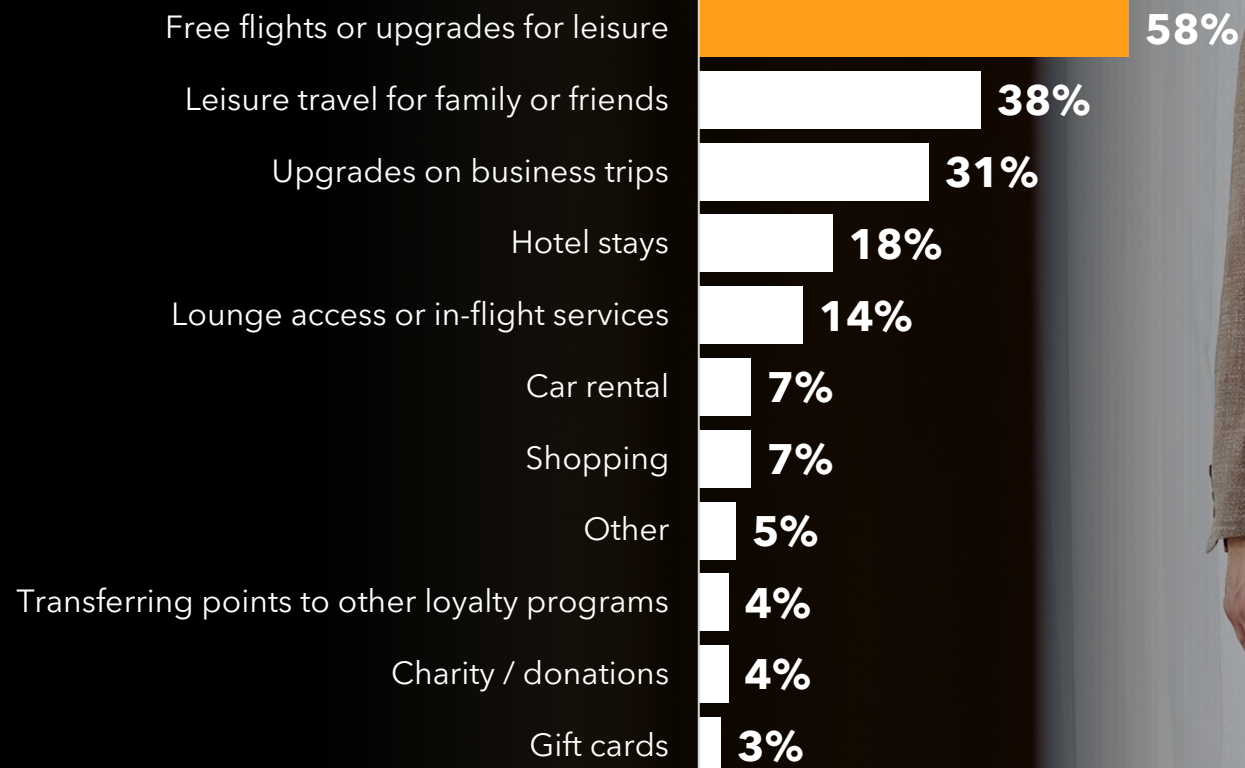
Loyalty points

Nine travelers out of 10 are allowed by their employer to keep loyalty points from business trips. Many redeem these points for leisure travel.

Allowed to keep loyalty points from business trips



Redeeming

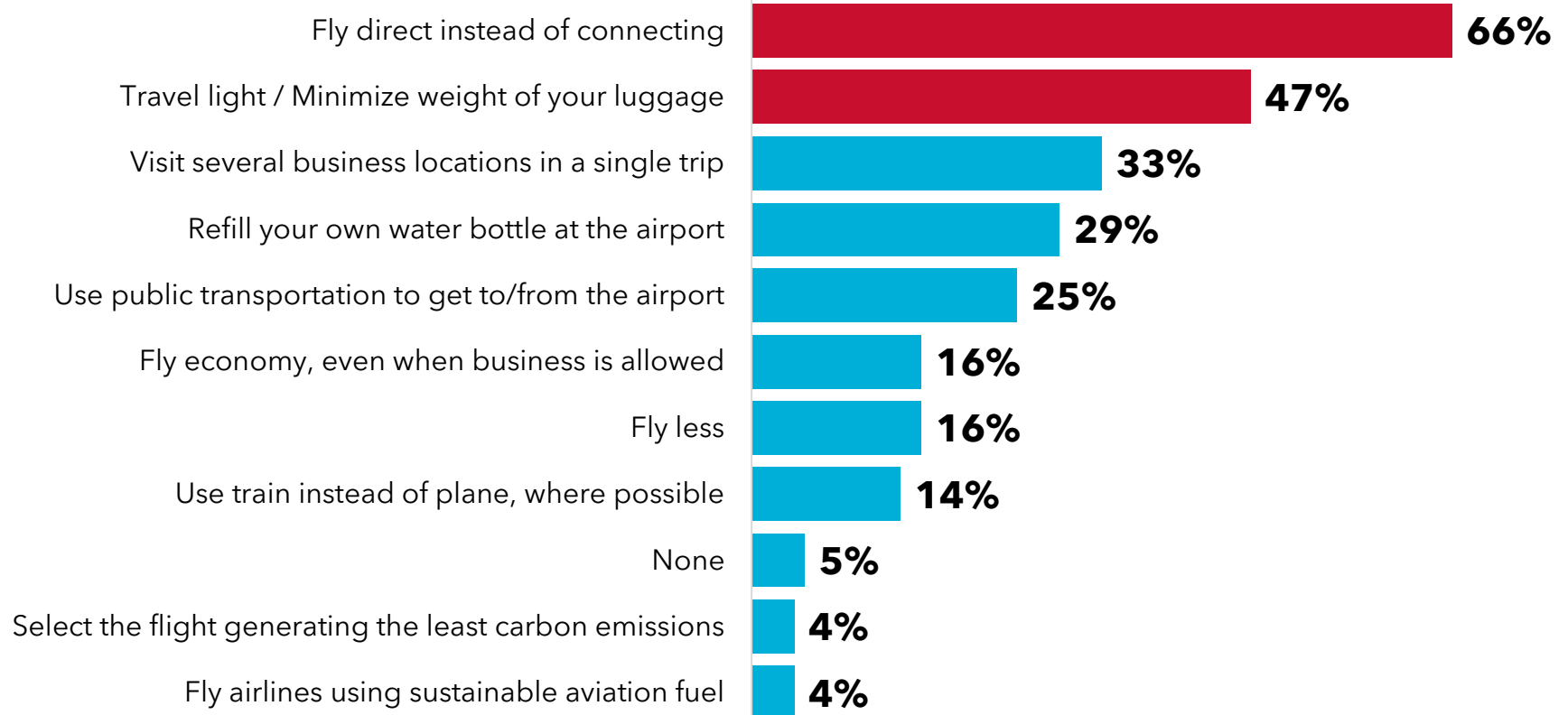


Q: Are you allowed to keep loyalty program points earned on business trips?

Q: How do you redeem loyalty points accumulated on business trips? Select all that apply.

Traveler behavior

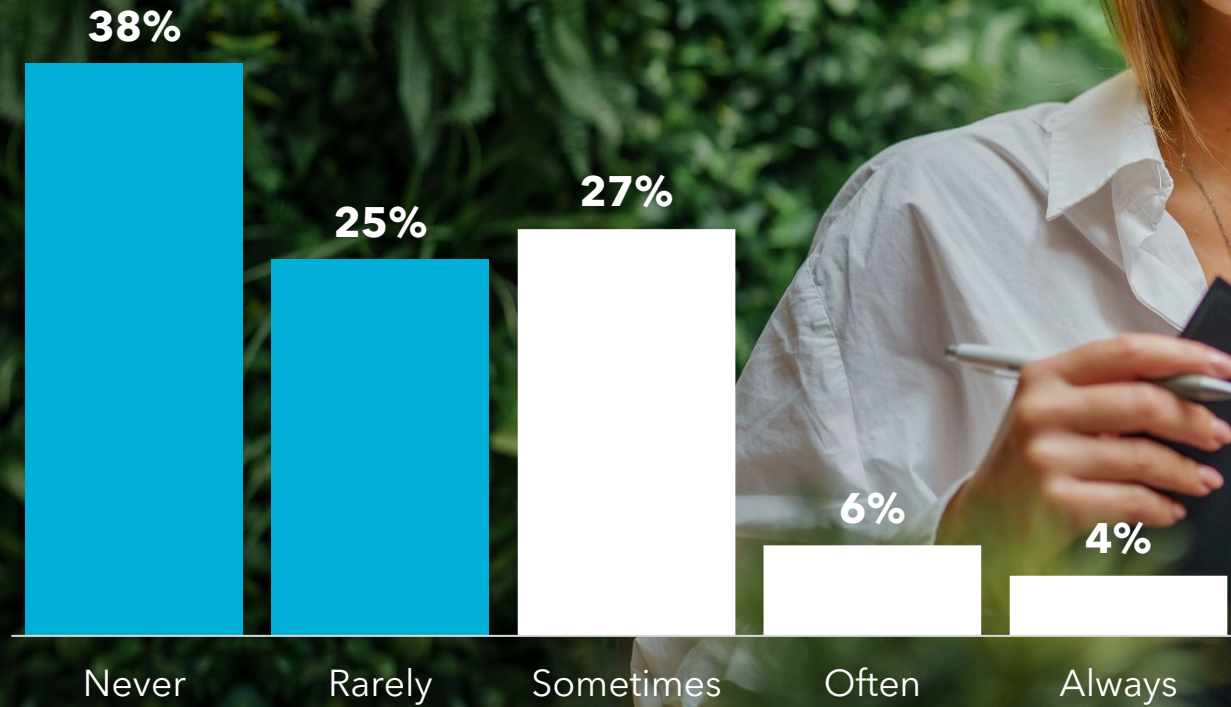
Two thirds of the respondents fly direct rather than connecting, and around half travel light. Very few travelers select flights generating the least carbon emissions or fly airlines using sustainable aviation fuel.



Q: Which of the following behaviors do you adopt when flying for business? Select all that apply.

Environmental considerations

Two thirds never or rarely take into account environmental considerations, if sustainable choices come at a higher cost.



Q: How often do you take into account environmental considerations when booking air, if sustainable choices come at a higher cost?

Air travel policy and challenges

Traveler satisfaction

Challenges when booking air

Preparing for business trips

Friction when flying

Experienced situations when flying for business



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Traveler satisfaction

Over two thirds of travelers are “extremely” or “somewhat” satisfied with their employer’s air travel policy and preferred airlines. Around one in 10 aren’t happy.

With employer’s air policy



With preferred airlines



Q: How satisfied are you with your employer's air travel policy and preferred airlines?

Challenges when booking air

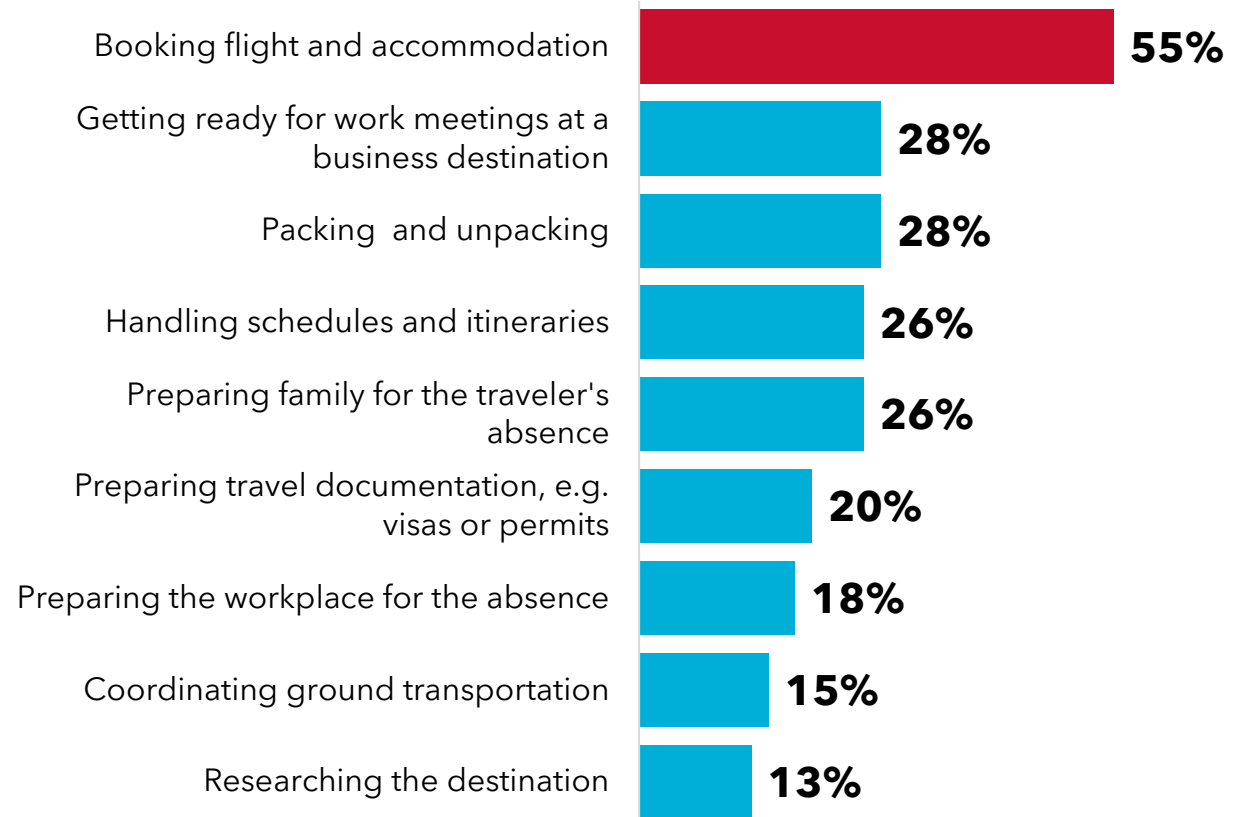
Three out of 10 aren't content with additional services being excluded from their company's travel policy or requiring employer's approval. A similar share don't report any challenges when booking air.



Q: What are your major challenges when booking air? Select all that apply.

Preparing for business trips

Booking air and accommodation takes a considerable amount of time for traveling employees, according to 55%.



Q: Which aspects of preparing for a business trip are the most time-consuming for you? Select up to three.

Friction

When flying, travelers are most upset about delays and cancelations, inconvenient schedules, and uncomfortable seats.



Q: What issues related to flying cause most friction on business trips? Select all that apply.



Situations experienced when flying for business



Q: Which of the following situations have you experienced when flying for business? Select all that apply.



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