

## Business Traveller - UK - July 2016

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“Brands – whether travel management companies or direct suppliers – need to increasingly respond to the personalised needs and preferences of business travellers, particularly the travel-literate and tech-savvy Millennial generation who are the core business travel demographic.”  
– John Worthington, Senior Analyst

### This report looks at the following areas:

- ‘Bleisure’ breaks can be offered by employers/travel brands as rewards for high performance
- Brands can develop positive interventions to address growing wellness concerns
- Positioning business travel as a conduit for career networking

Business travel – particularly trips abroad – has been in a period of strong recovery since the start of 2015, apparently bringing to an end a long period of cost cutting by firms in the years since the last recession. However, the 23 June Referendum and its aftermath have now opened a new chapter of economic uncertainty.

Meanwhile, in terms of its internal dynamics, the market is being increasingly consumerised, with growing opportunities in areas such as mobile app tools aimed at the business traveller, health and wellness products, business/leisure hybrid breaks and even new lifestyle choices for mobile workers, as well as international social networking and career building away from home.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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UAE enters top 10 business travel destinations abroad

Non-EU business travel could accelerate post-Brexit

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Wi-Fi in the sky

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