Business Travelers

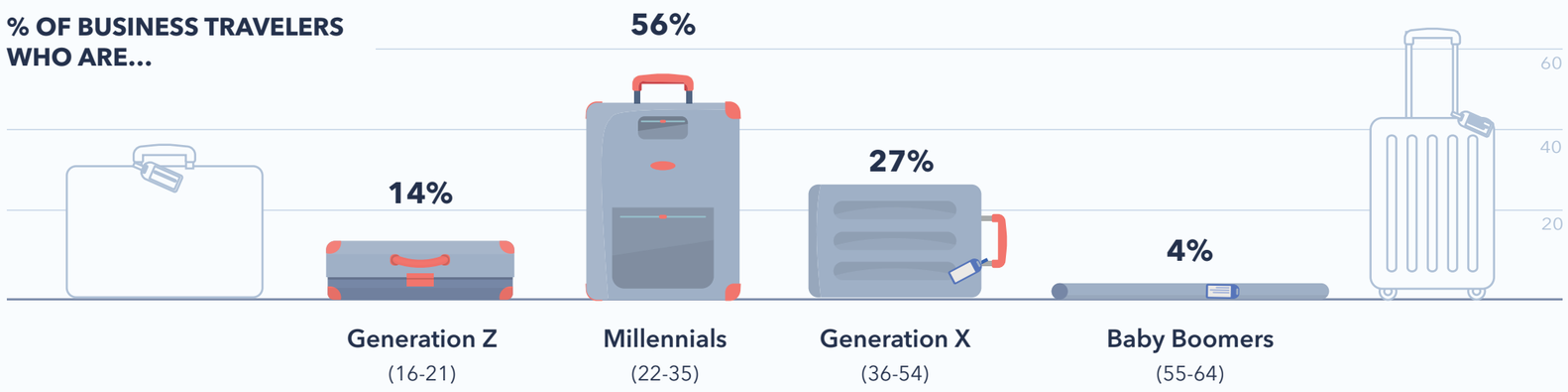
7%
of internet users are Business Travelers

1 in 3
travel abroad for work at least once a month

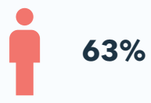
1 in 5
are Senior Decision Makers

globalwebindex

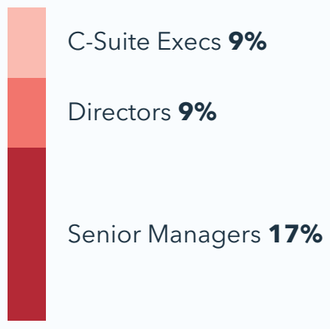
% OF BUSINESS TRAVELERS WHO ARE...



GENDER



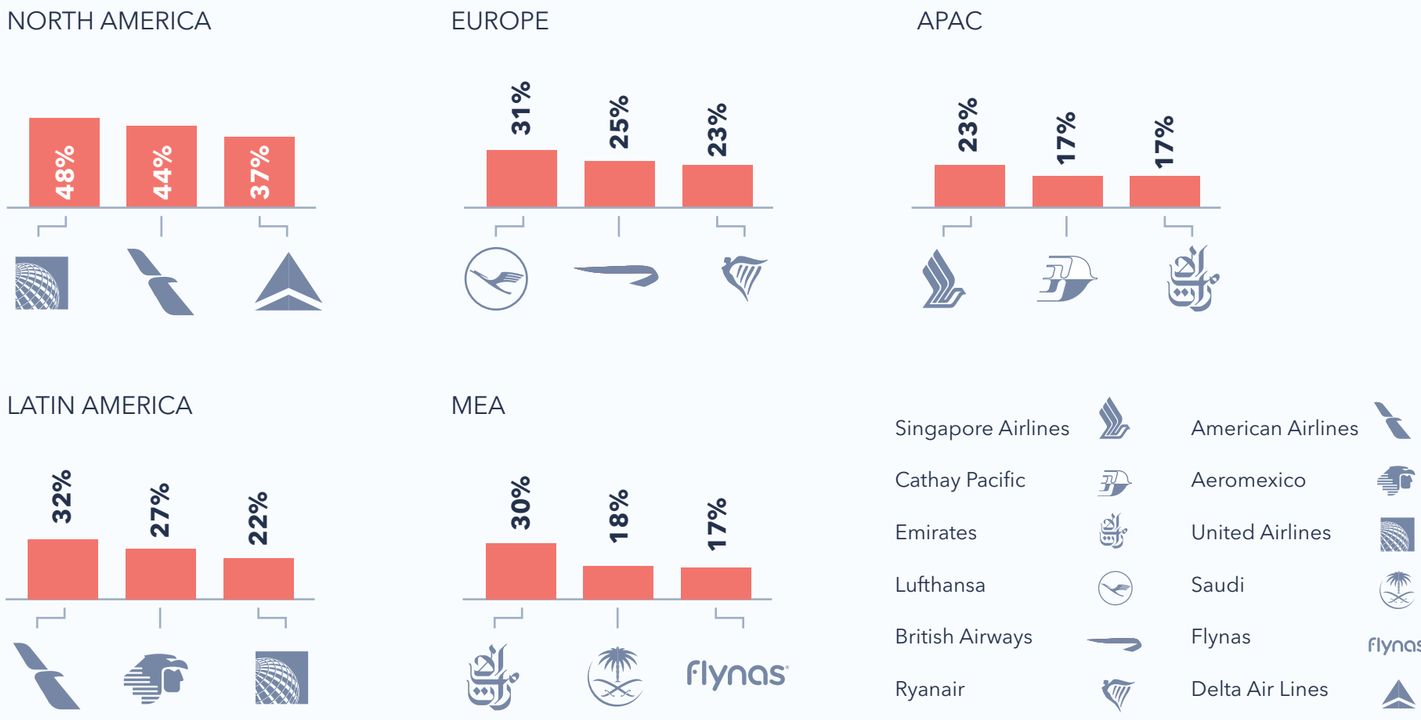
JOB TITLE



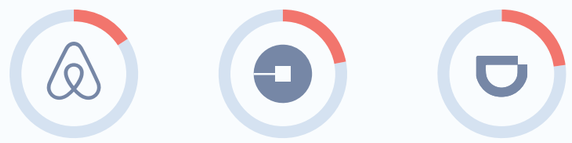
% who say they regularly* do the following (*Regulars are defined as the following)

Disruptors receive attention alongside established travel resources

% of Business Travelers who have flown with the following airlines in the last 1-2 years



In the past month…



13% visited the Airbnb website

22% of Business Travelers used the Uber app

23% in China used Didi Chuxing

68% say they are constantly connected online

49% use VPNs (a 70% over-index)

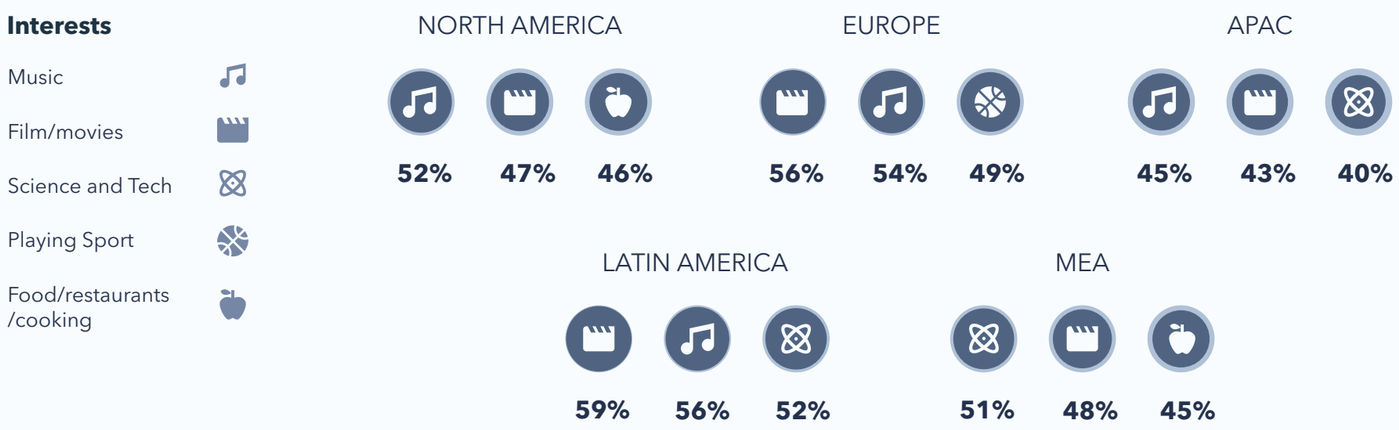
VPNs enable entertainment and family contact when abroad

% of VPN-using Business Travelers who do so for the following reasons

To access better entertainment content	53%	1.08 IDX
To access social networks, websites or news services	40%	1.29 IDX
To access sites / files / services at work	36%	1.29 IDX
To keep my anonymity while browsing	35%	1.11 IDX
To communicate with friends / family abroad	32%	1.39 IDX

63% MORE likely to listen to podcasts each month - 58% do

% who say they are strongly interested in the following



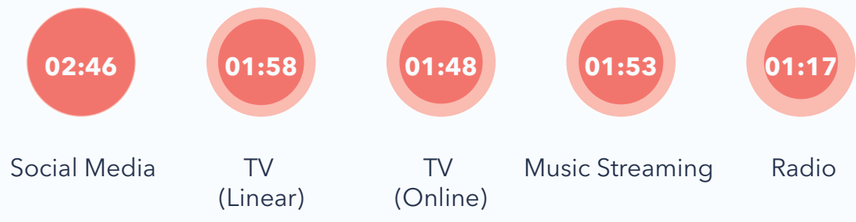
Even with their frequent travel, more daily time is spent on PCs

Time spent on the following devices in hh:mm

Laptop **03:36**

Mobile **03:27**

Average time spent on the following media per day in hh:mm



38% MORE likely to say they are easily swayed by other people's opinion - 48% do

48% MORE likely to have posted a review in the past month - 65% did

22% discover brands through review sites

% who would advocate a brand for the following reasons

Millennial Business Travelers are **brand-inspired** - more likely to want brands to make them feel cool/trendy

Millennials more likely to **endorse brands for emotional factors** - customer service just as important for Gen X/Baby Boomers

Gen X/Baby Boomers are more **brand-loyal** - 7 in 10 say they tend to stick to brands they like

4 in 10 Gen X/Baby Boomers **turn to social for news**

Unless stated otherwise, all figures are taken from Q1 2018 wave of research among 90,021 internet users aged 16-64 across 40 countries. Among this cohort, 6,353 said they travel for business abroad at least once every 3 months.