

A nighttime cityscape featuring a canal with several boats. The buildings are illuminated with blue and white lights, and the water reflects the lights. The scene is vibrant and modern.

GLOBETRENDER

BUSINESS TRAVEL TRENDS 2025

In association with

Amadeus

Cytric

Foreword

Welcome to “Business Travel Trends 2025”, a Globetrender report, produced in association with Amadeus Cytric – an end-to-end software-as-a-service solution for corporate travel and expense.

In 2025, global business travel spending is projected to reach US\$1.64 trillion, up from US\$1.48 trillion in 2024, according to the Global Business Travel Association. However, the way employees travel – and how companies manage that travel – is evolving. In this report, Globetrender (the world’s leading travel trend forecasting agency) and Amadeus Cytric have identified seven key trends that will shape business travel in the coming year.

First, the rise of “Agentic AI” marks a turning point in how artificial intelligence supports business travelers. Moving beyond simple assistance, these advanced systems autonomously handle complex tasks, delivering seamless and personalized travel experiences. Similarly, “Bespoke Bundles” are redefining flexibility, allowing airlines to create customized packages that can be aligned with corporate travel budgets and policies.

The concept of “Meetings in Motion” highlights the growing trend of using travel time for collaboration. Planes, trains, and even self-driving vehicles are being transformed into dynamic spaces for brainstorming and networking, turning transit time into an extension of the workplace.

Amid this wave of innovation, “Proximity Power” reflects a shift in corporate priorities, emphasizing regional and domestic travel as businesses adapt to hybrid work models and prioritize efficiency,

convenience, sustainability and cost-effectiveness. With expanding high-speed rail networks and more localized supply chains, shorter-distance trips are becoming increasingly strategic.

Business travelers themselves are driving major changes. “New-Gen Frequent Flyers” – younger Zennial (Gen Z/Millennial) professionals – are reshaping business travel with their demand for flexibility, sustainability, and experiences that blend work and leisure. Meanwhile, “Jetset Hacking” addresses the growing emphasis on wellness while traveling, with innovations such as fitness-focused hotels and jet lag treatments helping professionals stay at peak performance during business trips.

Technology continues to streamline the travel experience through “Biometric Gateways”, eliminating the need for physical passports and boarding passes. By leveraging facial recognition and AI, these systems ensure smoother, faster, and more secure journeys for corporate travelers.

As these trends unfold, they signal a new era of business travel – one that balances cutting-edge innovation with human-centered experiences. By embracing these shifts, companies can maximize the value of corporate travel, empower their workforce, and stay competitive in an ever-evolving world.



Jenny Southan
Editor, Founder & CEO, Globetrender



Mark Cullen
Chief Commercial Officer, Cytric

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It's how travel works smarter.

We believe the future is knowable.

Globetrender is the world's leading travel trend forecasting agency and online magazine dedicated to the future of travel.

Founded by Jenny Southan, Globetrender delivers cutting-edge insights into how people will travel in the 21st century, equipping professionals with the knowledge they need to future-proof their businesses through actionable strategic foresight.

Globetrender's trend reports are read by thousands of travel industry professionals, as well as executives from a wide range of multinational corporations seeking insights into the future of travel and consumer behaviour.

Globetrender also publishes three newsletters: free weekly innovation briefings; a premium publication for professionals called VOLT, which delves deeply into emerging travel trends; and Room Service, a consumer-facing curation of visionary luxury hotels from around the world.

Forecasting and advisory services are central to Globetrender's offering. Jenny is also available for public speaking engagements, including webinars, talks, live broadcasts, workshops, panels, conferences, and conventions.

New for 2025, Globetrender has launched the first in a series of corporate ideation retreats.

For enquiries, contact info@globetrender.com

Visit globetrender.com



Podcast

Hosted by Globetrender founder Jenny Southan, *Blue Sky Thinking* presents the visionary entrepreneurs and innovators whose big ideas are shaping the future of travel.

Series 1 was sponsored by **Kayak**.
Series 2 was produced in association with **Red Sea Global**.

Create smart AI-powered business journeys

Amadeus Cytric caters for the needs of corporate travel and expense management in a single software-as-a-service platform.

It enables corporations to automate processes, gain full visibility and control over their travel spend, and deliver the frictionless experience that employees are demanding.

By seamlessly embedding Cytric capabilities within Microsoft 365 productivity apps, such as Microsoft Teams, we endeavor to make planning, booking and approving trips, as well as claiming travel expenses **faster, easier, and more efficient** than ever before.

A single platform for your business travel management needs

Amadeus Cytric Easy software-as-a-service platform offers a seamless experience across desktop and mobile, so employees can book, manage, and approve trips 24/7.

It increases policy adoption by providing access to unrivalled global inventory and uses a robust policy engine along with AI capabilities to drive compliance and ensure better booking decisions.

Travel expense management made easy

Amadeus Cytric Expense automates every step of the expense management process from expense reporting to reimbursement.

Travelers save time on expense reporting while finance and accounting teams can stay on top of travel spend. Your company can increase operational efficiency and workplace productivity, knowing it complies with local tax regulations and reporting requirements on a global scale.

Visit amadeus.com/en/cytric

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TREND 1:

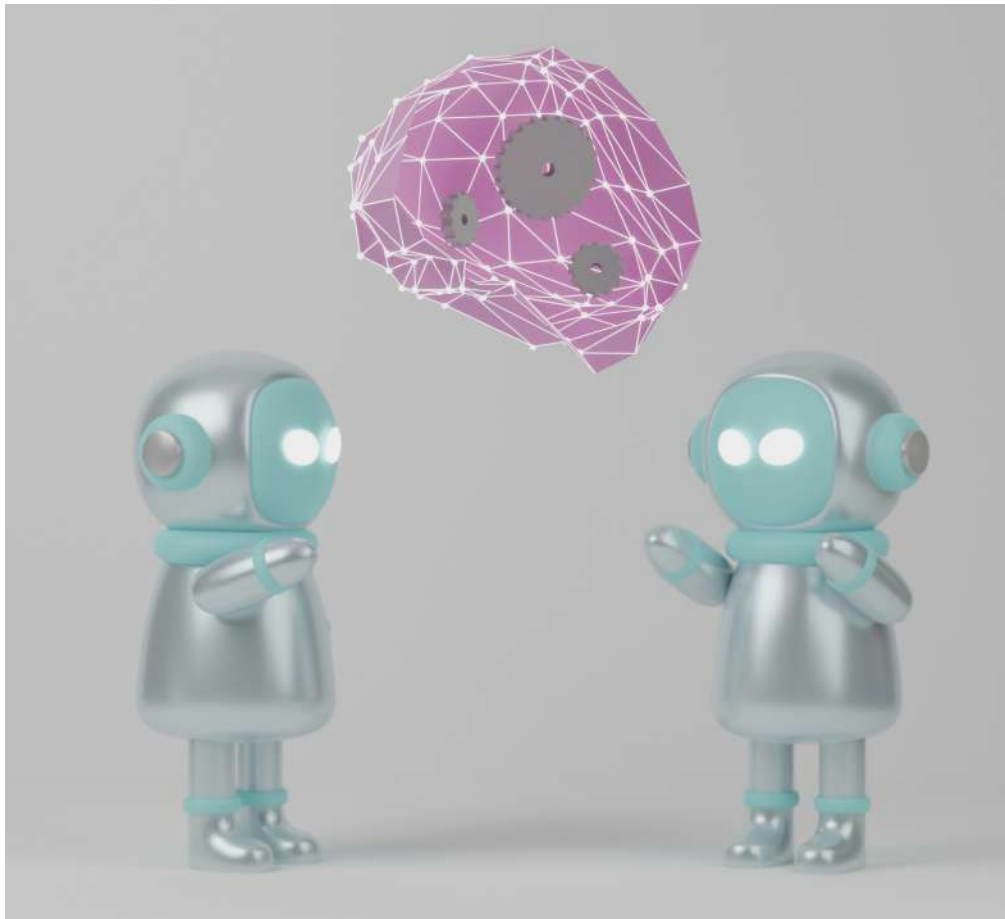
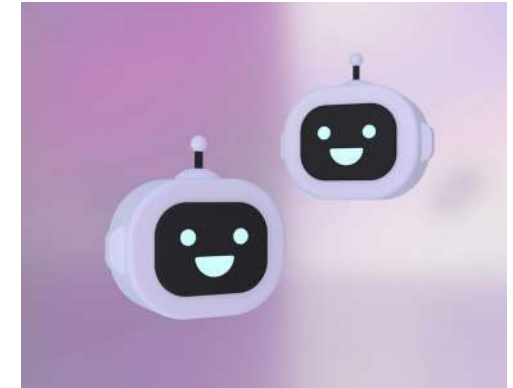
AGENTIC AI

The next wave of AI moves from passive assistance to proactive functionality, with “Agentic AI” working behind the scenes to perform seamless, personalized and autonomous decision making



Agentic AI

Over the last two years, Generative AI has been all about offering supportive assistance; from 2025 onwards, the next stage will be defined by “proactive functionality”. Rather than simply responding to requests, “Agentic AI” will autonomously anticipate traveler needs, rebook flights in real-time, optimize itineraries based on changing schedules, and even help travel managers negotiate hotel rates within corporate travel policies. This shift means business travelers will experience a seamless, highly personalized journey with minimal manual input, allowing them to focus on productivity instead of logistics.



Not just chatbots that can churn out narrow responses in a conversational style, “Agentic AI” will be able to get on with tasks on behalf of the user. Google Cloud’s *2025 AI Business Trends Report* confirms that Agentic AI will be able to manage complex workflows, automate business processes and support employees. These systems are designed to understand objectives, evaluate data, and execute tasks independently, often mimicking human reasoning or problem-solving. According to an article in *Fast Company* by Chetan Dube – an AI pioneer and the founder and CEO of Quant, which develops digital employee technology: “Agentic AI has the potential to change business travel forever.”

Given the complexity of business travel, artificial intelligence – particularly agentic AI – presents a significant opportunity to enhance the experience for both employers and employees. Behind the scenes, it will also be able to maximize travel budgets by identifying cost-saving opportunities and ensuring policy compliance; process vast amounts of data; and automate internal processes

such as expense reports, approval flow and auditing to free up travelers, travel assistants, managers and finance employees to do more valuable tasks.

The transformation is already underway. "Agentic AI" encompasses virtual agents that manage travel bookings and itineraries; predictive analytics tools that anticipate disruptions; and smart contract systems in blockchain-enabled solutions that streamline payments and bookings. These AI-driven tools are redefining how businesses interact with travel services, providing a level of customization and automation that was previously unattainable.

The potential for Agentic AI to revolutionize business travel lies in its ability to move beyond support into action. As McKinsey explains, "Generative AI-enabled 'agents' use foundation models to execute complex, multistep workflows across a digital world. In short, the technology is moving from thought to action." In practice, this means that AI systems are not only suggesting solutions, but also taking the necessary steps to implement them, saving travelers and companies valuable time and resources.

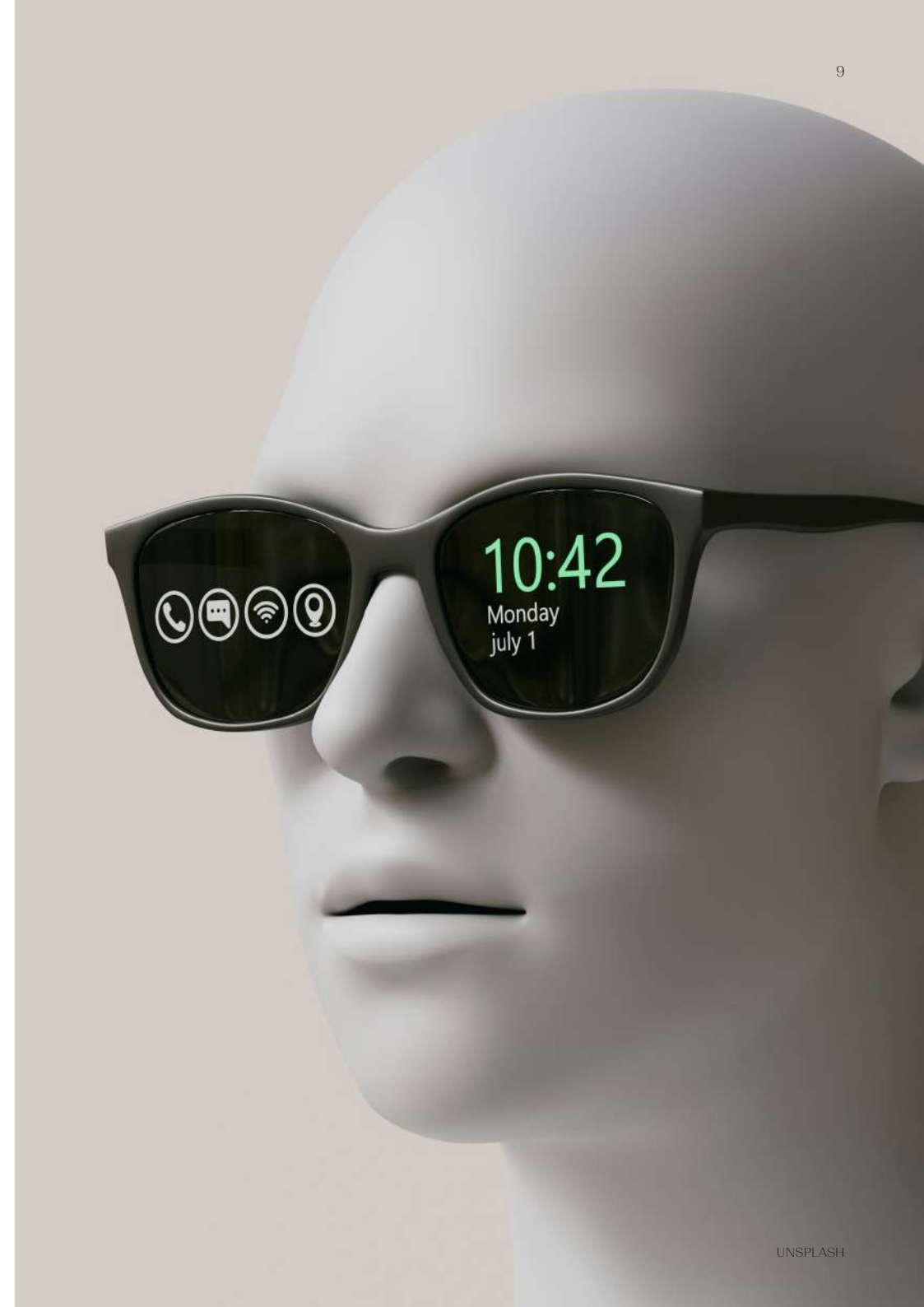
Demonstrating its commitment to Agentic AI, in January 2025 Amadeus acquired a minority investment in *hivr.ai* through its strategic funding program Amadeus Ventures. The German tech company provides agentic AI solutions that help hotels around the world automate meeting and group sales across distribution channels. These

solutions enhance the meeting planner experience, and the chances of hotels converting leads into bookings.

Eric Chaniot, General Manager AI Industry Solutions for Microsoft also highlights the transformative potential of this technology, stating: "In the realm of business travel, Microsoft's agentic AI will act as digital concierges, empowering every traveler to experience their journey with VIP treatment. These AIs will provide proactive assistance, streamline travel arrangements, and enhance the overall travel experience, making it seamless and enjoyable."

Agentic AI's ability to automate complex processes is particularly impactful in the face of travel disruptions. Predictive analytics tools can forecast issues such as weather delays or geopolitical events, enabling companies to proactively adjust itineraries and minimize downtime. Similarly, dynamic pricing algorithms ensure real-time adjustments based on demand and supply, optimizing cost-efficiency for corporate travel budgets.

FCM Travel, a corporate travel management company that is part of the Flight Centre Travel Group, now has an "AI Centre of Excellence" that is "strategically harnessing the power of AI to revolutionize our business by enriching the experiences of our customers, while boosting employee productivity", says Melissa Elf, Chief Operating Officer for Flight Centre Corporate. She explains: "Utilizing OpenAI, we are able to simplify a travel itinerary with bookings from multiple sources and manage it all in one place."



A man and a woman in business attire are seated at a table in a modern train carriage. The man is wearing a grey suit, glasses, and headphones, and is looking at a laptop. The woman is wearing a light blue suit and is gesturing with her hands while talking. The table has a laptop, a white cup, and an open notebook. The background shows the interior of the train with blue lighting and large windows.

TREND 2:

MEETINGS IN MOTION

From strategizing with colleagues on planes, to summits on exclusive-use train carriages, journeys are becoming opportunities for collaboration among business travelers

Meetings In Motion

Philosopher Alain de Botton once wrote: “Journeys are the midwives of thought. Few places are more conducive to internal conversations than a moving plane, ship or train.” Although De Botton was referring to the power of travel to unlock ideas alone in your head, the effect can be heightened by the presence of counterparts who can participate in communal brainstorming sessions. You don’t need to conduct a scientific study to know that most people communicate better when they are outside the pressure of a boardroom. The informal surrounds of a taxi or train, where conversations with clients or colleagues often happen naturally, can foster everything from building bonds to billion-dollar ideas.





With long-haul flights still a necessity, a growing number of airlines are elevating their business class offerings with communal seating arrangements.

As business travel evolves to meet the needs of modern professionals, the concept of “Meetings in Motion” is emerging as a trend. This approach means that we can take advantage of the opportunities for real-life, informal interactions – think of it as a water cooler moment, on the road.

Several factors are driving the trend for “Meetings in Motion”, including the rise of hybrid work models that have freed professionals from traditional office settings. Simultaneously, businesses are rethinking travel strategies to align with sustainability goals, especially in Europe where short-haul flights are being banned, as in France. As reported by *Business Travel News Europe*, a 2024 poll of buyer members at the UK’s Institute of Travel Managers revealed that 43% of companies have a rail-first policy in place, particularly on Eurostar-serviced routes from the UK to France, Belgium and the Netherlands.

Responding to increased demand for train travel, in 2024, Amadeus added enhanced UK rail content to its Cytric booking platform through a new partnership with Trainline. And in February 2025, Eurostar will be resuming its five-hour London-Amsterdam (via Brussels) service. Demonstrating the future potential for “Meetings in Motion,” Japan’s Shinkansen “bullet” trains on the busy Tokyo-Kyoto-Osaka “Tokaido” route offer the chance to reserve entire cars for events, presentations, product promotions and conferences with company logos projected on to the ceiling.

With long-haul flights still a necessity, a growing number of airlines are elevating their business class offerings with communal seating arrangements. Qatar Airways’ QSuite, for instance, can be configured to accommodate four people facing each other (its upgraded QSuite Next-Gen is being installed on B777-9 aircraft this year), while Virgin Atlantic offers the Loft social space on A330neo and select A350 planes. Meanwhile, the airline’s new Clubhouse at Los Angeles International Airport (LAX), will open in 2025, providing stylish pre-flight spaces for briefings and chats.

Once on the ground, self-driving taxis, such as Waymo’s fleet in LA, Phoenix and San Francisco (Austin, Atlanta and Miami are coming soon), further support the shift to “Meetings in Motion,” transforming intercity journeys into a chance for professionals to converse without a driver overhearing.

Case Study:

Share My Transfer



“Hey, we are arriving at the same destination. Would you like to share a transfer?”

Amadeus Cytric’s “Share My Transfer” is a collaborative tool conveniently integrated into Microsoft Teams that is designed to streamline corporate travel by simplifying the process of identifying colleagues to share a ride with. This innovation addresses inefficiencies in individual transfers, thereby reducing costs, lowering environmental impact, and fostering collaboration among colleagues.

Corporate travel often involves separate transfers for employees, which can be costly, environmentally taxing, and operationally inefficient. Amadeus identified an opportunity to tackle these challenges by introducing a solution that connects colleagues with overlapping itineraries, encouraging shared rides to common destinations such as airports or meeting venues. Users can even create a group chat for fellow ride-sharers within Teams so they can liaise.

After booking their trip directly from Microsoft Teams, employees can send their itinerary to colleagues in a single click on the Teams chat. From their trip dashboard they have immediate view on other colleagues arriving at or departing from the same location and can start arranging car sharing with them, with a click of the mouse. The tool provides real-time updates and notifications, making co-ordination straightforward and convenient.

Overall, “Share My Transfer” has enhanced the employee experience by turning transfer time into an opportunity for collaboration, whether it’s for meeting preparation, post-meeting debriefs, or social connection. Luis Angel Fernandez, Global Head of Cytric Partners, says: “Sharing a taxi ride from the airport with a colleague is of course good news for the company in saving costs, and good news for the planet in saving energy. It is also in the back of a taxi that I have solidified friendships with coworkers, exchanged ideas on a project, and learned about innovations. These kinds of moments should not be taken for granted.”

ISTOCK

TREND 3:

BESPOKE BUNDLES

The uptake of NDC technology by airlines means that business travelers will increasingly be able to avail of personalized packages that align with their preferences while optimizing budgets

Bespoke Bundles



The way we book and experience business travel is undergoing a seismic shift, thanks to the rise of New Distribution Capability (NDC). Imagine booking a flight where every detail – from lounge access to in-flight wifi – is tailored specifically to you or your team, all wrapped up in a personalized package that saves time and money. This new level of customization is no longer a distant dream; it's here, transforming how airlines connect with travelers and how companies manage corporate travel. After the great “unbundling” of airline fares, we are now entering the era of tailored “Bespoke Bundles.”



As corporate travel evolves, companies are looking for solutions that enhance efficiency while aligning with their travel policies and budgets. Airlines are responding by moving away from static fare structures and instead offering customized travel bundles that meet specific business needs. These tailored packages allow companies to prioritize productivity, sustainability, and cost control while improving the overall travel experience for employees. Companies with business travelers flying on a high-frequency route, for example, might opt for a bundle that includes fast-track security, extra legroom and additional baggage allowance – ensuring they receive only the services they value most while eliminating unnecessary expenses.

This shift is made possible by NDC, a standard introduced by the International Air Transport Association (IATA) to modernize airline distribution. NDC allows airlines to take direct control of inventory and customer interactions. This enables carriers adopting the new standard to offer real-time, dynamic pricing and highly personalized services.

While leisure travelers have already started to benefit from add-ons and premium bundles, applying the same personalization logic to corporate travel has proven more complex. Business travel policies often set the guardrails on what services can be included in a booking, so that travel budgets remain under control.

Therefore, an attractive bundle for an employee may not align with corporate guidelines. To address this, airlines and

corporations are moving toward a “co-creation” model, developing bundles that support corporate objectives while ensuring compliance with travel policies. This could mean automatically including lounge access and in-flight wifi for companies that prioritize productivity, or incorporating Sustainable Aviation Fuel (SAF) contributions for organizations focused on environmental responsibility.

The impact of NDC is already being felt across the industry. Corporations using self-booking tools like Amadeus Cytric Easy can already enjoy the benefits of NDC, including dynamic pricing and standard bundles like SAF from several airlines. In addition, some carriers have started to build bespoke bundles together with corporations. The future of business travel is no longer just about getting from point A to point B. It’s about optimizing every aspect of the journey to create a seamless, value-driven experience for businesses and employees alike.

Anthony Rader, Director, Distribution and Offer/Order Management Strategy at American Airlines says: “At American Airlines, we are focused on delivering an airline retailing experience to our customers and partners. NDC technology allows us to create more tailored offers to our corporate customers that are more relevant to them. We started off building more tailored bundles with NDC, and we clearly see the development of even more relevant and contextualized offers coming next. It is all about delivering offers the customer wants to shop and the NDC technology is bringing this to life.”

A man is sitting in a purple beanbag chair on a sandy beach, looking at a laptop. The background shows a clear blue sky, turquoise water, and a line of green hills. Several small boats are visible in the water. The overall scene is bright and sunny.

TREND 4:

NEW-GEN FREQUENT FLYERS

This year, Gen Z will make up more than a quarter of the global workforce, driving a shift in business travel toward flexibility, sustainability and meaningful experiences

New-Gen Frequent Flyers



By 2030, the World Economic Forum forecasts that more than one billion young people from Generation Z (born between 1997 and 2012) will have entered the global workforce. By the end of 2025, McKinsey predicts that Gen Zs will make up about 27% of employees worldwide, which is about 945 million based on the World Bank’s estimation of 3.5 billion working people.

For employers, this means a wave of fresh, new talent with a strong desire to see the world. This cohort of “New-Gen Frequent Flyers” is already populating airport lounges and hotels as they embark on business travel assignments around the world.

For Gen Z, international business trips are not just about fulfilling work obligations; they view these opportunities as pathways to both career progression and personal growth. According to 2023 data from Booking.com Business, 63% of 18- to 35-year-old travelers reported that business trips had a positive impact on their mental health, compared to 55% of 36- to 45-year-olds. For people over 46 years old, that percentage fell to 41%. For these “digital natives”, the ability to work from anywhere and even avail of digital nomad visas issued by countries as wide-ranging as Thailand and Malta, business travel takes many forms.

Flexibility is at the core of Generation Z's work preferences, with many seeking hybrid or remote work arrangements that allow them to travel while staying connected to their professional responsibilities. This shift is influencing corporate travel planning, with policies now incorporating options for adding on annual leave to business trips.

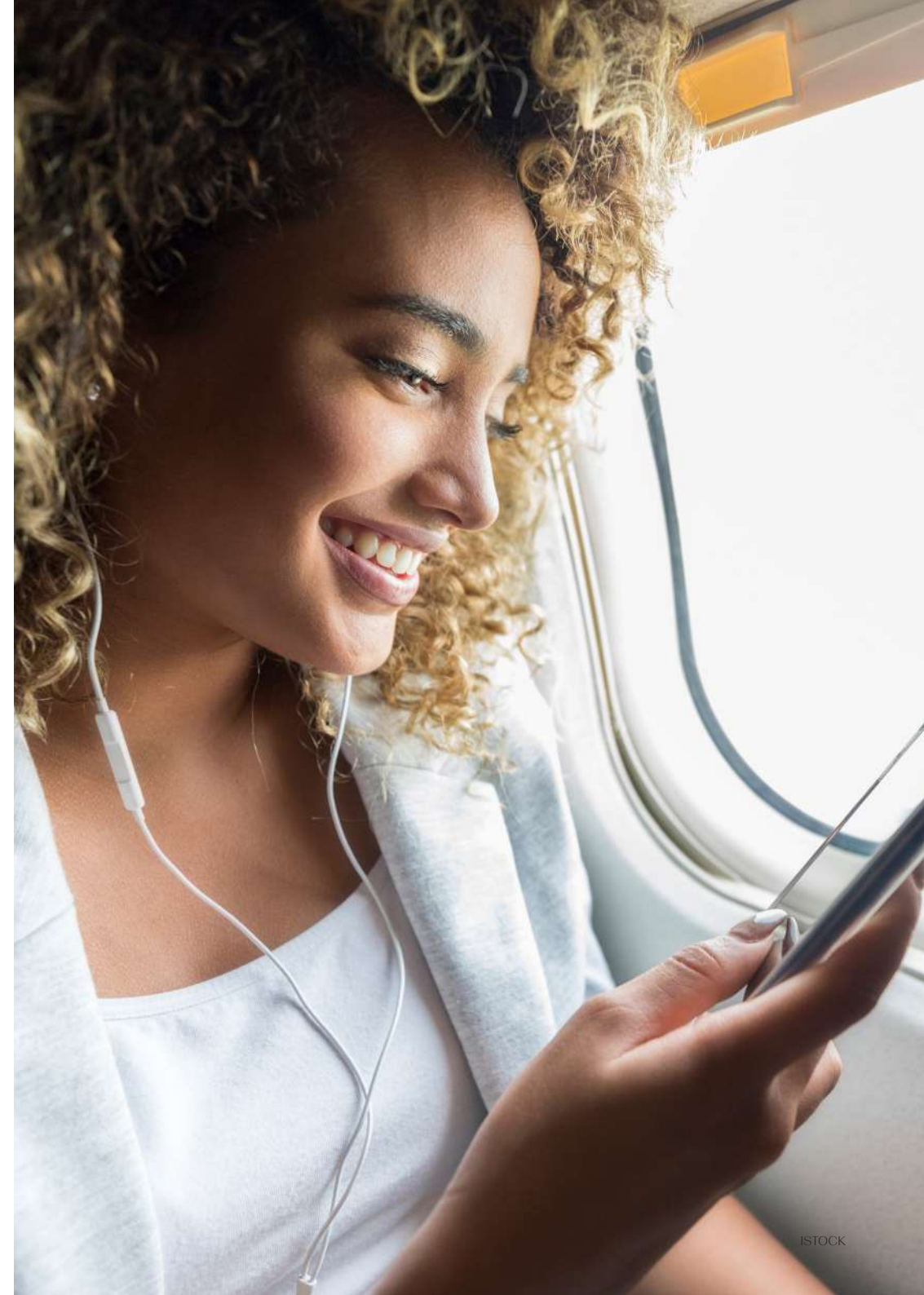
According to data from Hilton, over a third of Gen Z guests planned to extend a business trip in 2024 to enjoy leisure time before or after their work obligations. And 27% said they planned to take a friend or family member with them on a business trip in the following 12 months. In short, business travel is a "lifestyle facilitator".

Having the chance to see the world for "free" and tag on vacation time to work trips, means that for many young people on entry-level salaries, being able to travel for business is a desirable benefit that companies can leverage to attract and retain them. Many companies are now responding to "New-Gen Frequent Flyers" by rethinking travel policies to cater to this new wave of professionals.

As reported by Inc, in 2022, Californian physical security company Verkada launched a business travel program whereby employees could apply to do business trips – so far, half of them have been Gen Z. Priyanka Srinivasan, Vice-President of Product Marketing, was reported as saying: "They want any opportunity to travel. Literally, 'Send me to Sydney,' or 'Send me to whatever.'"

Environmental awareness is another priority for Gen Z. Businesses are increasingly focusing on sustainable travel options, from prioritizing modes of transport with lower CO2 emissions to encouraging carbon offset programs. According to data from a June 2024 survey of 500 UK-based business travelers and 500 business travel decision-makers, American Express found that 59% of Gen Z professionals expected to travel more for work in the following 12 months. This was the most of any generation surveyed. The research also revealed that 44% of Generation Z staff "strongly agreed" that they should combine business and leisure and, as a result, take fewer flights.

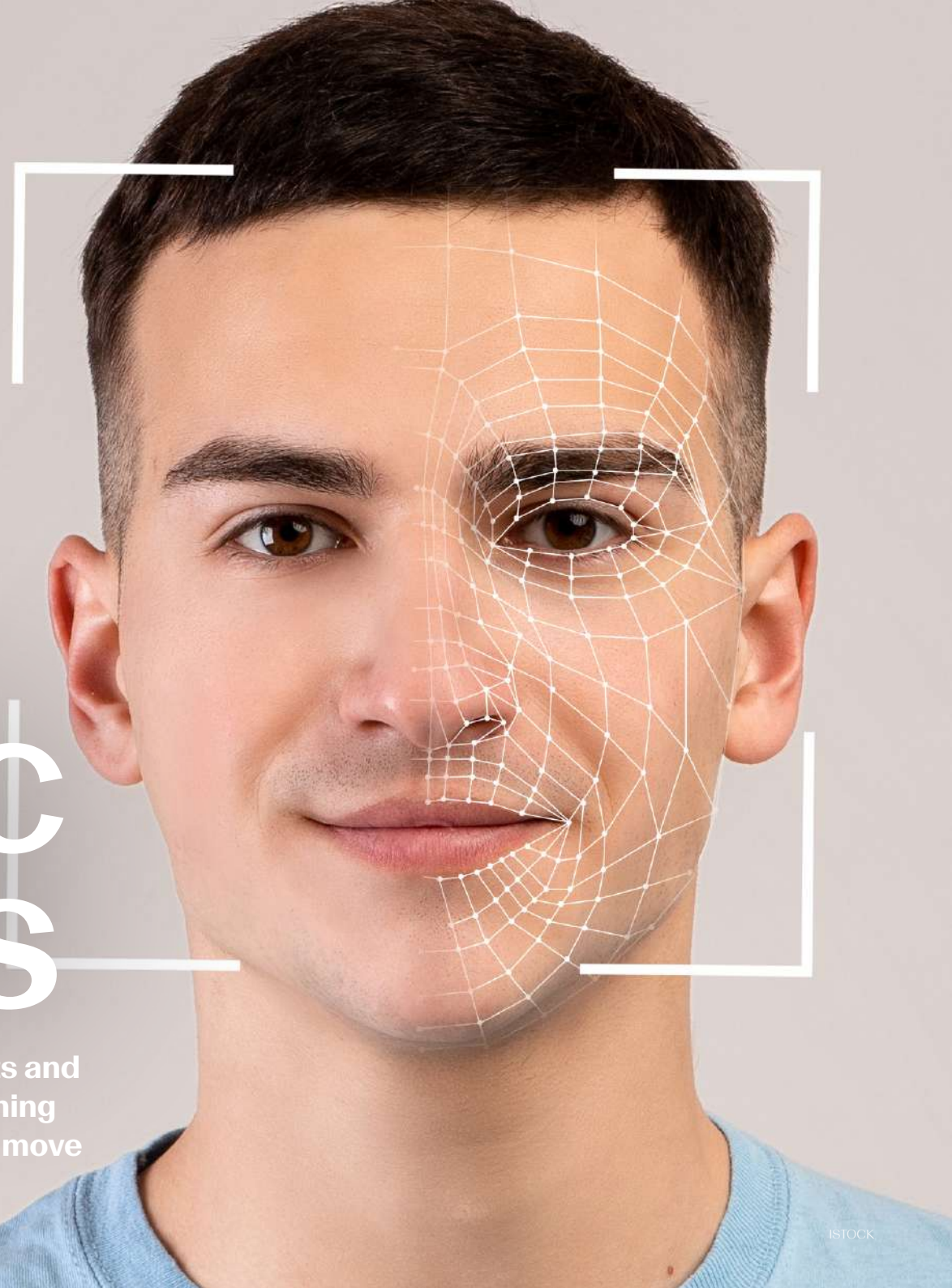
As firms adapt to meet the expectations of this new generation of frequent flyers, the future of business travel is set to become more personalized, purposeful and innovative. By embracing flexibility, sustainability and meaningful engagement, businesses can attract and retain Gen Z talent while fostering a new standard for corporate travel. This transformation marks a shift away from the purely transactional nature of traditional business trips, ushering in an era where professional travel aligns with personal values and aspirations.



TREND 5:

BIOMETRIC GATEWAYS

We are now entering an era where physical passports and even smartphone boarding passes are becoming a thing of the past – in tomorrow's world, all you will need to move through an airport is your face



Biometric Gateways

In October 2024, IATA (the International Air Transport Association) announced that a “fully digital travel experience was closer to reality” after a successful test involving two passengers traveling round-trip between Hong Kong and Tokyo. Carrying smartphones with digital wallets containing their digital passport, company ID and frequent flyer credentials, they were able to obtain personalized offers, book a flight, get a visa, check their travel documentation, check-in and receive boarding passes.

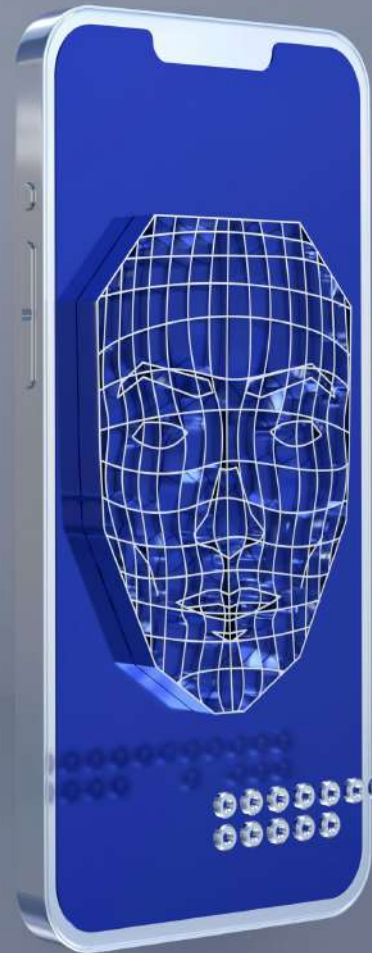
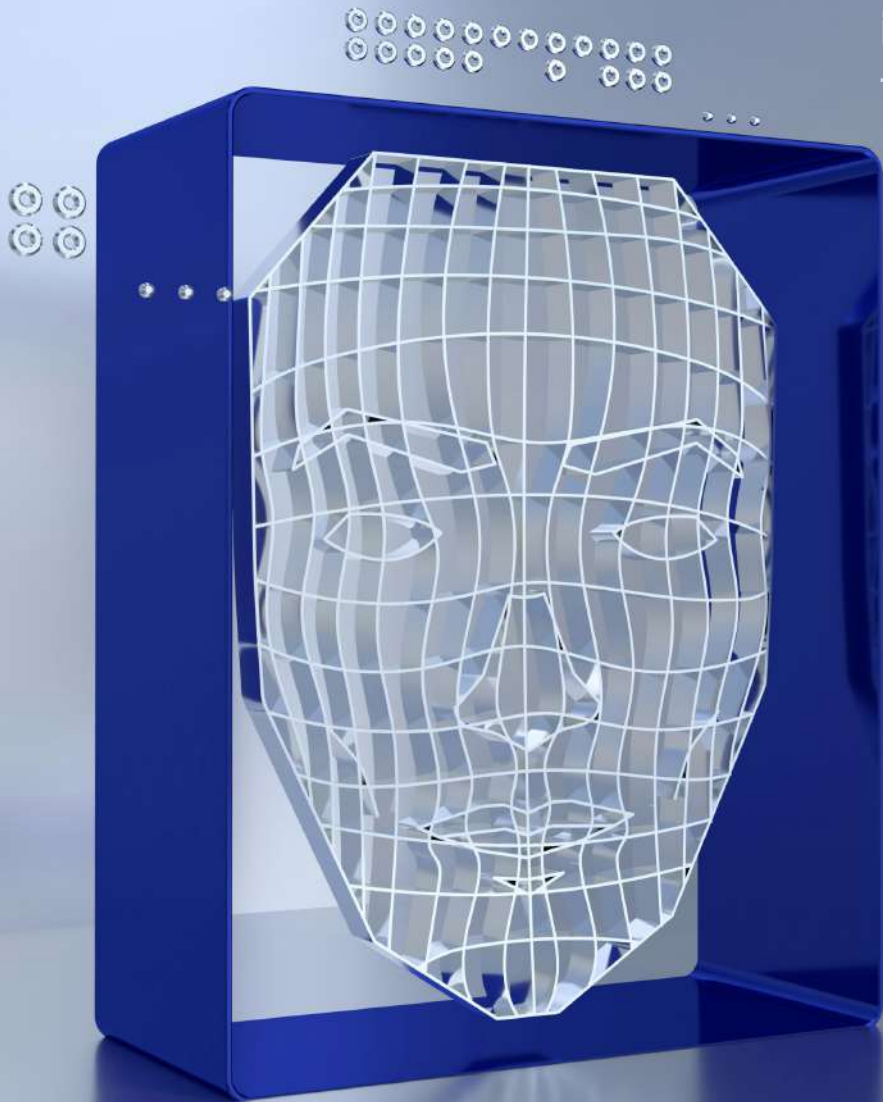


Nick Careen, IATA's Senior Vice-President for Operations, Safety, and Security said in a statement: "A seamless fully digital travel experience powered by digital identity and biometrics has moved from theory to proven reality... With [IATA's] 'One ID' standards already in place and the expansion of Modern Airline Retailing to support digital identity with the highest levels of data privacy and protection, the industry could be ready for this in the very near future." He added: "Government efforts to adopt digital travel credentials

based on ICAO standards are picking up pace. Europe is already planning to issue Digital Identity Wallets to citizens and residents by 2027."

For frequent flyers, being able to move through an airport with minimal queuing is key to keeping stress levels down, so it's no surprise to learn that 73% of global air passengers are interested in using biometric data instead of passports (IATA GPS 2024 report). Careen said in a statement: "The clear message from

46% of travelers have experienced airport processes using biometric identification – and 84% of them were satisfied*



travelers is that they expect to board their planes faster with technology and smarter processes beginning well before they reach the airport. And the good news is that we are making this happen."

In 2023, Finland became the first country in the world to introduce digital passports. In autumn 2024, the European Commission proposed the digitalization of passports and identity cards for anyone entering or leaving the Schengen area to speed up processing. In 2023 alone, there were almost 600 million crossings recorded. If this proposal goes ahead, documents will be securely stored in an EU Digital Travel app. Around the same time, it was announced that US passport holders can now upload their state-issued ID to Google Wallet, allowing air travelers to present it on their smartphone at select Transportation Security Administration checkpoints. However, until the technology is reliably rolled out everywhere, passengers are still being asked to carry their physical passports as a back-up.

AIRPORT BIOMETRICS IN NUMBERS

85% of travelers are willing to share immigration data (such as passport or visa) with authorities before departure to speed up airport process.

89% are interested in a trusted traveler program to expedite security screening.

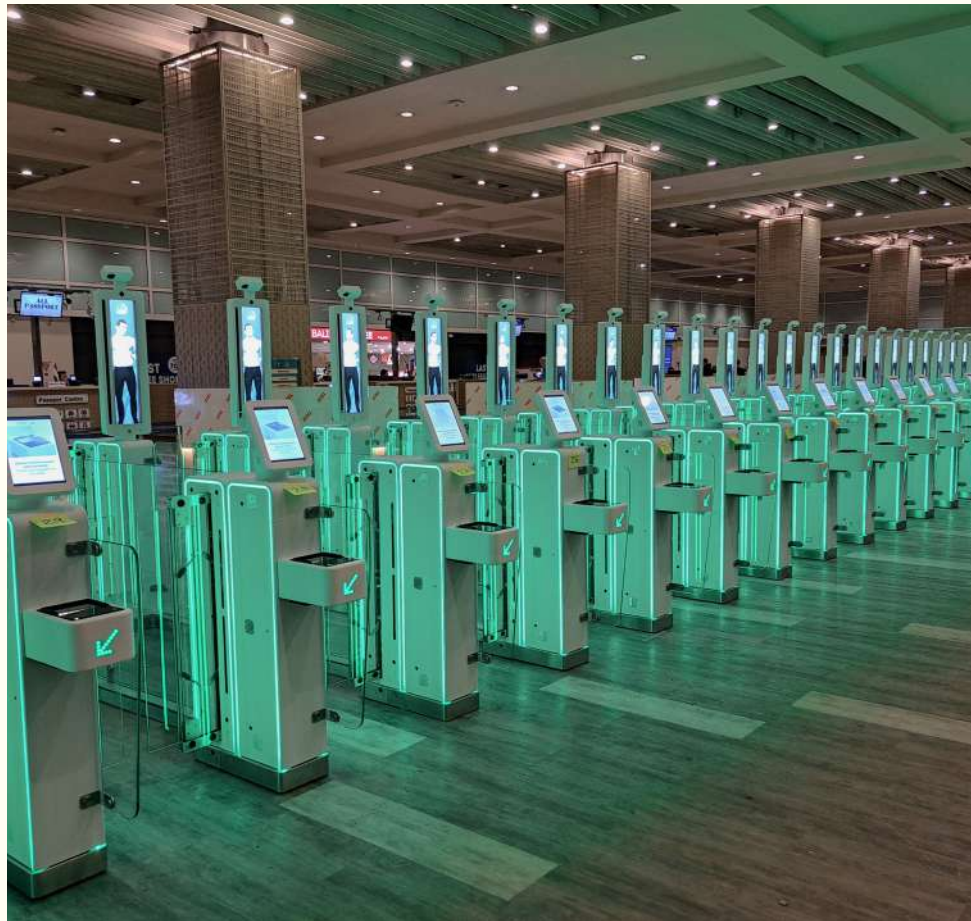
45% say immigration procedures should be completed before reaching the airport.

75% prefer using biometrics over traditional passports and boarding passes.

[*Source: International Air Transport Association (IATA) 2024 Global Passenger Survey]

Case Study:

Vision-Box



Vision-Box uses facial recognition and smart automation to make travel smoother and safer. The Portuguese biometrics specialist company was bought by Amadeus last year. Now, as part of the broader Amadeus offering, their Seamless Travel Experience solutions aim to improve efficiency and the passenger experience. They are changing how airports and airlines handle passenger movements with the help of AI and machine learning.

Passengers can use their smartphones to take and upload a photo of their face to the system (a process called “biometric registration”), enabling them to check-in, drop luggage and pass through security without presenting documents or queuing at gates. By simply having their face scanned in a touchpoint equipped with AI-powered cameras, they experience a streamlined journey.

The system creates a single biometric ID for passengers, replacing traditional travel documents and enabling seamless movement through checkpoints, boarding gates, and customs areas. Advanced algorithms match passengers to their travel data in real time, ensuring secure and frictionless travel.

In early 2024, the Seamless Travel solutions was installed in Portugal’s largest airports, including Lisbon and Porto, beginning with TAP Air Portugal flights within the Schengen area. Users can enroll via ANA Aeroportos’ mobile app, Vision-Box’s Seamless Kiosks, or check-in counters equipped with Vision-Box’s Seamless Desk. In November 2024, the Seamless Border Program was introduced at Princess Juliana International Airport in Sint Maarten. Additionally, 150 biometric touchpoints are

now operational at Jakarta’s Soekarno-Hatta International airport and Bali’s I Gusti Ngurah Rai International airport.

By eliminating bottlenecks and streamlining identity verification, airports using the Seamless Travel solutions have significantly reduced passenger wait times while maintaining stringent security. Airlines also benefit through faster boarding processes, reduced delays, optimized aircraft turnaround times, and lower operational costs. The solutions’ compatibility with existing airport and airline systems makes it adaptable for diverse stakeholders.

The company has also showcased its next-generation biometric innovation (to be deployed in early 2025) in passenger flow management, allowing passengers to clear border control while walking naturally through smart, AI-enabled corridors, without stopping or presenting any documents. Capable of processing various passengers simultaneously, using facial recognition, the solution ensures impressive transaction speeds, enhancing the efficiency of border control. The experience is designed to keep passengers moving, providing a truly touchless and streamlined journey.

TREND 6:

JETSET HACKING



From sleep labs to cryo chambers, wellness-focused innovations are redefining business travel, helping professionals stay healthy and productive while on the move

Jetset Hacking

From late dinner meetings with clients to sleepless nights due to jetlag, business travel can affect people's wellbeing. Exercise and healthy eating schedules can quickly be undermined by demanding itineraries, minibar temptations and the inability to cook for oneself. Not so long ago, this was par for the course for frequent flyers, but since the consumer "wellness revolution" of the past decade, high-flying professionals have been paying far more attention to optimizing themselves when traveling for work – it's a trend we call "Jetset Hacking".



This is probably best evidenced in the way that travel providers are adjusting their offerings. A spin-off of the elite gym chain Equinox Club, Equinox Hotels is a brand that has significantly elevated standards for business travelers. In January 2025, it announced a partnership with sleep scientist Dr Matthew Walker, who has overseen the integration of cutting-edge sleep technologies in guest rooms, a Jetlag Reset digital platform, and even a Sleep Lab.

Currently located in New York but with plans to open in Saudi, other innovations include a cryotherapy chamber, IV vitamin drips, and a RoomBar with more than 80 nutritious snacks and supplements. The opening of a Six Senses in London in 2025 is another example of the urban wellness wave, catalyzed by the debut of the Aman New York in 2022, which delivers medical aesthetics alongside hammam rituals.

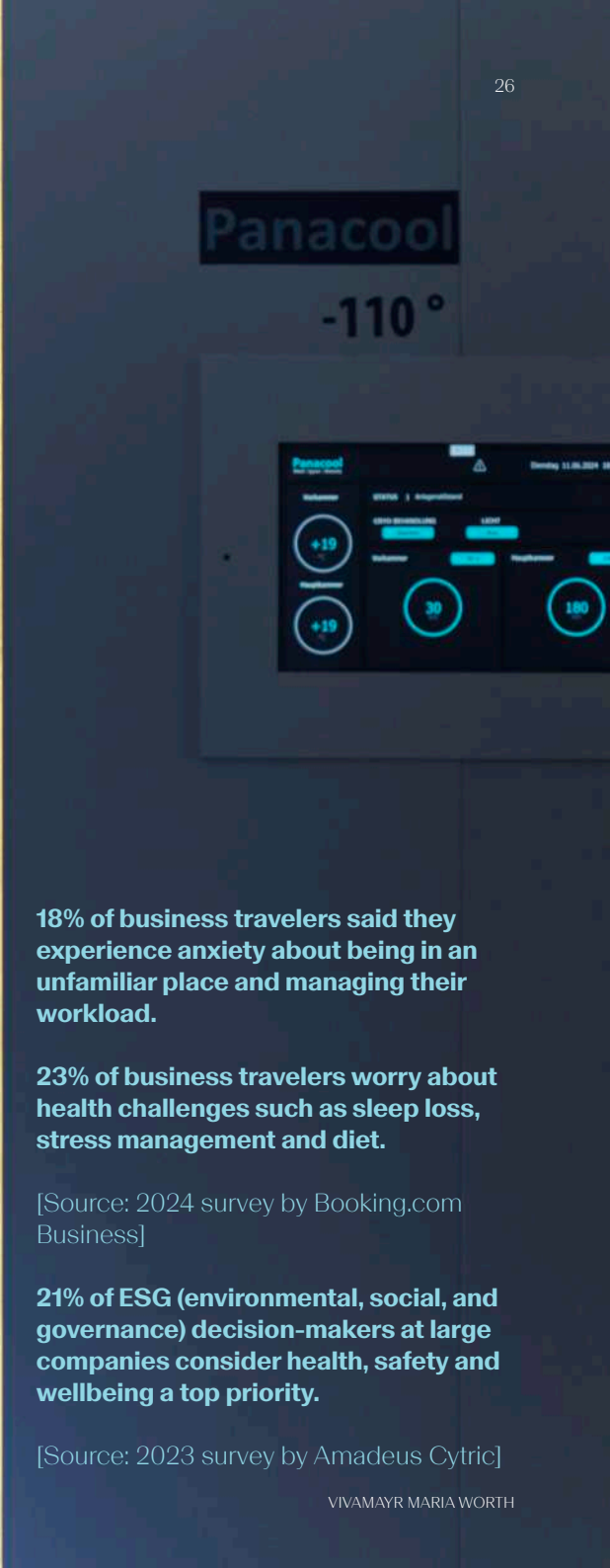
Airlines are also tapping into the "Jetset Hacking" trend. In 2026, Qantas will unveil its new Project Sunrise cabin with interiors designed to counteract jetlag. The concept will feature on nonstop A350-1000 flights

between Sydney and both London and New York, and will encompass a dedicated Wellness Zone with screens showing stretching routines.

In 2024, Vistajet debuted its “360” wellness program designed to help business leaders achieve “greater clarity focus and relaxation” while in the air. Before flying, customers can select meals from menus designed by nutritionists and leading athletes such as Formula One driver Charles LeClerc. Onboard, there is “dynamic daylight simulation” to help passengers sync with the time zone they are flying to.

There has also been a notable shift in attitude from employers, which are taking their “duty-of-care” responsibilities more seriously. According to a global “State of the Market” survey by Flight Centre Travel Group in 2024, 36% of small- and medium-sized enterprises (SMEs) said they consider traveler wellbeing a “top priority.”

Donna Joines, UK Managing Director, Corporate Traveller, said in a statement: “In some old travel policies, hotels and flights were all about amplifying productivity over employee wellbeing. It’s time to change that. Keeping employees happy, high-performing and loyal means taking a more balanced approach.” To support this, Amadeus’ travel solution Cytric Easy includes a dashboard with nights spent away from home, allowing users to better balance working away with their personal life.



18% of business travelers said they experience anxiety about being in an unfamiliar place and managing their workload.

23% of business travelers worry about health challenges such as sleep loss, stress management and diet.

[Source: 2024 survey by Booking.com Business]

21% of ESG (environmental, social, and governance) decision-makers at large companies consider health, safety and wellbeing a top priority.

[Source: 2023 survey by Amadeus Cytric]

Case Study:

Siro Hotels

Siro Hotels is carving out a unique niche in the hospitality industry by targeting a growing segment of wellness-focused business travelers. This pioneering venture from Kerzner International, renowned for brands such as One&Only and Atlantis, integrates high-performance fitness facilities with recovery-driven accommodation, offering a comprehensive approach to health and wellbeing on the road.



Siro One Za'abeel opened in Dubai in February 2024, and is located close to the Dubai World Trade Center and Dubai International Financial Center. The brand is so dedicated to the needs of business travelers that there is even a "business travel" section on the website that highlights how it helps combat jet-lag through the provision of blackout blinds, a curated pillow menu, and mattresses that adjust to body temperature.

Bedrooms offer "performance boosting" Recovery Cabinets stocked with yoga mats and resistance bands, while dedicated Fitness Suites come with private treatment rooms, boxing zones and Technogym machines. Guests can also check in as early as 10am and check-out as late as 6pm; take part in free fitness classes at the Fitness Lab (open 24/7); use the cold plunge pool and get a free body composition analysis reading. Other perks include free laundering of up to three pieces of sportswear per day.

Dining at Siro One Za'abeel is thoughtfully designed to prioritize health goals while elevating flavor and experience. Signature "modular dishes" let guests build personalized meals that match individual dietary needs with performance goals. The brand also offers consultations with in-house nutritionists for anyone seeking expert guidance.

Siro's innovative concept addresses a critical gap in the market: business travelers seeking to maintain their wellness routines on the go. By combining next-gen facilities, digital wellness tools and curated local experiences, the brand creates a comprehensive ecosystem designed to empower health-conscious professionals. Cutting-edge treatments that go beyond the usual spa menu include Vibroacoustic therapy for regulating the nervous system, electric muscle stimulation, and IV drips for immunity and gut cleansing.

A blurred high-speed train is moving through a station platform. The train is primarily white with a prominent red stripe running horizontally along its side. The platform is made of light-colored tiles with yellow tactile paving and red safety lines. A round analog clock is mounted on the ceiling, showing a time around 10:10. A green exit sign is visible above the platform. The overall scene is captured with a motion blur effect, emphasizing speed and movement.

TREND 7:

PROXIMITY POWER

In 2025, domestic business travel will take center stage as hybrid work, sustainability and regional collaboration reshape corporate priorities

Proximity Power

Global business travel spending was forecasted to exceed a record US\$1.5 trillion by the end of 2024, according to data from the World Travel and Tourism Council (WTTC). In a world reshaped by hybrid work, sustainability imperatives, and new political figureheads, domestic and regional business travel is emerging as a cornerstone of the corporate travel landscape, offering connection and value in equal measure. We call this trend “Proximity Power”.

In a complex globalized economy, the World Economic Forum (WEF) warns that businesses need to future-proof and diversify their logistics strategies, as global trade routes become more disrupted due to factors such as climate change, geopolitical tensions, shipping costs and tariffs. The WEF states: “Disruptions continue to take a toll on the global economy, with losses in 2024 estimated at 7% of global gross domestic product (GDP). With GDP projected to be around US\$45.38 trillion, that’s US\$3.18 trillion gone – which is roughly the size of France’s entire economy.” On the plus side, international leisure travel is increasing – globally, tourist arrivals are expected to grow 3% to 5% in 2025 compared to 2024, according to estimates by UN Tourism.

In the context of a more fragmented environment, companies may seek to prioritize trade with native or neighboring suppliers wherever possible. According to International SOS’s “2025 Risk Outlook”, “Countries are becoming more inward-looking, driven by rising nativism and the pressures of populism and protectionism”. It adds: “This trend will lead to policies focused on bringing industries back home, prioritizing national resources, and tightening border controls.”

As companies worldwide embrace hybrid and remote setups, the need for regional face-to-face collaboration has surged, making domestic travel a critical component of modern business operations. This shift reflects a broader realignment of priorities as organizations seek cost-effective, efficient and more sustainable alternatives to international



travel. High-speed rail networks are also playing a pivotal role in this shift.

According to data from HotelHub, a hotel booking platform designed for travel management companies, the growth in domestic business travel has been particularly pronounced in Asia, with a 46% increase in hotel bookings in Q1 2024 compared to Q1 2023; and in Europe, where there has been a 30% rise. In North America, 81% of business stays were domestic in Q1 2024, reflecting a 5% increase compared to Q1 2023.

In countries such as China, Japan and France, extensive rail systems have fast-tracked domestic business travel by offering fast and convenient connections between major cities. From 2025, a partnership between Skyteam (member carriers of which include Delta Air Lines and Virgin Atlantic) and Eurostar, will enable long- and medium-haul plane-to-train journeys in a single booking.

Richard Johnson, Vice-President of travel consultancy CWT Solutions Group, says: "Only 60 months remain until 2030 and the window to meet science-based emissions targets is rapidly closing. Localized travel – particularly by rail – is becoming a strategic necessity, enabling in-person collaboration for employees while aligning with urgent climate commitments.





Ten busiest US domestic air routes for 2024 (ranked by seats)

[Source: OAG]

1. Atlanta - Orlando
2. Honolulu - Kahului
3. Las Vegas - Los Angeles
4. Denver - Phoenix
5. Los Angeles - San Francisco
6. New York JFK - Los Angeles
7. New York La Guardia - Chicago O'Hare
8. Atlanta - Fort Lauderdale
9. Atlanta - New York La Guardia
10. Denver - Las Vegas



Ten busiest domestic air routes in 2024 globally (ranked by seats)

[Source: OAG]

1. Jeju International - Seoul Gimpo, South Korea
2. Sapporo New Chitose - Tokyo Haneda, Japan
3. Fukuoka - Tokyo Haneda, Japan
4. Hanoi - Ho Chi Minh City, Vietnam
5. Melbourne - Sydney, Australia
6. Jeddah - Riyadh, Saudi Arabia
7. Tokyo Haneda - Okinawa Naha, Japan
8. Mumbai - Delhi, India
9. Beijing - Shanghai Hongqiao, China
10. Guangzhou Baiyun - Shanghai Hongqiao, China

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