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**BUSINESS
TRAVEL
SHOW**
EUROPE
2026

BY NORTHSTAR

IS YOUR TRAVEL POLICY IN SYNC WITH REALITY?

WHAT THE DATA REVEALS ABOUT BUSINESS TRAVEL

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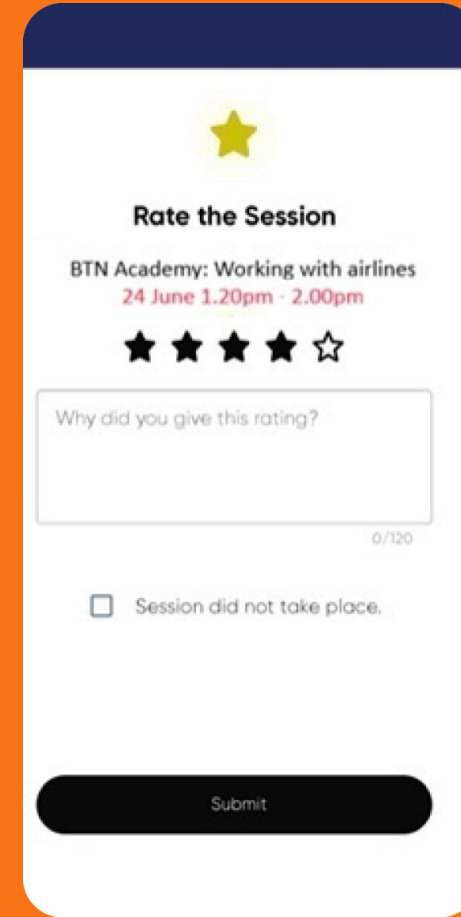
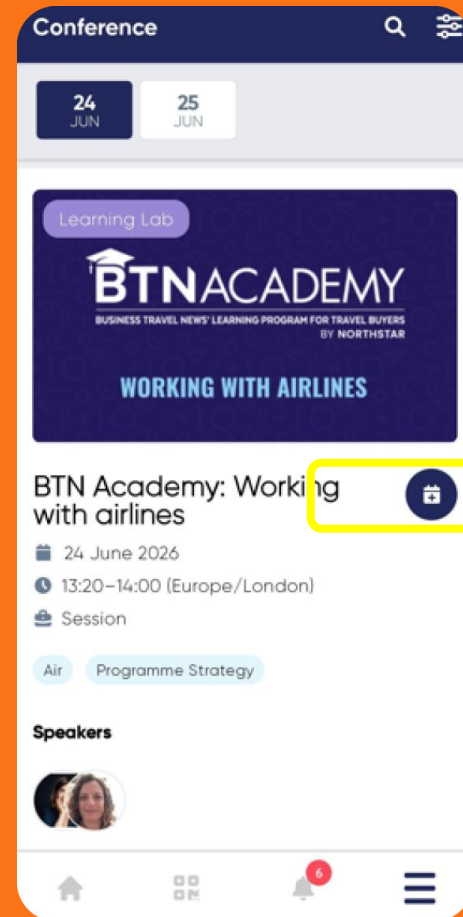
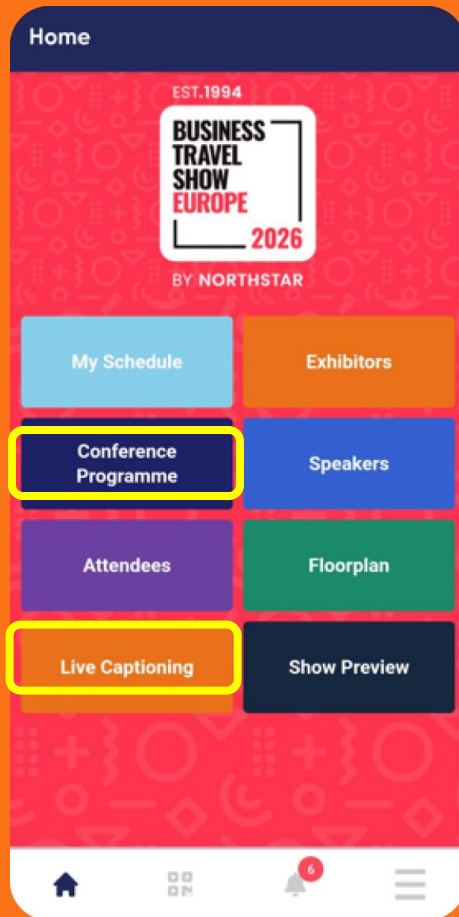
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SESSION ESSENTIALS



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If your travellers break policy to save the company money, what happens?

Booking.com for Business Perspective

Real Data from
Business Travellers

Hundreds of
Customer
Conversations

Independent
Research



Companies Perspective



Inventory



Budget Control and Savings



Travellers Overview and Safety

Business Traveller Perspective



Digital-first, purpose-driven

Gen Z Traveller

See work as part of identity



61%

Value well-being/meaning in work



67%



Highlights

Time off



#1 Retention factor

Flexibility



Experience-seeking, flexibility-focused

Millennial Traveller

Identify with work



86%

Link wellbeing to contribution



72%



Highlights

Bleisure
travel



#1 Retention factor

Flexibility
Hybrid roles

With a strong focus on balance





**The company owns
the travel policy**



**The travellers own
the reality**



The Cost-Efficiency Myth

01



“

Standard hotel programmes are largely designed around an “executive” weekday, short-stay traveller.

Our platform behaviour shows a much more diverse mix

60%

of business travellers rate a
big inventory to choose from
as the single biggest
“must-have”



Total Trip Optimisation Classics

	In Policy	Outside Policy	Extra Cost
Accommodation	GBP 200	GBP 250	Taxi
Car rental 6 pax	Small	Large	2 Rental Cars
Food & Beverages	Hotel	Apartment	Restaurants
Flight	Easyjet	British Airlines	Luggage



**When you're asking for 'savings',
which metric do you use most?**

Reflection

Is your programme considering
the total cost and are you
optimising for that?



The Brand Myth

02

Planning the trip from a company perspective

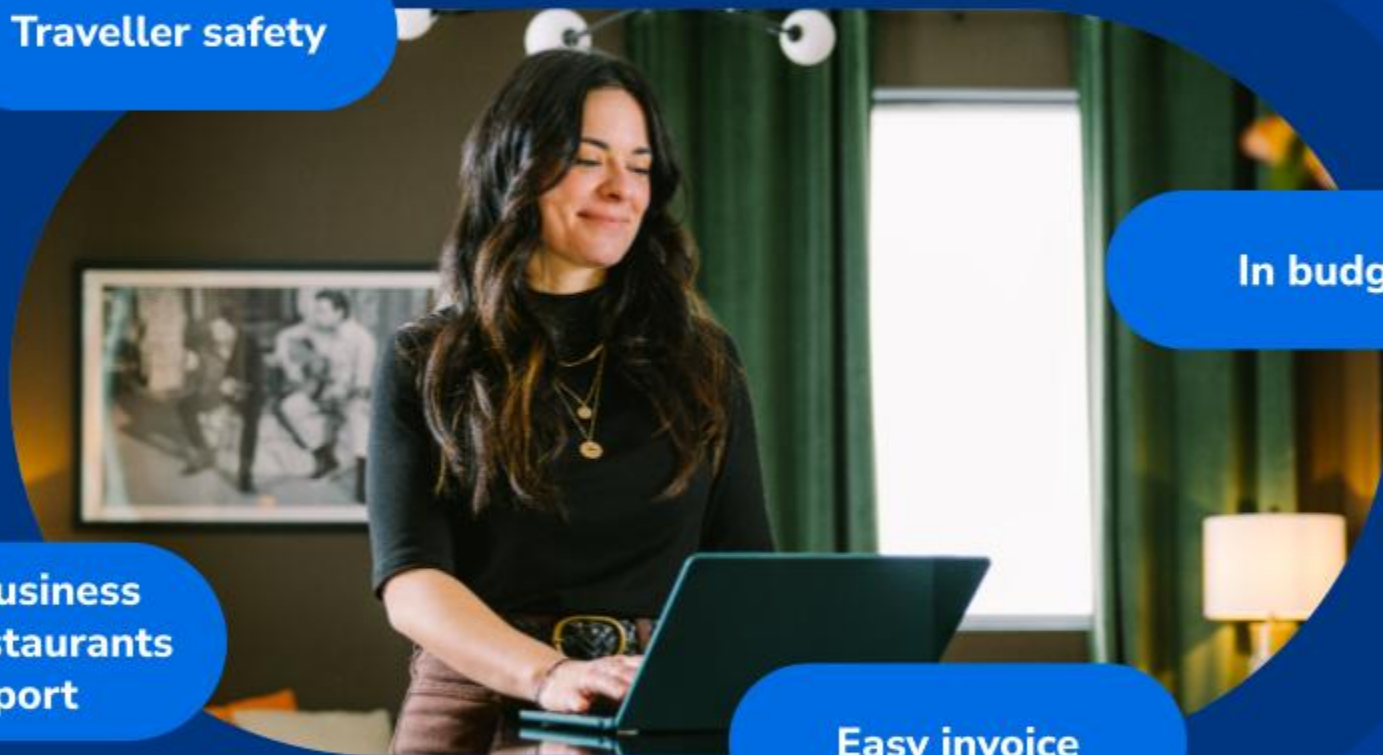
Traveller safety

Business amenities

In budget

Close to business location, restaurants and airport

Easy invoice





“

We hear it from customers:

I'd love to offer apartments or boutique stays, but how do we audit them for quality and safety?

Do you trust the Brand or the Data?



Data can help employees to make the best choice

☒ Free cancellation 19

☐ Negotiated rate

Review score

☐ Wonderful: 9+ 4

☐ Very Good: 8+ 16

☐ Good: 7+ 18

☐ Pleasant: 6+ 19

Business invoices

☒ Easy Invoice properties 19

Scores

Aggregated from millions of business travellers

Reviewed: September 8, 2025

8.0

I felt comfortable, safe, and confident about returning again.

👤 I liked the cleanliness, the common areas, and the well-equipped **meeting rooms** with good services such as high-quality internet and modern ambience.

👤 I believe it is necessary for the rooms to have a mini bar that allows beverages and food to be kept fresh.

Hotel response:

Thank you for your feedback! We're glad you enjoyed the...

[Continue reading](#)

Filters

From meeting rooms and easy invoice to distance airport and free cancellation

9.0 Wonderful · 3,344 reviews

Categories:

Staff ↑ 9.5

Comfort 9.4

Reviews

Experiences from real business travellers

Reflection

What data-based rules could you apply in your travel policy to help to make the best choice?

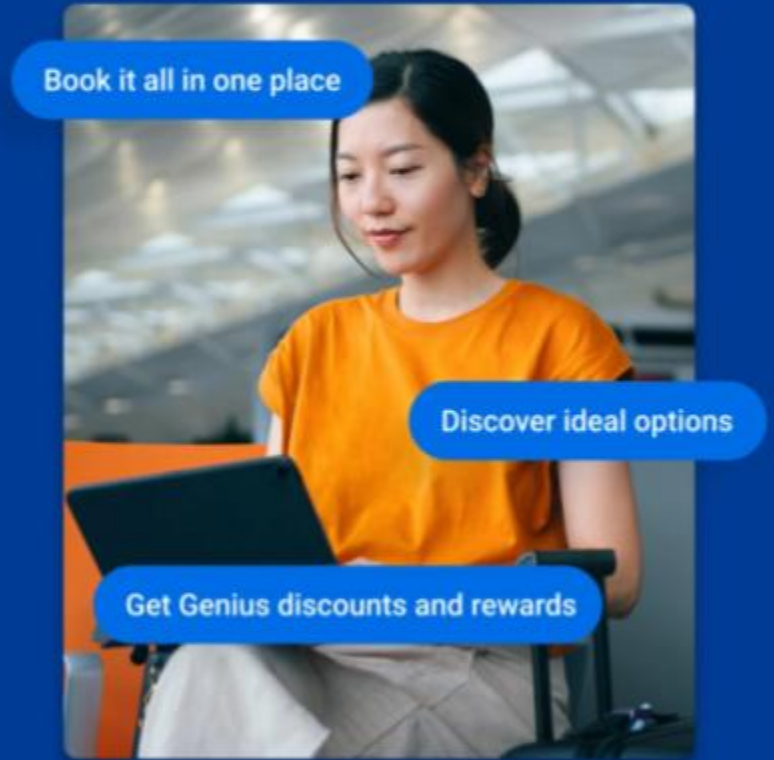


More is Better Myth

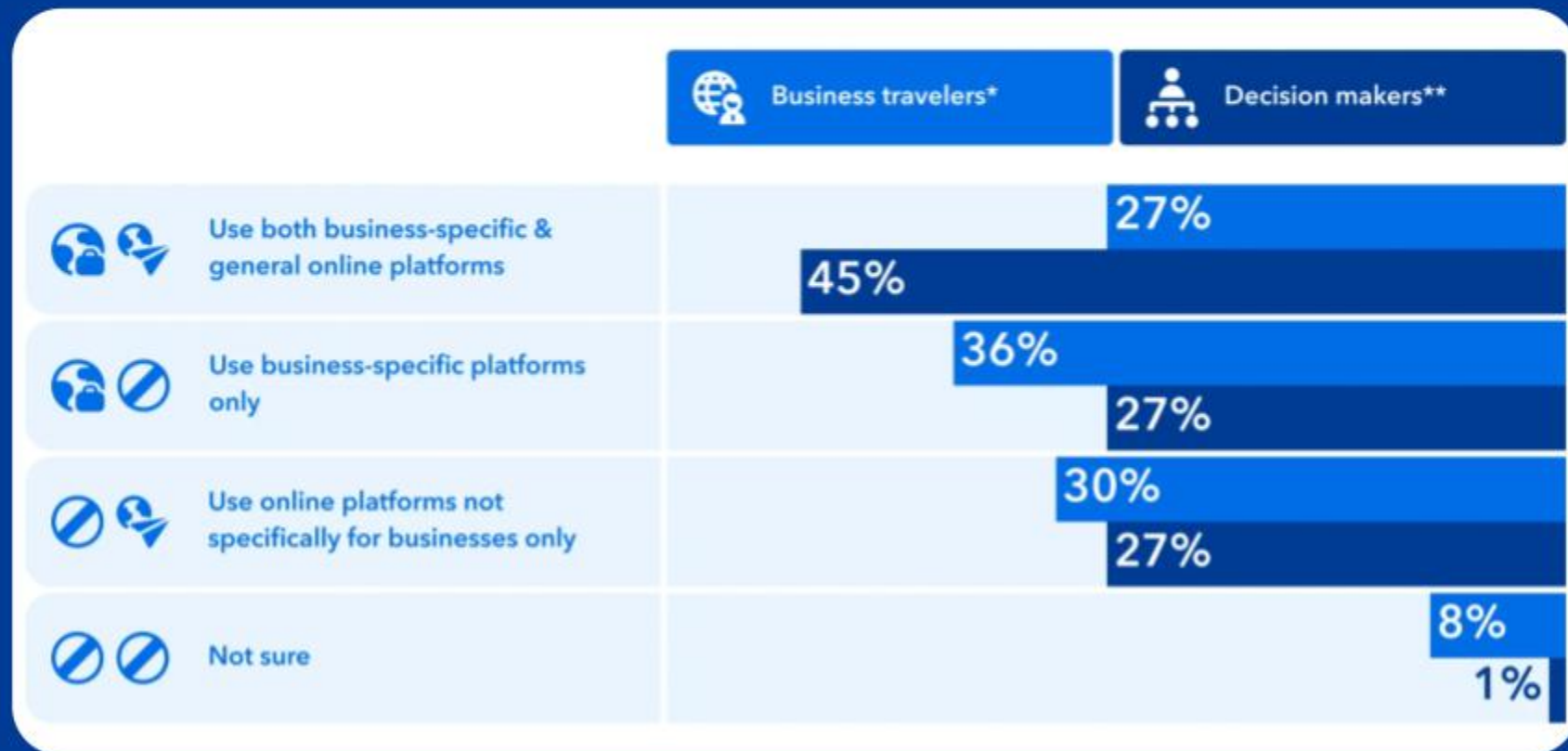
03

#1 must-have

is large inventory to choose from, above exclusive business rates and loyalty programmes



Business and consumer platforms are mixed to find the right choice





How often do you hear: 'I found a better/cheaper option outside the tool'?

Reflection

**Does your policy offer travellers
the right choices to book what
they need?**



Top-Down Feedback Myth

04

70%

of business travellers say that work trips are positive for productivity – despite known downsides like disrupted sleep and changed eating habits



What travellers are most excited about to get



Reflection

**What's the last concrete change
you made to your policy that
came directly from traveller
feedback?**



Travel Programme Success Myth

05



+50%

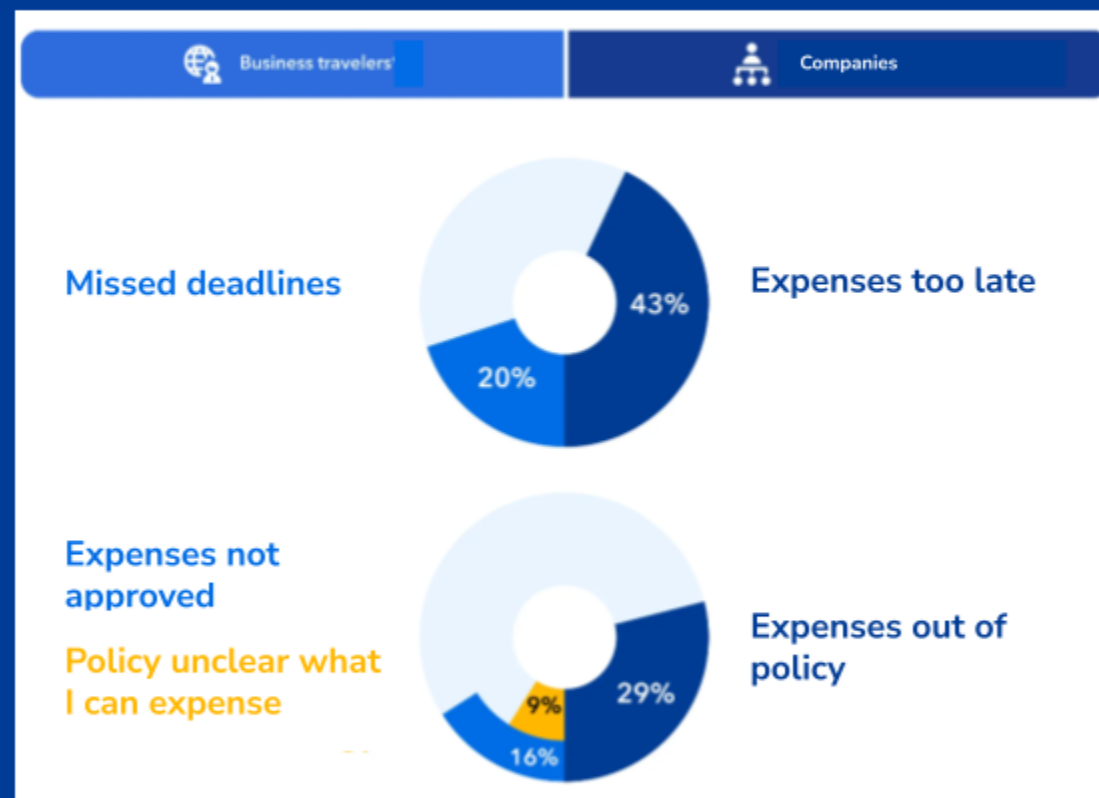
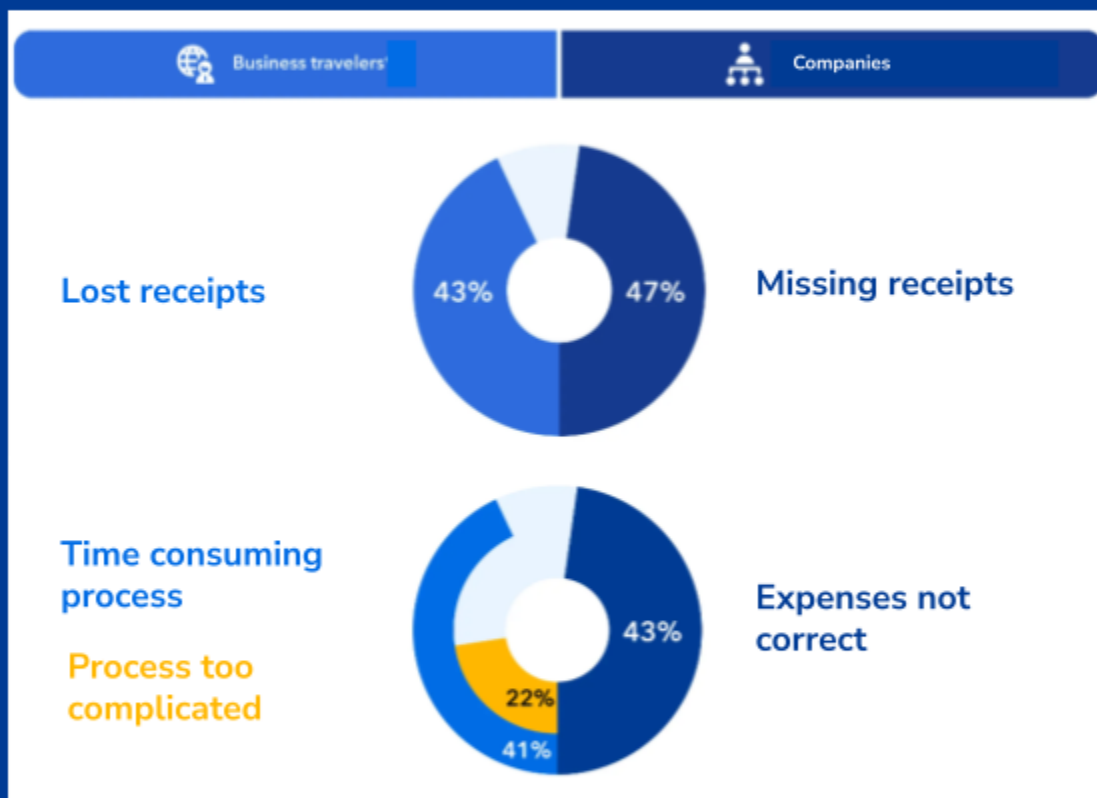
of business travellers cite
manual admin as the primary
travel friction point.

33%

of all business travel pain points occur after the trip is booked—specifically in approvals, manual invoicing tracking, and expense reconciliation.



The friction happens from two perspectives





Save time

by choosing properties who are fundamentally better at handling corporate invoices than others.



What causes you the most frustration post-trip?

Reflection

**Does your policy consider
operational smoothness?**

Five Buyer Lenses for 2026

01 Design policy through actual traveller behaviour

02 Optimise for total trip cost, time, and friction – not just rates

03 Shift from brand loyalty to data loyalty

04 Give travellers reasons to stay compliant

05 Reduce the Admin-Tax to save costs

**The most resilient
programmes are
reality-aligned**

**Built with travellers.
Powered by data.**





Thank you

Booking.com **business**