

Tomorrow's business travelers believe AI will unlock better travel experiences



American Global Business Travel (Amex GBT) and Ipsos surveyed business travelers in the US and UK to update the generational business traveler insights program, 'Meet Tomorrow's Business Travelers'.¹ This edition explores how business travelers – especially the Gen Z employees who make up a growing proportion of business travelers – expect AI-enabled tools to make life easier when it comes to business travel and expense management.

Traveling for work will get easier in the next five years, say business travelers.



In the next five years, traveling for work:

44%

will get easier.

17%

will get more difficult.

Spotlight on Gen Z

Traveling for work will get easier:

54%

Gen Z
Aged 30 and under

45%

Millennials
Aged 31 to 46

20%

Gen X
Aged 47 to 60

Gen Z business travelers are less positive about their current experience of traveling for work than older generations; they are more likely to report difficulty arranging a work trip while one in five (19%) describes business travel as a chore. But, asked to look forward five years, Gen Z is more optimistic than Millennials or Gen X that the business travel experience will improve.

AI drives confidence about the future.



Business travelers expect AI-enabled tools to improve key parts of the business travel experience, from booking through to on-trip support. Gen Z and Millennials are even bigger believers in AI's ability to streamline business travel.

Travelers believe that new tools using AI will improve traveling for work a great deal / fair amount over the next five years in the following areas:

Offering personalized travel options:	78%	80%
Making sure traveler has the right documentation:	76%	80%
Helping traveler access support during on-trip disruption:	76%	79%
Providing personalized pre-trip advice:	75%	77%
Checking a trip complies with company travel policy:	73%	78%
	All business travelers	Gen Z business travelers



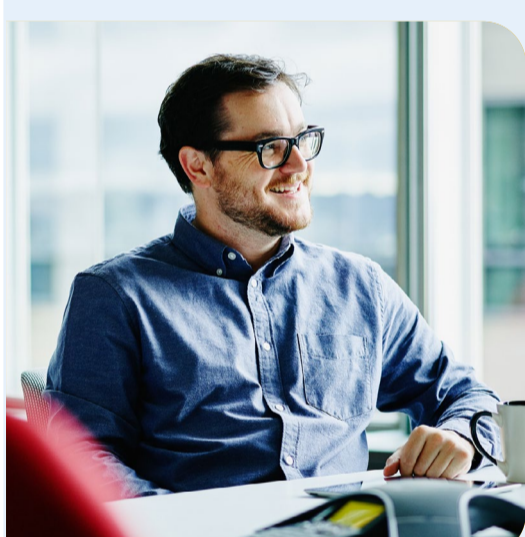
Spotlight on Gen Z



54%

of Gen Z business travelers expect travel for work to get easier over the next five years; companies can help make this happen by deploying AI technology at key moments in the travel journey.

On the money: AI trusted to manage business expenses.



Most people who travel for work say they trust AI tools to help them manage business and travel expenses.

Completing expense reports:	68%	74%
Accurately predict and pre-authorize expenses pre-trip:	69%	77%
	All business travelers	Gen Z business travelers

Spotlight on Gen Z



41%

of Gen Z business travelers say they find the process of filing expense claims difficult. Given the high trust they place in AI tools, Gen Z business travelers would welcome AI-enabled tools that can help them simplify expense management.

Human touch or digital?



Most business travelers say they prefer to speak to a person to help them when travel plans go awry.

Preference when travel is disrupted:



51%

Speak to a person.

44%

Use digital self-service tools.

Employees who prefer using self-service digital tools are slightly more likely to report feeling very or fairly well supported by their employer during disruption than those who would prefer speaking to a person.

Feel very / fairly well supported during disruption:



88%

Use digital self-service tools.

83%

Speak to a person.



Spotlight on Gen Z

Gen Z is often referred to as 'digital natives'; this generation has been interacting with digital technology since birth. But don't assume that Gen Z business travelers will always favor digital options when they're looking for help.

Prefer to speak to a person during disruption:

54%

Gen Z
Aged 30 and under

47%

Millennials
Aged 31 to 46

54%

Gen X
Aged 47 to 60

Methodology

Ipsos UK carried out online interviews with 1,259 UK and 1,411 US employees. Of this number, 941 were business travelers who had flown for work in the past two years or intend to do so in the next year. The interviews took place between 9 and 14 January 2026.

The online sample from which the business traveler sample was recruited is representative of the wider UK and US population aged 18-75, using quotas on age, gender, region, and working status.

As the make-up of the business traveler universe is unknown in both countries, the data is presented unweighted. Comparisons between groups should be considered as an indicative read on the views of the wider population.

¹ Meet Tomorrow's Business Travelers, March 2025.