



CVENT TRAVEL  
MANAGERS REPORT  
GLOBAL EDITION

# 2025

## GLOBAL TRAVEL MANAGERS REPORT

EUROPE, MIDDLE EAST & AFRICA, AND ASIA-PACIFIC EDITION

cvent



# Welcome to the 2025 Global Cvent Travel Managers Report.

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## EXECUTIVE SUMMARY

### WHO WE SURVEYED

#### KEY FINDING 1:

Travel managers plan strategic cuts to curb costs.

#### KEY FINDING 2:

Centralizing sourcing management for travel and meetings is becoming the new norm.

#### KEY FINDING 3:

Rate strategies shift as travel managers face harder hotel negotiations.

#### KEY FINDING 4:

Despite the influence of digital content, travel managers struggle to determine hotel suitability.

#### KEY FINDING 5:

The evolving workforce is redefining travel industry priorities.

#### KEY FINDING 6:

Call it a humble brag, millennials emerge as the rising decision-makers.

#### KEY FINDING 7:

Sustainability remains a global issue, but priorities vary across regions.

## ADDITIONAL NOTABLE INSIGHTS

## KEY FINDINGS BY THE NUMBERS - SUMMARY

Despite the global uncertainties caused by political, economic, and social policy changes in the United States, business travel professionals are moving forward with confidence. And as the world navigates another unpredictable year, the industry continues demonstrating its staying power.

According to our survey of 1,600 travel professionals across North America, Europe, Middle East and Africa, and Asia-Pacific, 84% feel positively about the current state of business travel, and 75% anticipate an increase in travel volume in 2025. Optimism is highest in the Middle East and Africa, where 90% expect growth in travel volume this year.

Business travel demonstrates remarkable resilience on a global scale, with spending projected to reach USD 1.63 trillion this year, according to a recent poll conducted by the Global Business Travel Association (GBTA). Despite 27% of global travel managers forecasting a 20% reduction in travel spending in 2025, potentially representing a decrease of up to \$88 billion, many business travel programs remain non-discretionary, meaning these travel activities are considered

<sup>1</sup> <https://www.businesstravelnews.com/Intelligence/Inbound-US-Corp-Travel-Steady-Even-As-Leisure-Looks-Elsewhere>

fundamental operational requirements rather than optional expenses. This is especially true for companies with cross-border relationships. As Flight Centre Group's Charlene Leiss noted, "We're seeing a lot of leisure customers redirect. But we're not seeing the same impact on corporate. You can't just change that on a dime, nor would you want to<sup>1</sup>."

Meanwhile, a new generation of travel leaders has emerged. Millennials now account for over half (54%) of surveyed travel managers, and they lead with enthusiasm. Millennial respondents expressed even greater optimism than their Gen X counterparts (87% vs. 80%), reflecting a hopeful mindset as the industry evolves.

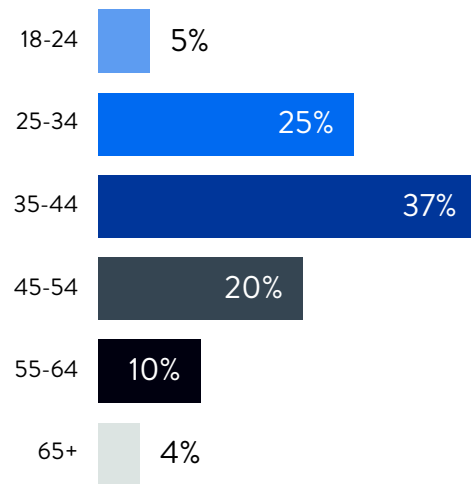
Now more than ever, business travel is influenced by a mix of global forces, regional dynamics, and generational shifts. The first Global Cvent Travel Managers Report examines how travel professionals are adapting, the challenges they face, and the strategies they prioritize to overcome those obstacles. With insights from five continents, this report offers a comprehensive global perspective on the current state and anticipated future of business travel.



## In March and April 2025, Cvent partnered with Censuswide to survey over 1,600 business travel decision-makers worldwide.

The research aimed to uncover insights into travel managers' expectations for the business travel industry in 2025 and their intentions and preferences for sourcing activities. The topics covered include business travel volume expectations, top reasons for travel, cost reduction plans, sourcing and negotiation, and more.

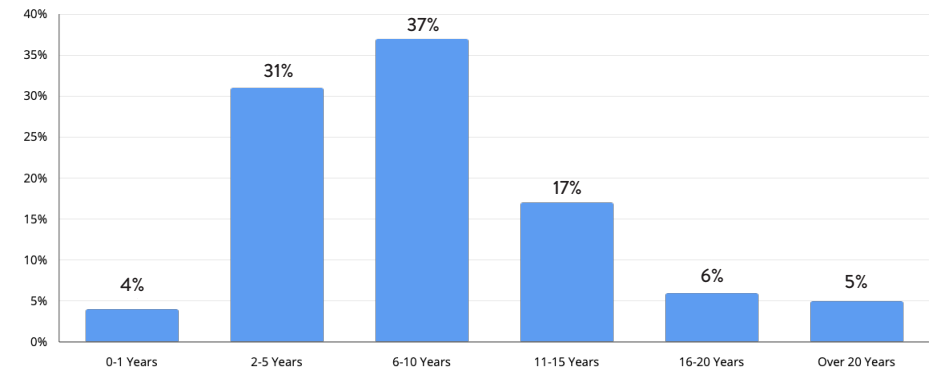
### ► What is your age?



The respondents possess significant leadership and expertise, with 76% holding senior management positions or higher, including 23% C-Level executives and 18% business owners. Their extensive industry knowledge is evident from the average professional tenure, with 37% having managed travel for 6-10 years and 17% bringing 11-15 years of industry experience.

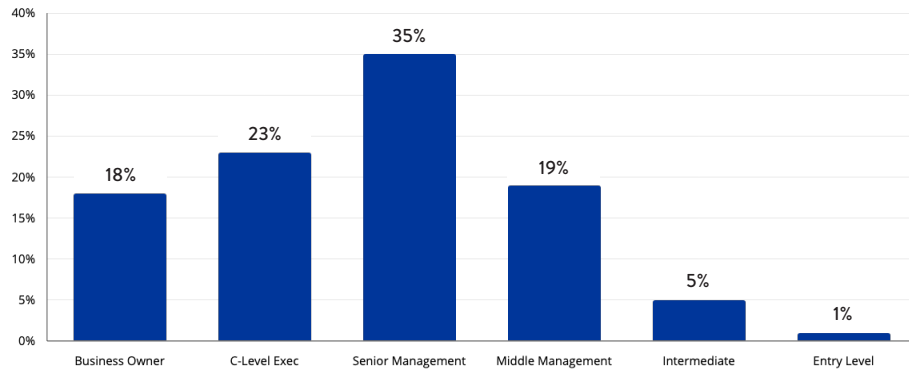
More than half of those surveyed were Millennials (54%). Most business travel professionals (93%) report managing both group and business travel. Nearly half (49%) of the respondents work for travel management companies, and almost two-thirds (62%) say their organization has a dedicated unit for managing business travel.

### ► How many years of experience do you have as a travel manager?



Our survey gathered responses in six regions and eighteen countries. In North America, 46% of those surveyed are Millennials. In the U.S., most work in the southern part of the country (40%). In Canada, most participants are based in central Canada (54%), while in Mexico, most are situated in central Mexico (62%).

► What is your current level/status of employment?

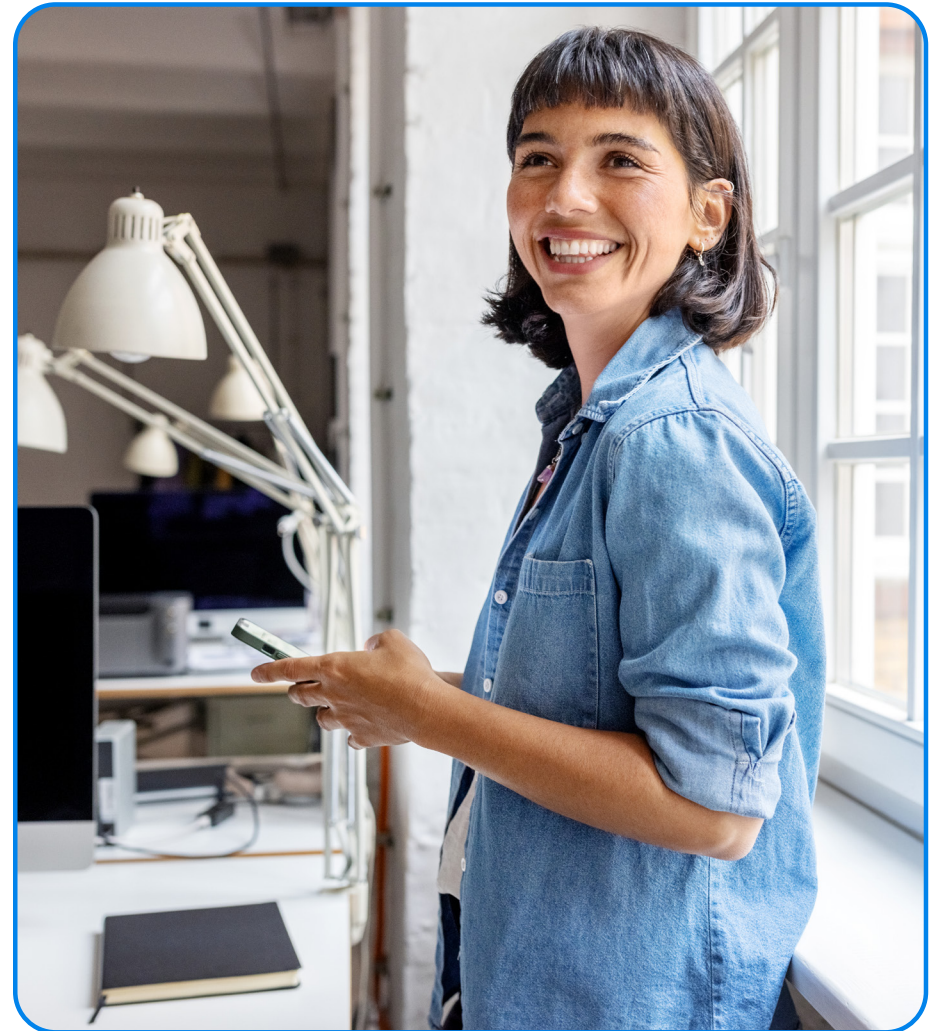


In Europe, 60% of those surveyed indicated that their organization has a dedicated unit for managing corporate travel. Additionally, 41% reported that their company utilizes a travel management company (TMC) for sourcing. The UK had a particularly strong concentration in Greater London (43%), and most German respondents hailed from Nordrhein-Westfalen (25%).

Across Asia, 65% of respondents reported working for a travel management company, with 46% stating they are the sole decision-makers in managing their organization's travel program. Over a third (36%) of India-based respondents work in north India, and 36% of Singapore-based participants work in the Central Region.

In Australia, 52% of respondents reported having 6 to 10 years of experience in their field, and 39% identified as the primary decision-makers. Additionally, 37% of Australian respondents indicated that their company uses a TMC for sourcing travel. 31% of participants are located in New South Wales.

In the Middle East and Africa (MEA) region, most respondents (71%) work for a travel management company, and 61% reported that their organization has a dedicated unit for managing corporate travel. Nearly two-thirds (60%) of surveyed professionals are based in Dubai.



## Travel managers plan strategic cuts to curb costs.

Rising travel costs continue to put pressure on travel programs, prompting travel managers to take strategic action. A substantial 71% of travel managers expect costs in 2025 to be higher than in 2024<sup>2</sup>. In response, many travel managers are rethinking how, where, and why business travel happens.

With many companies prioritizing financial stability and profitability, incentive trips (31%), internal meetings or office visits (31%), and company retreats (30%) are expected to be the top business travel categories facing reductions.

But travel managers are ready to manage economic pressures. Over two-thirds (70%) are increasing travel budgets this year, with only 8% reporting budget cuts. Since our report also found that spending is predicted to remain about the same in 2025 as in 2024, they are well-positioned to combat cost pressures.

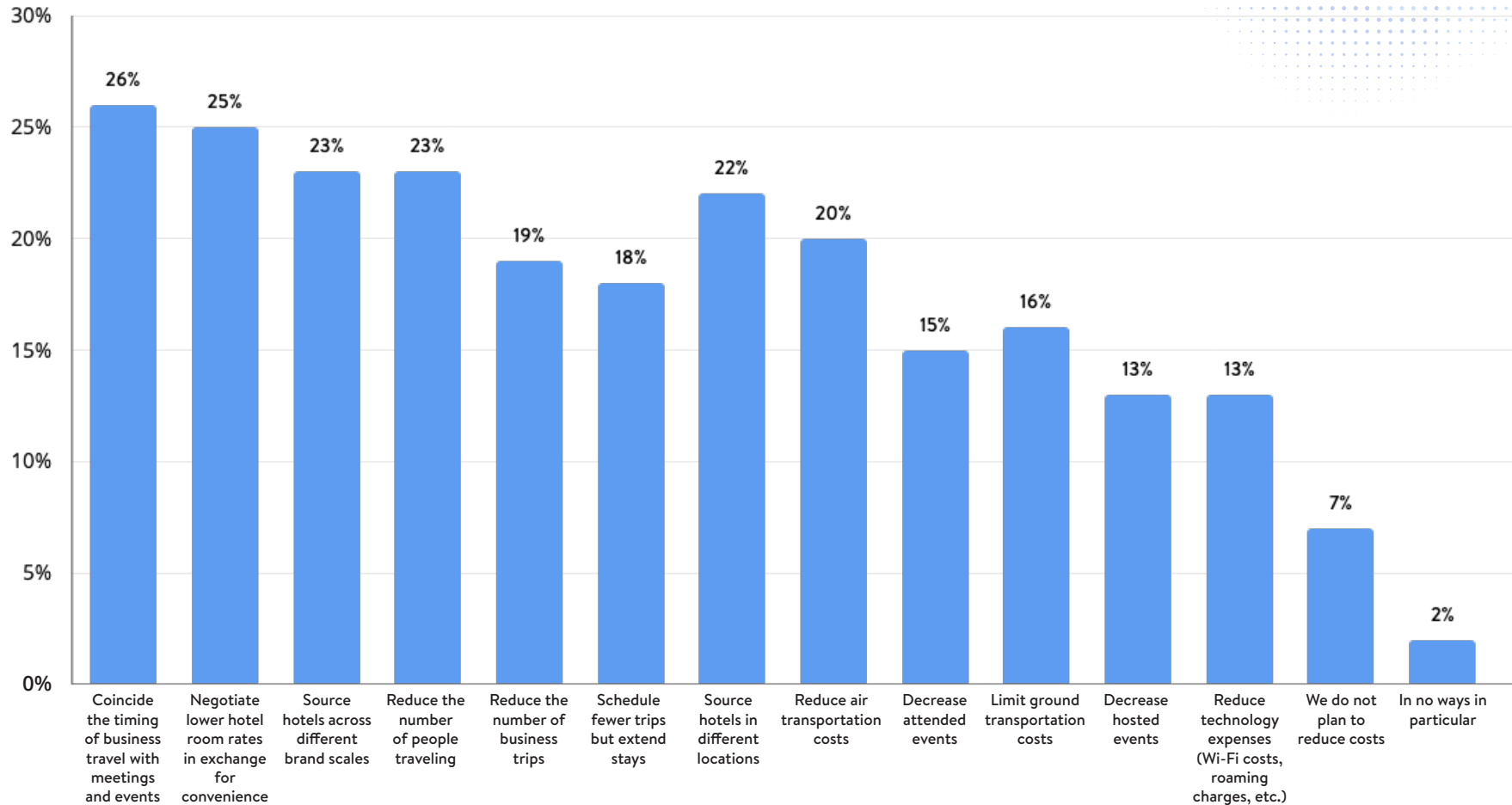
One cost management strategy is to coincide the timing of business travel with meetings and events (26%). And it's no surprise that this is a top choice, with 83% of those who jointly manage employee travel with their meetings/events programs saying this consolidation has resulted in cost savings. Some other plans to curb costs include negotiating lower hotel room rates in exchange for convenience (25%), reducing the number of people traveling (23%), and sourcing hotels across different brand scales (23%).

► As a result of decreased budgets, what type of events would be cut?



<sup>2</sup> 'Significantly higher' and 'Somewhat higher' responses combined

► How do you best plan to reduce costs in your or your average client's organization's 2025 business travel programs?



## KEY TAKEAWAY



**Travel managers should strategically reassess the purpose and timing of business trips, prioritizing essential travel and reducing non-essential categories.** Benchmarking against industry peers can provide insights into effective cost management and highlight areas for improvement. Meanwhile, suppliers can play a pivotal role by forging strategic partnerships with travel managers. Suppliers can help enhance value and support travel managers in thriving within a cost-conscious market by offering competitive rates and flexible terms.

## Regional Insights

### North America

In contrast to the global sentiment, North American travel managers say event and conference travel (37%), trade shows (37%), and incentive trips (37%) are the top three events to be cut, with internal meetings (16%) or retreats (11%) least likely to be nixed.

### Europe

In Europe, the most significant shift is internal, with 44% of travel managers planning to reduce internal meetings and office visits. In contrast to North America, fewer European respondents expect to cut trade shows (17%) or event travel (6%), indicating that external business development remains a priority.

### Asia

In Asia, cost pressure is more pronounced, with 76% saying costs will increase<sup>3</sup>. That number rises in India, where a staggering 88% expect increased costs. However, they're ready to curb cost concerns, with 92% expecting increased travel budgets. This may be triggering a reassessment of what constitutes essential business travel, with high reductions to not only incentive trips (45%) and internal meetings (36%) but also client meetings (27%) and long-term project travel (27%).

### Australia

Meanwhile, Australia is poised to implement substantial reductions in company-focused events. The two primary types of meetings facing cuts are internal meetings and office visits (50%) and company retreats (38%), the highest percentages of any region.

### Middle East and Africa (MEA)

The Middle East and Africa (MEA) region has the highest percentage of travel managers anticipating cost increases at 79%. In Saudi Arabia, that expectation rises to 82%. However, like other regions, they are proactively addressing this challenge, with an impressive 94% expecting increased travel budgets this year.



<sup>3</sup> 'Significantly higher' and 'Somewhat higher' responses combined

## Centralizing sourcing management for travel and meetings is becoming the new norm.

Globally, the responsibility of sourcing hotels and venues for business travel programs and events is converging. In 2017, 64% of meetings and travel programs were or were about to be consolidated. In 2025, 91% of travel managers say they are also responsible for sourcing hotels and venues for their organization's meetings and events. And their sourcing responsibilities are extensive. Conferences are the most common event type sourced (53%), followed by trainings and workshops (45%) and seminars (40%).

The top reasons for consolidating the management of both programs under one job function are enhanced operational efficiency (49%), cost savings (48%), and ensuring attendee satisfaction (48%). Many organizations are achieving success in at least one of these areas. A significant percentage (83%) report saving costs by jointly managing employee travel and meetings/events programs, with 54% saving between 5-10% and 32% saving between 11-20%.

Across regions, the move toward combined sourcing roles reflects a shift in how organizations view travel and events: not as separate programs, but as interconnected levers for cost control, operational optimization, and the overall experience. Travel managers are increasingly becoming strategic partners in meetings and events sourcing, and their involvement is helping organizations unlock new value.

► Are you also involved in sourcing hotels and venues for your organization's meetings and events program in addition to sourcing hotels and venues for employee travel?

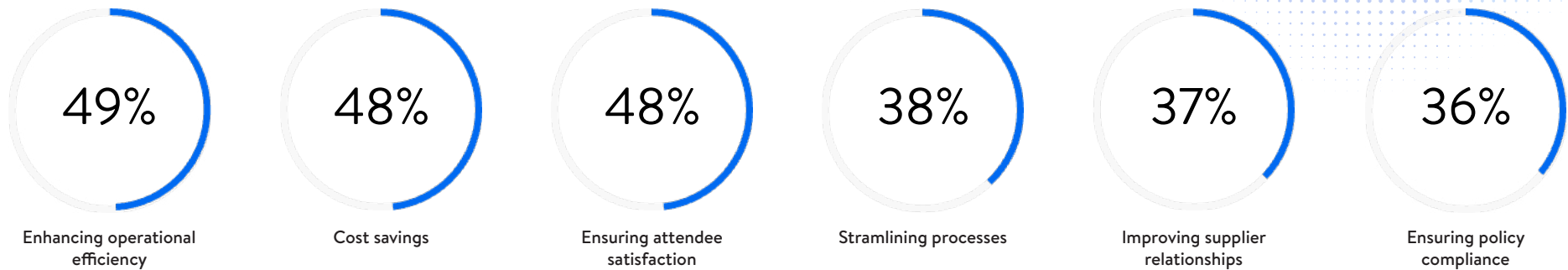


### KEY TAKEAWAY



**Centralizing processes and management across both travel and meetings programs is increasingly important for organizations seeking to optimize operations.** As travel managers take on broader responsibilities, consolidating sourcing activities offers strategic advantages by providing visibility into all aspects of travel and meetings management. This allows for informed decision-making, uncovers cost-saving opportunities, and streamlines workflows, especially as teams are expected to do more with the same or fewer resources. Efficient processes and strategic supplier partnerships are becoming key differentiators for organizations aiming to maximize value and efficiency in a complex travel landscape.

► What are your primary goals, and how do you measure success when jointly overseeing employee travel and meetings/events programs?



## Regional Insights

### North America

In North America, cost savings (58%) and operational efficiency (48%) are the top reasons organizations merge business travel and meeting and event sourcing. And, when it comes to events, conferences (59%) and trainings/workshops (49%) are the most sourced meeting types.

### Europe

The goals significantly differ in Europe, where the focus is on enhancing operational efficiency (53%) and attendee satisfaction (51%) when merging programs. No country takes optimizing their business more seriously than Italy, where 61% cite this as their number one objective.

### Asia

Meanwhile, in Asia, loyalty incentives (29%), flexible rate options (26%), and accessible information on sourcing networks (25%) are the top factors leading to RFP submissions. Conversely, a lack of

professionalism or responsiveness (28%) is the primary reason they would not accept a hotel into their program.

### Australia

Australian travel managers report merging business travel with meeting and event sourcing to enhance operational efficiency (53%) and achieve cost savings (46%). At the same time, they indicate that proximity to the corporate office or site is the primary reason for selecting a hotel for their corporate travel program (35%).

### Middle East and Africa (MEA)

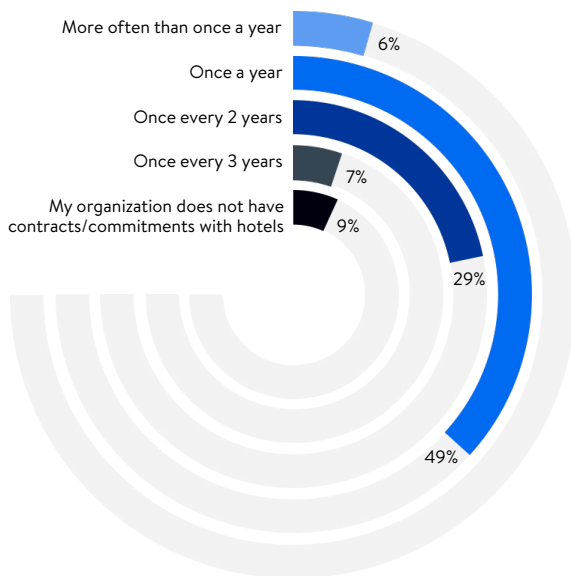
In MEA, more than half (50%) say that improving supplier relationships is the primary goal of combining their travel and events sourcing programs. They are also thinking about the guest experience, with 31% saying venue amenities are the top reason they submit an RFP.

## Rate strategies shift as travel managers face harder hotel negotiations.

Travel managers are embracing a blend of fixed and dynamic hotel pricing models. Globally, 42% now prefer a mix of both, reflecting a need for pricing flexibility while maintaining cost control. At the same time, reaching a hotel agreement has become laborious. Many travel managers (39%) say negotiating with hotels has become more difficult in the last five years<sup>4</sup>.

The two main factors making negotiations difficult are hotels' inflexibility in pricing models (49%) and their limited commitment

### ► How often, if ever, are your sourcing and negotiating commitments/contracts with hotels?

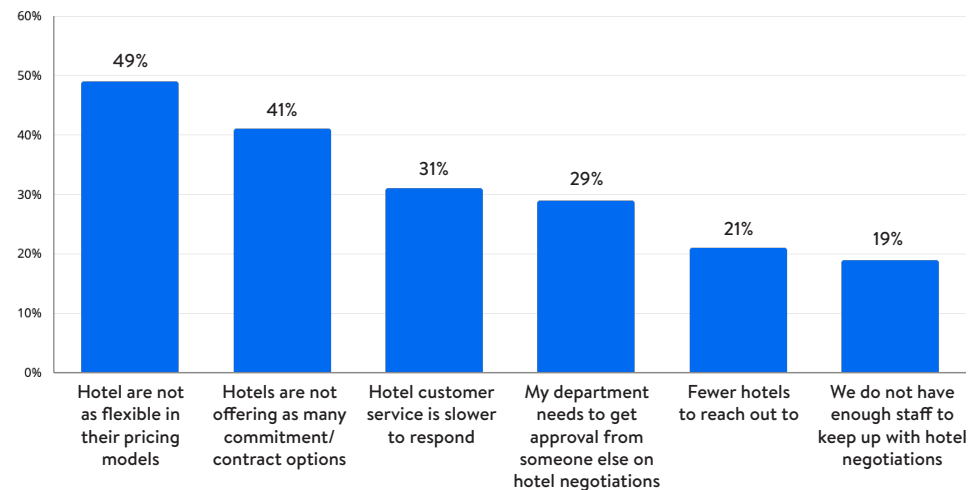


<sup>4</sup> 'Much more difficult' and 'Somewhat difficult' responses combined

or contract options (41%). Given the frequency of hotel contract negotiations, with 84% negotiating at least once every two years, it is no wonder these negotiations can seem daunting.

Travel managers increasingly seek pricing strategies that reflect real-time market conditions without sacrificing stability. As the negotiation process becomes more complex, hotel responsiveness and flexibility will be crucial for securing loyalty and long-term business.

### ► Why has negotiating with hotels become more difficult in the last five years?



## Regional Insights

### North America

While 42% of North American travel managers prefer a mix of fixed and dynamic pricing, 25% still rely solely on fixed rates (the highest of all the regions), highlighting a continued need for predictability in budgeting. It makes sense that over half (57%) of travel managers cite a lack of flexibility as the top reason negotiations have grown harder.

### Europe

European travel managers strongly prefer combining fixed and dynamic pricing, with 45% favoring the hybrid model. And they are staying active: over half (55%) are renegotiating at least annually, and almost a third (30%) say they've added more hotel commitments in recent years.

### Asia

Many travel managers in Asia report difficulties negotiating, with nearly half (48%) stating that discussions with hotels are more

challenging now than five years ago. Over a third (36%) of travel managers indicate that their department requires higher-level negotiation approval, adding internal friction to strained hotel relationships.

### Australia

In Australia, the negotiation process is considered the most challenging aspect of the RFP process (40%). Customer service is a significant pain point, with 37% identifying it as their foremost challenge when negotiating with hotels. Only 4% utilize a blended model with a pricing ceiling (the lowest globally), indicating a more polarized pricing strategy approach.

### Middle East and Africa (MEA)

Negotiations with hotels have become the most challenging in MEA, where over half (52%) report that they have grown more difficult over the last five years. One major hurdle is the internal approval process, with 38% of travel managers stating it is their top challenge.

## KEY TAKEAWAY

**The increasing complexity and frequency of hotel negotiations are prompting travel managers to seek more collaborative, partnership-based relationships with suppliers.** As negotiations become more challenging, travel managers recognize the value of working with hotels that demonstrate adaptability and a willingness to co-create solutions. This shift is encouraging both parties to move beyond transactional discussions, with suppliers taking an active role in fostering open communication and understanding clients' strategic objectives. Suppliers can better withstand market volatility by prioritizing long-term, mutually beneficial partnerships, enhancing their reputation, and securing sustained business growth.



## Despite the influence of digital content, travel managers struggle to determine hotel suitability.

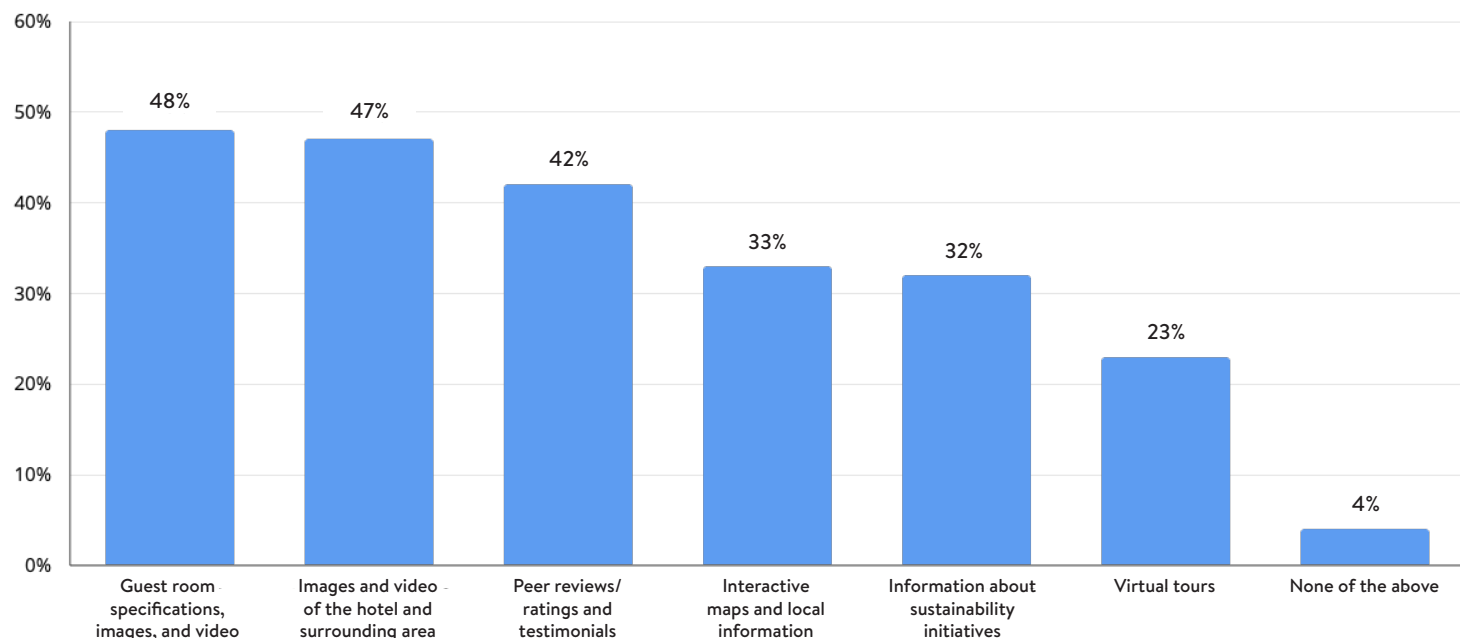
Travel managers rely on digital content to build smarter, more agile travel programs. The two most influential factors in their decision to submit an RFP are specifications, images, and video of guest rooms (48%) and images and video of the hotel (47%). Given that 26% reported spending more time using technology to research hotels in the last five years, it's evident that compelling digital content is a fundamental principle of modern sourcing outreach. And while many strategies to cut costs are being considered, one aspect that is unlikely to be reduced is technology spending. Only 13% cited reducing technology spend in 2025 to combat rising prices.

However, while visuals and technology play a larger role, challenges remain, particularly when assessing whether a hotel meets

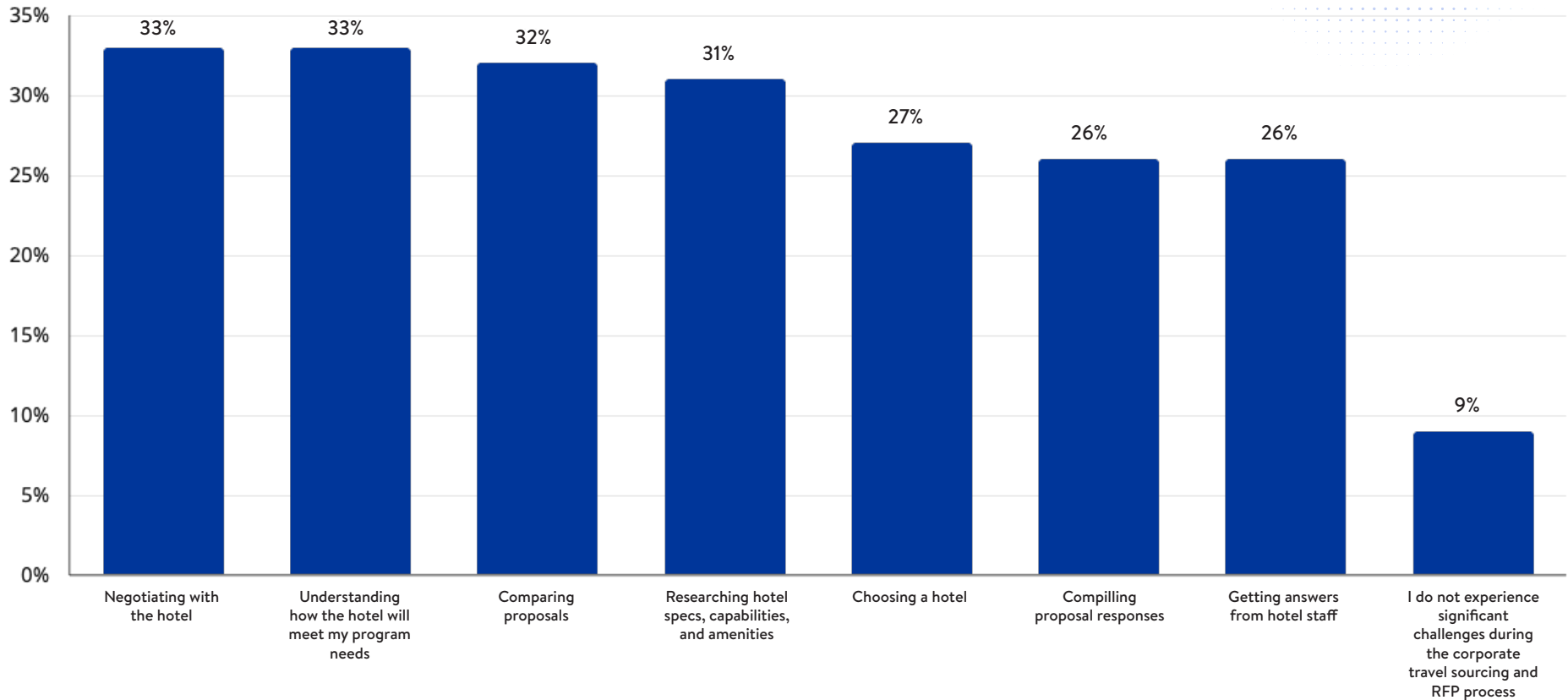
program requirements. One-third of travel managers (33%) report that understanding how a hotel will fulfill those needs is a primary challenge, with many struggling to compare proposals (32%) and research hotel specifications, capabilities, and amenities (31%).

Across regions, there is a clear demand for deeper, more relevant digital content to support data-driven decision-making. Sourcing platforms continue to deliver measurable value: nearly half of travel managers say they help maximize cost savings (47%) and save time (47%), while 42% report they offer better negotiation insights.

► During the corporate travel sourcing process, which of the following content, assets, and features most influence your decision to submit an RFP (Request for Proposal) to a hotel?



► At which stage during the corporate travel sourcing and RFP process do you experience the most difficulties?



## KEY TAKEAWAY



**As travel managers increasingly depend on digital content and technology to inform their sourcing decisions, it's important for them to use a platform that provides crucial hotel details upfront.** Ask essential questions in your RFP to ensure that hotels in your preferred hotel program meet your company's and travelers' requirements. There is a growing need for hotels to provide not just more, but higher-quality, context-rich digital content that directly addresses program requirements. Hotels that proactively offer detailed, tailored digital content, such as virtual tours, comprehensive amenity breakdowns, and clear explanations of how they fulfill corporate program requirements, will stand out and be more likely to win RFPs.

## Regional Insights

### North America

North American travel managers are outpacing other regions in using technology to evaluate hotel partners. Only 9% plan to reduce tech budgets (the lowest globally), and almost a third (30%) are spending more time using tech to research hotels.

### Europe

European travel managers share many of the same content priorities and challenges as their global peers, but they stand out in their reliance on sourcing technology to navigate these issues. In fact, 43% say sourcing platforms help them easily assess and analyze hotel bids, the highest across all regions (vs. 38% globally).

### Asia

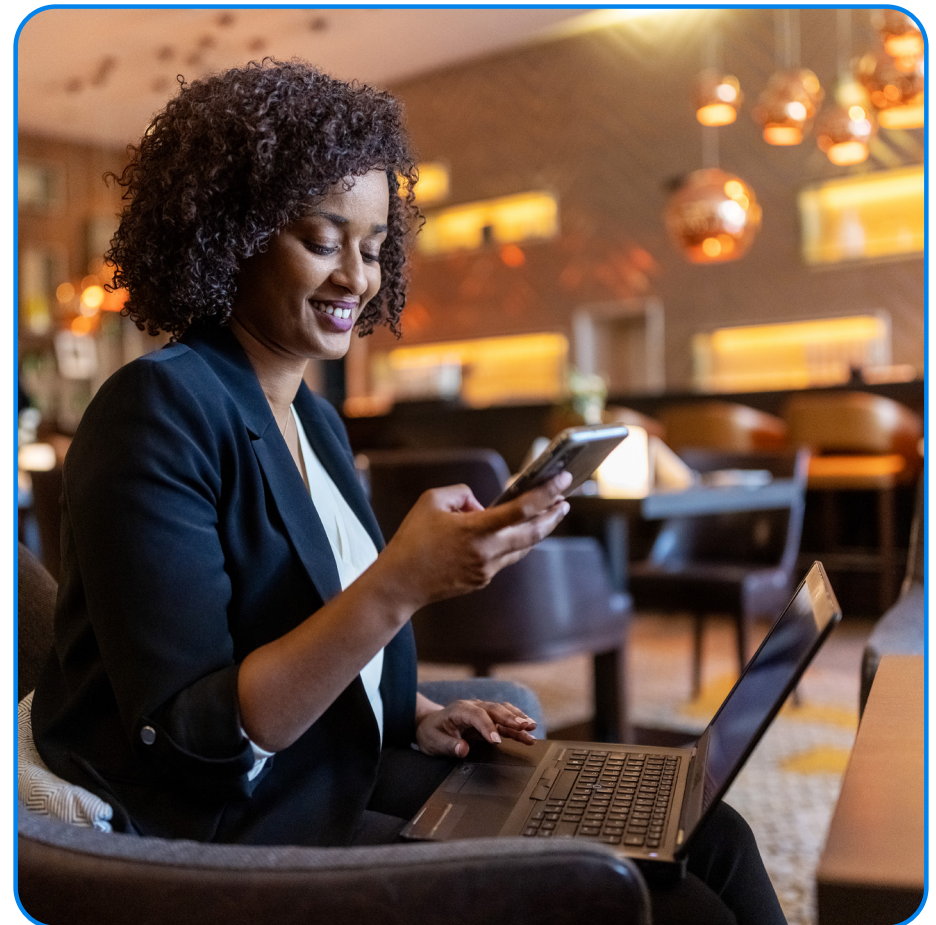
Travel managers in Asia are particularly attracted to visual content that goes beyond the basics: over half (54%) prioritize images and videos of the hotel and its surrounding area, the highest percentage of any region. Additionally, virtual tours are more influential here (28%) than in most other regions.

### Australia

Cost savings are essential for Australian travel managers, with over half (52%) indicating that sourcing platforms help them achieve this goal. They also strongly rely on guest room specifications, images, and videos (53%).

### Middle East and Africa (MEA)

MEA travel managers focus heavily on clarity and detail. A significant percentage (37%) indicates that researching hotel specifications, capabilities, and amenities poses a major challenge (the highest globally). They are also particularly interested in sustainability (39%) and interactive content, such as local maps (35%).



## The evolving workforce is redefining travel industry priorities.

The future of business travel is not immune to the rise in popularity of remote and hybrid work models. Travel managers identify hybrid and remote work as the leading trend shaping business travel priorities in 2025 and 2026 (38%). The second most influential factor is the ongoing frequency of virtual meetings (32%).

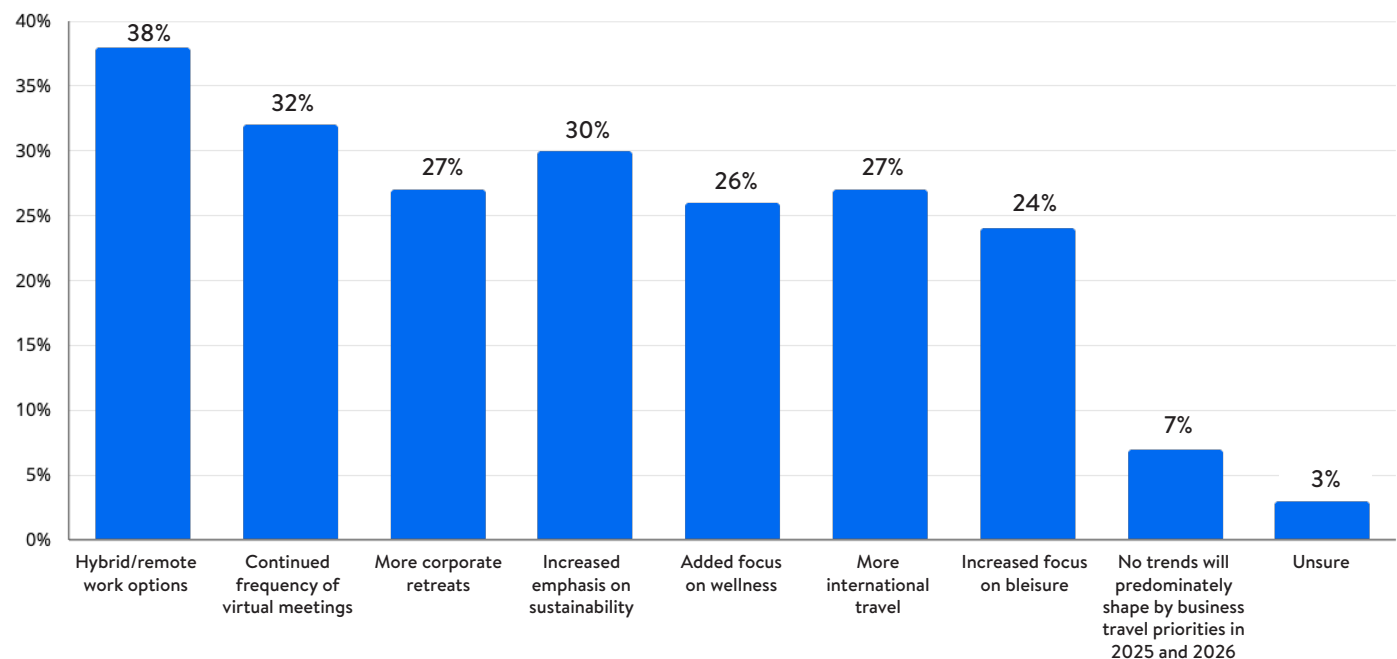
These workplace changes reflect broader shifts in how companies operate. According to LinkedIn's Global State of Remote and Hybrid Work report in July 2024<sup>5</sup>, 30% of the global workforce was hybrid, while another 10% was fully remote. Even though work patterns are evolving, the demand for talent and growth remains strong, with 78% anticipating hiring within the next two years.

Therefore, it is crucial to understand that hybrid work and virtual meetings are now key drivers of travel decisions and hiring. Adapting

travel policies and budgets to this new reality will align with the expectations of travel managers and their clients, potentially unlocking significant cost savings and efficiency gains. The future of business travel is shifting from routine trips to more purposeful, strategic journeys in a hybrid world.

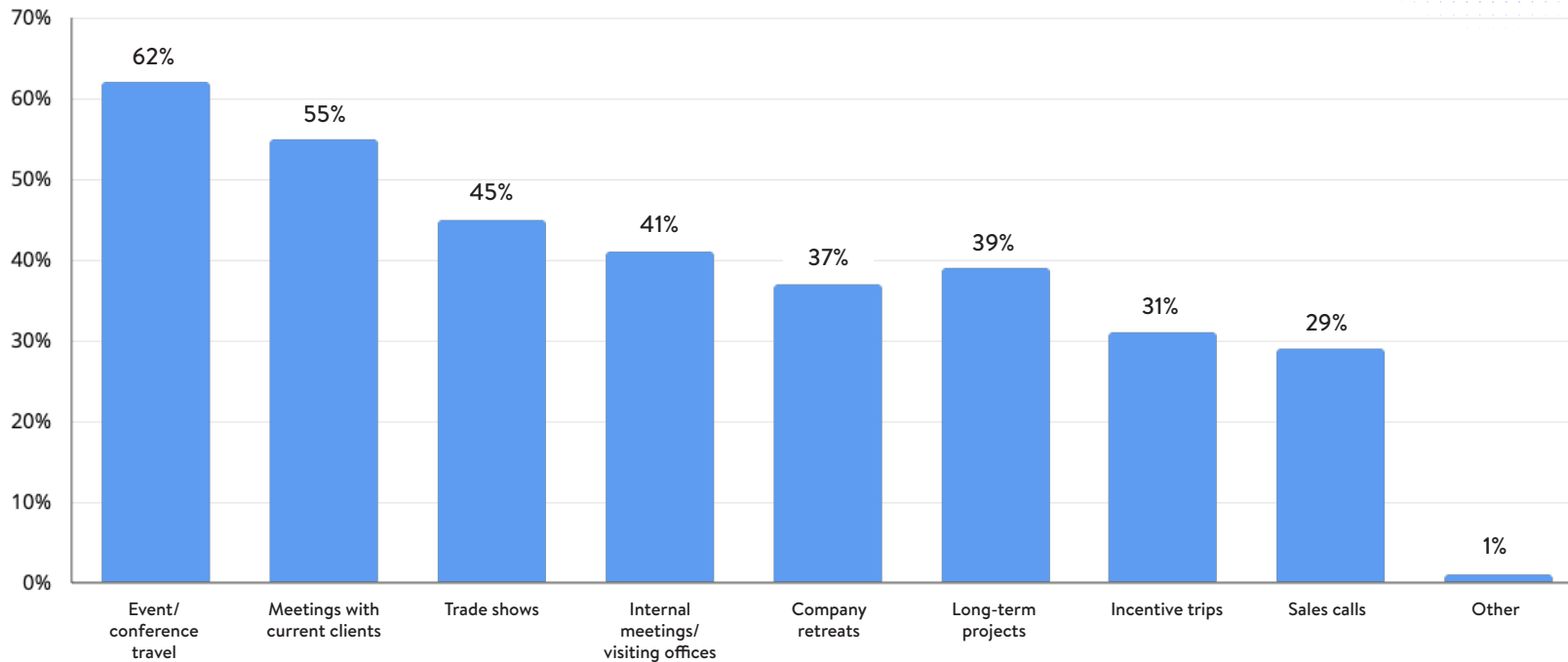
And yet, despite advancements in remote collaboration technologies, face-to-face meetings remain a cornerstone of effective business practices. The primary type of meeting driving business travel is events and conferences (62%), followed by meetings with current clients (55%) and trade shows (45%). Several key factors fuel the necessity for in-person business meetings, with organizations prioritizing opportunities to gain new customers (43%), networking opportunities (42%), and retaining existing customers (37%).

► What trends do you think will predominately shape your or your average client's business travel priorities in 2025 and 2026, if any?



<sup>5</sup> <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/PDF/global-state-of-remote-and-hybrid-work-sept-2024.pdf>

► What types of events do your organization’s employees or client’s organization employees travel for?



## KEY TAKEAWAY



**As hybrid and remote work models become more entrenched, the very definition and purpose of business travel are evolving.** This change means that travel managers and organizations must optimize travel policies to prioritize trips that deliver measurable ROI, foster critical relationships, or drive business growth, while leveraging virtual meetings for efficiency and cost savings. Suppliers are poised to lead this transformation by offering flexible booking options, enhanced digital connectivity, and versatile spaces supporting in-person and virtual collaboration. They have an opportunity to align their services with the strategic objectives of corporate travelers to ensure the continued relevance of business travel in a rapidly changing world.

## Regional Insights

### North America

North American travel programs are navigating hybrid work realities without sacrificing the value of in-person engagement. A striking 69% of respondents say that event and conference travel is a core reason for hitting the road (the highest globally). Networking (52%) is also a key driver, suggesting that even with virtual alternatives, North American businesses still view face-to-face interactions as critical for relationship-building and growth.

### Europe

In Europe, trade shows (52%) are a top priority, leading the list of travel reasons. Notably, travel to retain existing customers (41%) holds greater importance here than in other regions, underscoring a relationship-first mindset in European business travel.

### Asia

Asia places a stronger emphasis on business engagement, with meetings with current clients (52%) and long-term projects (41%) becoming increasingly common reasons for travel. And yet, events and conferences remain the primary reason for business travel in this region.

### Australia

Australia prioritizes internal business travel, with internal meetings and office visits (48%) cited more often than anywhere else. While hybrid work continues to play a leading role, this emphasis indicates a strong need to reconnect geographically dispersed teams. Also significant is the region's focus on education and training (39%), which ranks higher here than in most markets.

### Middle East and Africa (MEA)

In MEA, travel is regarded as a critical enabler of both collaboration and company culture. Long-term projects (45%) and company retreats (41%) are among the top reasons for travel. They also focus heavily on growing business, with 41% identifying gaining new business as the most important reason for in-person meetings.



## Call it a humble brag: Millennials emerge as the rising decision-makers.

A generational shift is reshaping business travel management. Millennials, now the dominant generation among travel managers surveyed (54%), bring renewed optimism to the industry. Compared to their Gen X counterparts, they report higher positivity about business travel activity (87% vs. 80%)<sup>6</sup>, and are more likely to anticipate growth in travel volume in 2025 (82% vs 64%)<sup>7</sup>.

Millennials have surpassed Generation X as the main decision-makers for business travel programs: 66% of Millennial respondents are primary or sole decision-makers, compared to 58% of Gen Xers. Millennials also bring substantial experience: nearly half (47%) report having 6 to 10 years in travel management, and many are rapidly advancing through the ranks, with over a third (37%) now in senior management positions and more than a quarter (26%) at the C-suite level.

While optimism levels and hiring timelines vary by region, one thing is clear: Millennials are stepping into leadership roles, and their influence will only grow in the coming years. Therefore, hotels, TMCs, and stakeholders need to adapt their strategies to meet the expectations of this emerging generation.

<sup>6</sup> 'Very positive' and 'Somewhat positive' responses combined

<sup>7</sup> 'Significantly increase' and 'Somewhat increase' responses combined



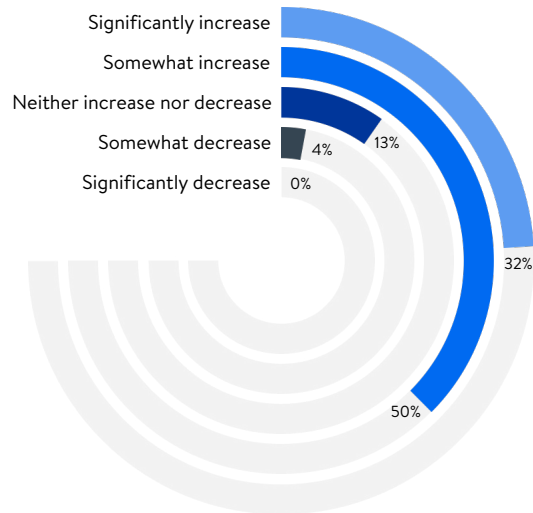
### KEY TAKEAWAY

**Millennials have undoubtedly adopted technology more quickly than older generations and are eager to leverage it for decision-making.** Since they are more optimistic about the future of business travel, these new decision-makers will bring a fresh, positive perspective by embracing AI solutions and new technology to optimize travel programs. As a result, suppliers and stakeholders who prioritize digital tools, streamlined processes, and data-driven decision-making will be better positioned to meet the evolving needs of this new generation of leaders.

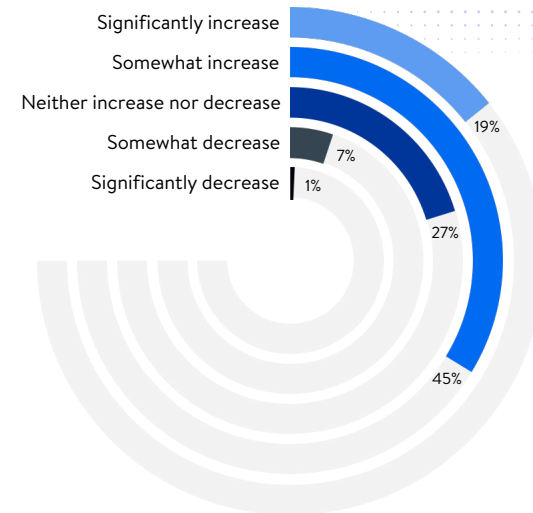


► How do you expect your or your average client's organization's 2025 travel volume to increase or decrease compared to 2024?

## Millennials

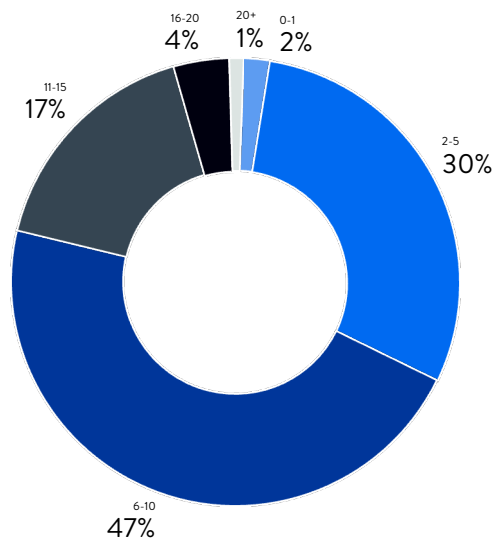


## Gen X

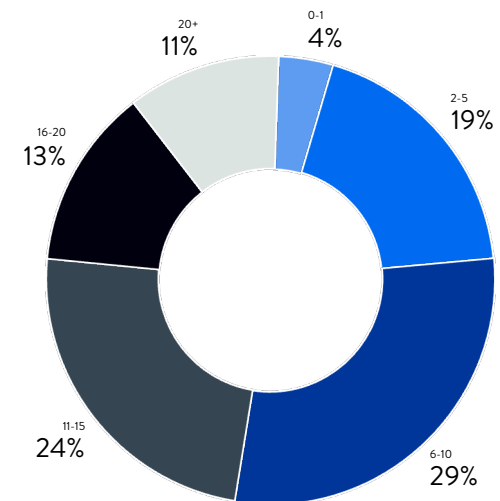


► How many years of experience do you have as a travel manager?

## Millennials



## Gen X



## Regional Insights

### North America

In North America, Millennials are the ones calling the shots. They narrowly beat out their Gen X counterparts, with 60% citing that they are the primary or sole decision makers, while 59% of Gen X said the same. Although generally positive (85%), North American Millennial travel managers are slightly more cautious than their counterparts in other regions when forecasting growth: three-quarters (75%) expect their or their clients' business travel volume to increase in 2025.

### Europe

Millennials in Europe are leading the charge: over two-thirds (68%) are the primary or sole decision-makers, compared to 53% of Gen Xers. More telling, over a quarter (29%) are already in the C-suite (the highest of any region).

### Asia

Asia boasts the highest share of Millennial respondents (72%). Notably, nearly one in three (28%) Millennial travel professionals in Asia own their businesses, signaling entrepreneurial momentum in the region.

### Australia

Millennials are firmly in control in Australia. Over two-thirds (64%) are the primary or sole decision-makers. And they're more likely to be in leadership roles over their Gen X colleagues, with 78% holding senior management positions or higher (vs. 74% for Gen X).

### Middle East and Africa (MEA)

In MEA, Millennials are rising rapidly, even though Gen X currently leads in decision-making. What stands out is leadership: 92% of Millennials are in senior management positions or higher, with 31% already in the C-suite, ranking the highest globally.



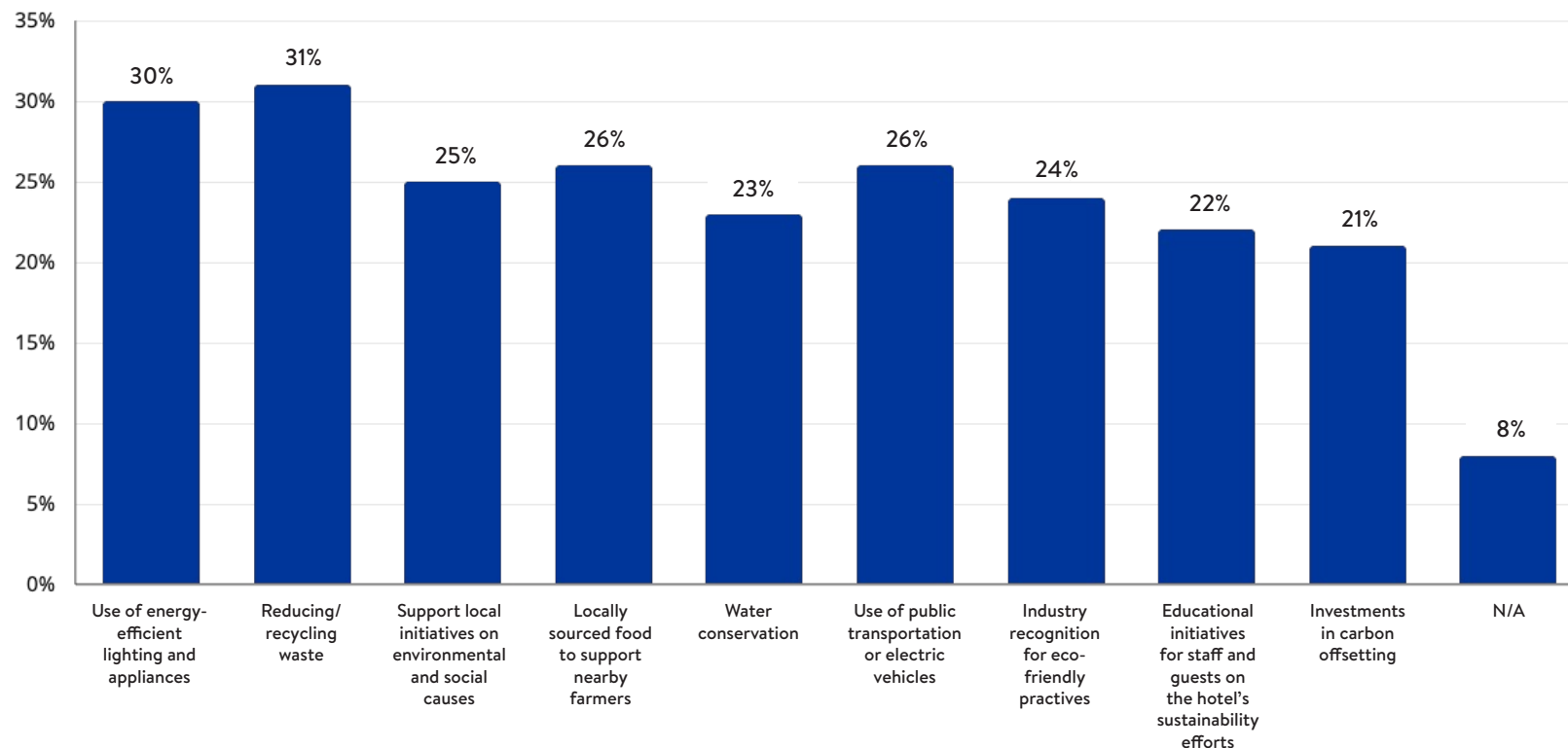
## Sustainability remains a global issue, but priorities vary across regions.

Sustainability remains a top concern globally, with 30% of travel managers stating it will be a key factor shaping business travel priorities through 2026. Australia places the greatest emphasis on sustainability's role in future business travel priorities (33%), followed closely by Europe, Asia, and MEA (32% each). And when it comes to sourcing, sustainability content is crucial, with 32% indicating that information about a hotel's sustainability initiatives influences their decision to submit an RFP.

### KEY TAKEAWAY

Sustainability is becoming a key factor in hotel sourcing decisions, and travel managers want to see actionable, verifiable initiatives that align with their company's ESG goals. Alignment starts with clear communication. Hotels should highlight meaningful, measurable sustainability efforts tailored to what buyers in each region care about in their hotel profiles, ensuring buyers can easily evaluate their practices. At the same time, travel managers should share their organization's sustainability priorities during sourcing discussions.

### ► What are the sustainable practices you value the most when considering a property?



## Regional Insights

### Europe

Europe is demonstrating above-average momentum in sustainability. One in three travel managers (32%) states that sustainability will influence business travel priorities over the next two years, and 30% indicate that sustainability content would affect their RFP decisions. In evaluating hotels, European travel managers want information on waste reduction initiatives (32%) and sourcing locally grown food (29%).

### Asia

Asia stands out for its demand for practical sustainability content. Over a third (36%) of travel managers indicate that a hotel's sustainability initiatives are the primary factor influencing RFP decisions.

### Australia

Australian travel managers lead globally in prioritizing sustainability (33%) as a long-term concern. Industry recognition is important here: 31% say obtaining third-party eco-certifications is among the top practices they value when choosing a property, signaling a preference for verified efforts over vague claims.

### Middle East and Africa (MEA)

MEA travel managers are most influenced by sustainability information during sourcing. Over a third (39%) indicate it's the top factor driving RFP decisions. However, their focus is clear: a third (33%) want access to public or electric transport options.



## Budgets are rising:

**70%** - say travel budgets will increase in 2025 compared to 2024<sup>8</sup>

**62%** - say they will increase by up to 40%<sup>9</sup>

**8%** - expect budgets to decrease<sup>10</sup>

## Prices are expected to rise for:

**56%**

Hotel Rooms

**49%**

Airfare

**48%**

Travel expenses & amenities

## Smarter sourcing strategies shine:

**26%** - aim to align travel with meetings and events to reduce redundancy

**25%** - plan to negotiate lower hotel rates in exchange for convenience

**23%** - are considering hotels across a broader range of brand scales

**23%** - plan to reduce the number of employees traveling

## The key factors driving in-person meetings:

**43%**

Gain new customers

**42%**

Networking opportunities

**37%**

Retain customers

**35%**

Education & training

**34%**

Business (buy and sell)

## Regional Variations:

**52%** - North America has the highest preference for networking opportunities

**41%** - Europe shows a strong focus on retaining customers

**37%** - The APAC region emphasizes gaining new customers

## To source hotels, travel managers rely on:

**52%**

Travel sites

**47%**

Hotel websites

**42%**

Search engines

<sup>8</sup> 'Significantly increase' and 'Somewhat increase' responses combined

<sup>9</sup> '1-20%' and '21-40%' responses combined.

<sup>10</sup> 'Significantly decrease' and 'Somewhat decrease' responses combined

**71%**

of travel managers expect costs in 2025 to be higher than in 2024.

**91%**

of travel managers say they are also responsible for sourcing hotels and venues for their organization's meetings and events.

**42%**

prefer a mix of fixed and dynamic pricing models.

**48%**

say guest room specifications, images, and video are the most influential factors in their decision to submit an RFP.

**38%**

identify hybrid and remote work as the leading trend shaping business travel priorities in 2025 and 2026.

**66%**

of Millennial respondents are either the primary or the only decision-makers.

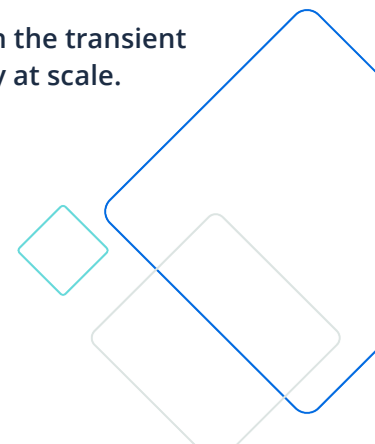
**30%**

say sustainability will shape business travel priorities through 2026.



For travel managers aiming to streamline hotel sourcing, negotiate the best rates, and benchmark their travel programs with unparalleled transparency, [Cvent Travel](#) offers the tools and insights needed.

For hotels aiming to streamline RFP management, maximize corporate travel revenue, and gain a competitive edge in the transient market, [Cvent Transient](#) provides an all-in-one platform for managing, distributing, and tracking rates efficiently at scale.





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