

Business Traveler Personas and Recommendations Guide



The Stressed Out and Anxious Traveler

Do you constantly feel stressed and anxious pre, during, and after each trip? Do you have a personal life and a work life that both cause major stress and anxiety and you are craving a bit of relief from time to time.

Recommendations: Take a 20 minute stroll near a body of water (lake, ocean, river, pond), sit and do a bit of self-reflection in a journal, and write down your wellness and work goals. You may also enjoy engaging in conversation with locals, creating new travel memories to share with your loved ones back home, or soaking in a natural hot spring.



The Family-Oriented Traveler

Are you very family-oriented and are bummed out that you are always away from home, so much so that your business travel may be causing tensions in your home life? This has led to increased stress and anxiety.

Recommendations: Include family or partner during your business trip, shop at local street markets and bring home small trinkets that are authentic to the destination that you've visited, or extend your trip and have vacation days with your family while exploring a new destination.

The Prove-Myself Traveler



Are you always worried about proving yourself to your company, so much so that you neglect your personal wellbeing and home-life? Your professional goals have become really important to you whether that is to get a promotion, come up with an innovative concept, get more creative, or learn new skills.

Recommendations: Spend time in nature during your trip to spark creative ideas, engage in conversation with locals and dive into the local culture and traditions, learn to speak a bit of the local language, understand how other cultures do business, problem solve and navigate during transit, or extend your trip for personal days or to fly your family or partner out.

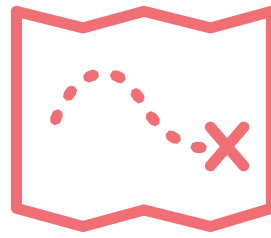
The Not Again Traveler



Are you a true definition of a road warrior? Are you constantly traveling for business and are seeking a new level of wellness and care into your experiences. Are you highly stressed, have developed poor habits, and struggle to keep a positive mindset around traveling for business.

Recommendations: Ask for more flexibility when it comes to flights, extend your trip for personal days, include your family or partner in your trip more often, spend time in nature and absorbing what the destination has to offer, or find natural resources to relax in such as a hot spring, sauna, or partake in local traditions like tea-drinking ceremonies or group walking programs.

The Secret Adventure Seeker



Did you get into your role because you were attracted to the idea of getting to travel and getting paid for it? Do you yearn for exploration, discovery, meeting new people, learning about new cultures, and eating local cuisine? What seemed like a dream opportunity turned into a not-so-positive-mindset around traveling for business. You are exhausted, overwhelmed, and stressed and don't ever have time to see or do anything that you hoped for where you travel to.

Recommendations: Carve time out to stroll through a local market, try local foods, engaging in conversations with locals, spend time in nature, take a walk near a body of water, sightsee a new city by foot, and partake in physical activities outdoors.

The I Have No Time Traveler



Do you feel like you never have enough time for yourself? Are you hyper-focused on your work and tend to put any personal goals, desires, or your wellbeing on the back burner? Do you run on a strict schedule and are always tuned into your workload?

Recommendations: Carve out time to disconnect from your laptop and phone, spend more time in nature, partake in a hiking or walking program, sit near a body of water and journal for an hour, extend your trip for personal relaxation, and shift your mindset around work and pleasure.