



Media Release

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Events are driving corporate trips for Millennial and Gen Z travellers claims new global data from leading travel management company CTM

New data from Corporate Travel Management (CTM) has revealed that events are the most common reason for Millennial and Gen Z workers to take business trips, with 44 per cent ranking conferences, events and trade shows as the main purpose behind their business travel.

The global survey of 702 Millennial and Gen Z employees was carried out in March 2025. 86 per cent flew on business at least once per year, with 70 per cent flying between 1 and 5 times.

When asked 'what is the main purpose of your business travel?', the top three responses were:

1. Conferences, events and trade shows (44 per cent)
2. Training and education (42 per cent)
3. Customer/sales meetings (38 per cent)

Regional variations

The top three ranking among North American respondents (36 per cent of the sample) was identical. In the UK, one and two remained the same with 'internal meetings' taking third place. Singapore was the only other region to rank both 'internal meetings' and 'conferences, events and trade shows' among the top three. And Hong Kong was the only region to include 'supplier and partner meetings' as a top three reason for travelling on business.

Millennials v Gen Z

There are also marked differences in the responses from Millennials vs Gen Z, as outlined in Chart 1, with the three main purposes for travelling on business among Millennials a match for the overall ranking, but 'customer/sales meetings' and 'training and education' leading the table for Gen Z business travellers.

"These findings challenge the once accepted view that the next generation of business travellers will be more content doing business digitally," said Mike Leeson, general manager Europe, CTM Meetings and Events.

"In fact, what we've seen at CTM M&E is the exact opposite. Spending so much time working from home or in a hybrid capacity in recent years has actually fuelled a desire for Millennial and Gen Z workers to meet face to face more, either with colleagues or for business, and this is

driving a need for all types of events, whether team-building, internal meetings, sales rallies, kick offs, AGM, rewards and incentives, or conference and trades shows. And, of course, business travel is seeing the benefits, too.

“Although Gen Z respondents say conferences, events and trade shows are less important to them than Millennial respondents, I suspect this is simply because they are, generally speaking, not yet in the right roles to attend strategic events”

Chart 1: What is the main purpose of your business travel? (Select all that apply)	Millennials	Gen Z
Conferences, events and trade shows	46 per cent (1)	35 per cent (3)
Training and education	44 per cent (2)	36 per cent (2)
Customer/sales meetings	38 per cent (3)	37 per cent (1)
Internal meetings	36 per cent (4)	34 per cent (4)
Special projects	28 per cent (5)	19 per cent (7)
Supplier/partner meetings	26 per cent (=6)	32 per cent (5)
Teambuilding	26 per cent (=6)	22 per cent (6)

What do the next generations enjoy about business travel?

CTM also asked Millennial and Gen Z respondents what they enjoy most about travelling for business. Overall, the top ‘perks’ are seen as:

1. Experiencing new destinations (51 per cent)
2. Collaborating with colleagues and partners (47 per cent)
3. Taking a break from routine (46 per cent)
4. Meeting new people (37 per cent)

This top four ranking is mirrored among both Gen Z AND Millennial business travellers.

“What we’re seeing is a strong alignment between the purpose of business travel and what younger travellers value most,” said Leeson. “Conferences, events and trade shows remain a key driver of business travel, and they offer exactly what Gen Z and Millennial travellers are looking for; opportunities to collaborate, build relationships and meet new people. These are the kinds of meaningful, in-person experiences that simply can’t be replicated virtually.”

Looking to the future

Finally, the respondents were asked whether they expect the importance of business travel to increase in-line with their professional experience and seniority. Ie, whether they anticipate travelling more in the future as their careers progress.

70% of all respondents agreed they do expect the importance of business travel to increase in-line with their professional experience and seniority.

“Meetings and events are going to remain essential touchpoints for building relationships, sharing knowledge, and supporting career growth as professionals advance,” said Leeson.

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About CTM

Corporate Travel Management (CTM) is an award-winning global provider of innovative and cost-effective travel solutions spanning corporate, events, leisure, loyalty and wholesale travel. The company’s proven business strategy is underpinned by personalised service excellence supported by market-leading technology solutions that deliver a return on investment to our customers. Headquartered in Australia, the company provides local service solutions to customers of all sizes across the world.