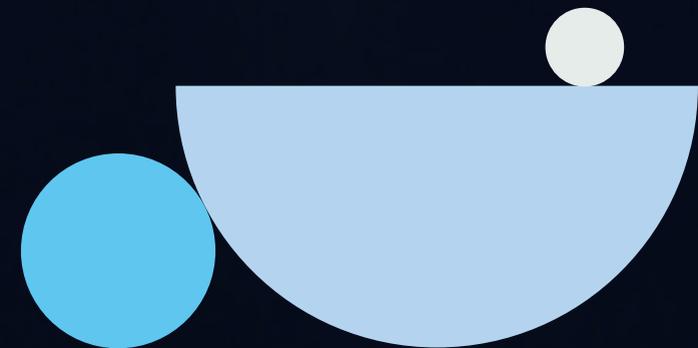




# Business Travel Outlook 2026

How to navigate a new era of disruption



# Contents

- Foreword** 3
- Key Findings** 4
- 2025 at a Glance** 5
  - Travel Disruptions 6
  - Travel Incidents 7
- 2026 at a Glance** 9
  - Travel Trends 10
  - Trending: Borderless Business 11
  - Travel Safety 13
  - Spotlight: Cyber Vulnerabilities 15
  - Travel Preparedness 16
- Methodology** 18
- Acknowledgements** 21



# Foreword

**Business travel is back** – but with frequent disruptions and safety concerns now part of nearly every journey, travelers are demanding more support and reassurance.

Our latest research shows that [over three-quarters \(77%\) of travelers confirm what we've always known: Face-to-face interaction is irreplaceable for building meaningful business relationships.](#) Travel – like business – is all about human connection.

However, 2025 was an especially turbulent year for business travel: [Four in five travelers \(80%\) experienced disruptions and more than half \(53%\) encountered incidents or emergencies abroad.](#) And this year, additional headwinds await. Cost and carbon concerns are restricting travel policies. Mobility is less assured with new visa or entry requirements. Climate volatility, security incidents, cyber threats, geopolitical turmoil, and psychological strain are no longer rare exceptions, they are the daily reality of modern business travel.

Across our corporate customers, we see the same pattern: The companies that thrive in these conditions are those that see travel support and protection not as a cost, but as an investment in people and business continuity.

**43%**

of business travelers surveyed **feel less safe traveling for business than they used to.**

**58%**

of business travelers surveyed **agreed their employer could do more to ensure safety.**

In the following pages, we capture not only the outlook for business travel in 2026, but how confident, prepared, and protected employees feel as they take to the skies. Drawing on the insights of [4,000 international business travelers across five continents and eight countries](#) – the U.S., UK, Australia, Canada, Brazil, Mexico, Germany, and Singapore – we unpack the state of the industry and the travel trends that will define 2026.

The purpose of this Outlook is not simply to present data: It is to spot the gaps between risk, perception, and support. It offers business leaders a clearer view of what responsible travel looks like in 2026. By proactively addressing mental wellbeing alongside physical safety, developing policies tailored to individual risk factors, and identifying and addressing key protection gaps, organizations can help their employees travel with greater confidence and resilience.

Whether you are business leaders shaping the future of travel for your teams or are traversing the hemispheres on behalf of your organization, I hope you take away as much from this report as we have, and that it helps you make informed decisions for yourself and your business in 2026. Safe travels, everyone!



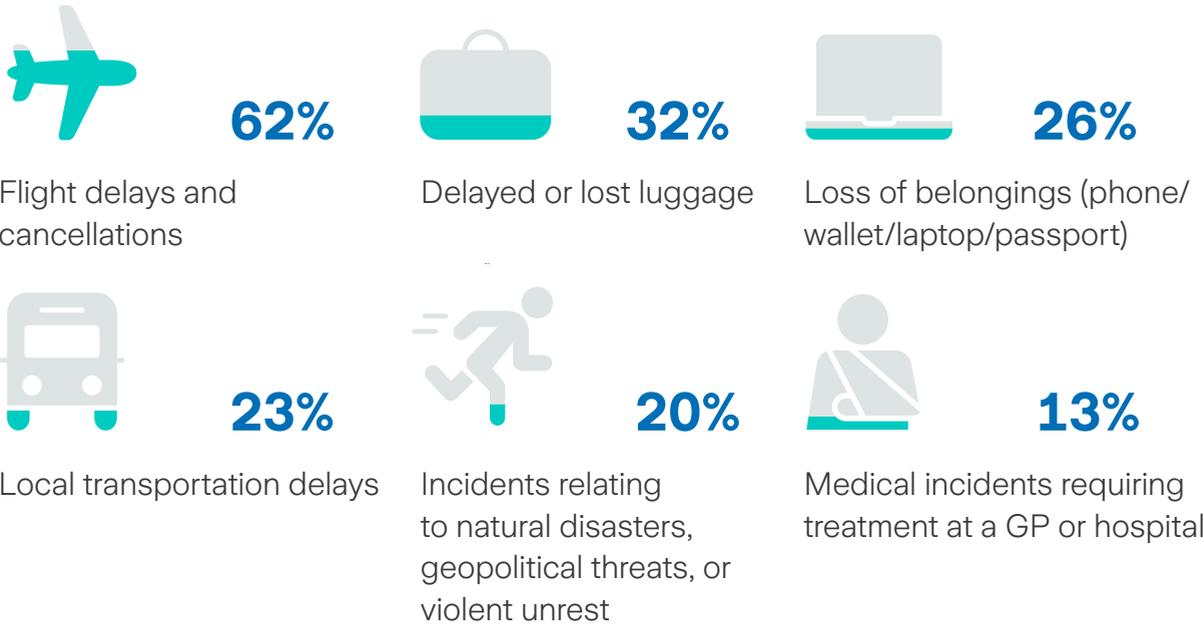
**Cara Morton**  
CEO, Global Businesses and Operations,  
Zurich Insurance Group

# Key Findings

## Employees seek added reassurance and support

Besides the usual operational challenges, business travel is now marked by geopolitical, societal, and environmental turbulence, even in advanced economies. Worryingly, though, **over a quarter (26%) of those surveyed – including a third (32%) of Gen Z – are unsure or do not know what to do in an emergency abroad.** Safety is paramount for sustaining global mobility, and employers face growing pressure to step up support. Travel management and preparedness is now closely tied to employee trust, productivity, and even retention.

### The most common travel disruptions, incidences, or emergencies in 2025 included... by % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group  
 Represents cumulative totals of separate categories of disruption, emergencies, or incidents. Includes respondents that experienced multiple incidents, and therefore totals do not add up to 100%.

## The lines are blurring between meetings and me-time

Despite dire predictions of endless virtual meetings, business travel has re-established itself as a strategic necessity. Being physically present carries tangible value, as organizations pursue global growth opportunities and build new relationships.

Yet with cost and carbon considerations, every trip must accomplish more, and the boundaries between business and personal travel continue to shift. Many employees already work remotely abroad or extend business trips for personal holidays. This year’s results highlight a new trend: **Over half (56%) of respondents plan to add business meetings to a personal trip** – showcasing just how integrated our work and personal lives have become.

Mixing business and leisure, or “bleisure,” in this manner exposes employees – and organizations – to new environments and potential safety risks. Trips taken at the employee’s own expense (such as remote working or adding business meetings to a personal holiday) tend to rely solely on personal travel insurance. This may lead to significant protection gaps, from cyber to evacuation and repatriation, and unexpected costs. Proactively reviewing coverage helps ensure everyone stays protected, no matter how business and leisure overlap.



# 2025 at a Glance



## Abflug / Departure

Planmässig  
Scheduled

Flug-Nummer  
Flight-Number

Nach / über  
To / via

Schalter  
Counter

Ausgang  
Gate

Erwartet  
Expected

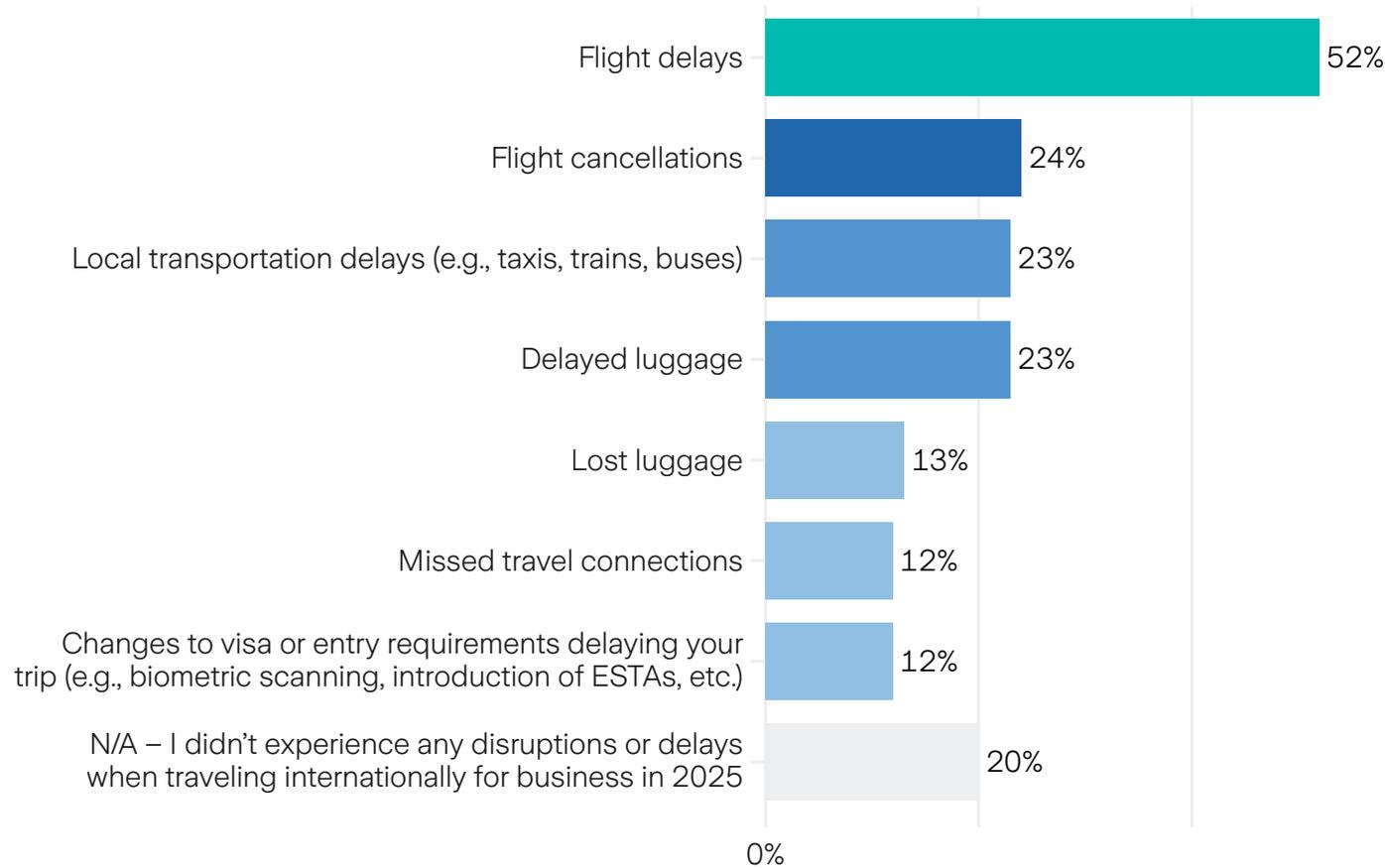
Bemerkungen  
Remarks

11:35	TK	1722	Istanbul	IST				
1:40	A3	821	Tokyo					
1:40	EW	015	Boston		C50	C68		cancelled
1:45	LH	185	Frankfurt		C56			boarding
:50	KL	1824	Amsterdam					cancelled
:55	BA	8492	London	LCY	C45	C48		check in
55	SN	2582	Sao Paulo					cancelled
05	EJU	5905	Los Angeles					cancelled

## Travel Disruptions

Turbulence is the norm, with **four in five business travelers (80%) experiencing at least one disruption** while traveling internationally for work in 2025.

In 2025, did you experience any travel disruptions or delays for business? by % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group

Totals include 47% of respondents that experienced multiple disruptions, and therefore totals do not add up to 100%.

## Who had the bumpiest journey?

Travelers from Brazil were the most likely to report flight delays (56%), while UK travelers were the least likely, with 44 percent affected.

Meanwhile, international travelers based in Germany experienced the highest overall rate of disruption (87%), including a notably higher incidence of local transportation delays (33% – 10 points above average).

Nearly half of travelers surveyed (47%) encountered multiple disruptions over the course of the year. Perhaps unsurprisingly, flight delays were overwhelmingly the top cause of disruption in 2025, followed by flight cancellations.

Peak travel periods also remained peak risk periods. Data from World Travel Protection, a Zurich-owned global travel assistance provider, showed a clear seasonal pattern in assistance demand, with leisure and business travel case volumes rising sharply in the northern summer (June–August) last year, and again around December–January.

## Travel Incidents

Travel incidents and emergencies were also all too common – **over half (53%) of travelers reported at least one** – but these may not be what you think.

Loss or theft of valuables like bank cards and phones were the most frequently reported incidents in 2025.

Interestingly, only 13%<sup>1</sup> of travelers required treatment from a doctor or hospital – yet accounted for the overwhelming majority (80%) of all leisure and corporate assistance cases processed by World Travel Protection in 2025.

The costs associated with medical incidents vary by both the destination and the traveler's home healthcare system. Travelers from some countries, like the U.S. and Germany, often rely on standard health insurance to cover overseas treatment. However, these policies frequently exclude costly emergency medical evacuations, creating significant exposure. Although evacuations accounted for just 3% of WTP's cases last year, their financial impact is substantial. Air ambulance evacuations typically exceed USD 150,000, and complex cases can surpass USD 1 million, requiring specialist critical-care management and receiving-hospital arrangements. Few domestic health plans or basic business travel accident policies provide adequate coverage for these scenarios.

One in five (20%) reported experiencing natural disasters, geopolitical threats, or societal unrest. Business travel insurance generally includes non-medical emergency evacuation and repatriation benefits for situations involving natural catastrophes or deteriorating security conditions. In contrast, leisure travel insurance often provides more limited protection, a gap that becomes increasingly important as "bleisure" travel grows in popularity (see p. 11 Trending: Borderless Business).

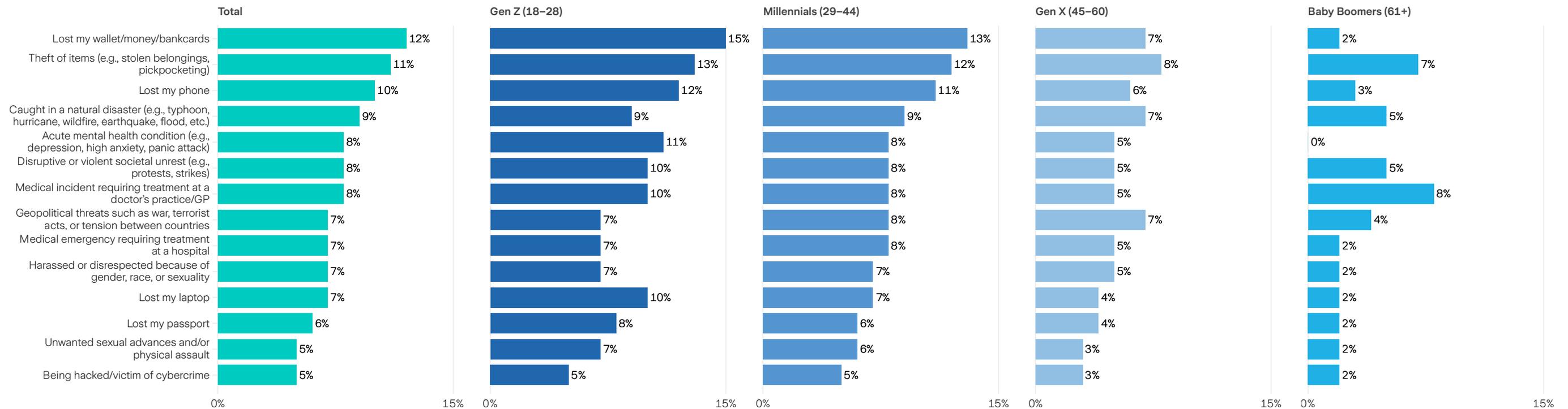
1. The combined percentage is lower than simply adding each risk together because some respondents experienced multiple incidents.



## Are Baby Boomers the savvier travelers?

Those newer to the workforce were much more likely to lose their belongings: 15 percent of Gen Z and 13 percent of Millennials reported losing a wallet, money, or bankcards, compared to just 7 percent of Gen X and 2 percent of Baby Boomers. This may reflect frequency of travel, however. Over half (56%) of Gen Z travel internationally three or more times per year, compared to just one in three Baby Boomers (36%).

### In 2025, did you experience any incidents or emergencies while traveling for business? by % of respondents



● Total ● Gen Z (18-28) ● Millennials (29-44) ● Gen X (45-60) ● Baby Boomers (61+)

Source: Business Travel Survey 2026, Zurich Insurance Group

Totals include 28% of respondents that experienced multiple incidents, and therefore totals do not add up to 100%.

# 2026 at a Glance



## Business travel delivers value, but **cost, carbon, and political barriers remain**

How far do you agree or disagree with each of the following statements about **business travel**? by % of respondents that agree



### Business travel in 2026 will be...



Source: Business Travel Survey 2026, Zurich Insurance Group

Our survey shows that business travel is still a powerful driver of employee trust, productivity, and retention. Nearly two-thirds (62%) of respondents view travel as an incentive, even influencing the decision to stay with an organization (66%).

This year, conferences and conventions, in particular, attract interest; a strong majority (71%) plan to travel for such events in 2026, underscoring their continued importance for the travel industry.

### Turbulence ahead?

But just like a long-haul westbound flight, business travel has its share of headwinds. Over half (51%<sup>2</sup>) of respondents expect either cost constraints or carbon restrictions to affect their travel plans this year (39% and 34%, respectively).

Likely reflecting these pressures, most planned travel remains “local” — across the survey, travelers most frequently picked their own region as a travel destination. For example, more respondents from Canada, the U.S., and Mexico selected North America (53%, 46%, and 73%), while those from Australia chose Oceania (43%). The only notable exceptions are Singapore, where East Asia edges out the home region (58% versus 53%), and Brazil, where North America ranks just above its own region (56% versus 48%).

Political factors are also coming into play. While only 12 percent of travelers encountered disruption from new visa or entry requirements in 2025, a full 44 percent expect travel to be more difficult in 2026 as regulations continue to evolve. In light of this, it’s vital that travelers review their policies before each trip: Coverage should be flexible enough to support through changing entry rules and provide protection for trip cancellations, delays, or denied entry due to visa issues.

2. The combined percentage is lower than simply adding each question together because some respondents agreed with both questions.

## Trending: **Borderless Business**

A rapidly evolving trend is the rise in “bleisure” — blending business travel with leisure. What started as adding a few personal days to a work trip now includes large-scale remote work, as technology and policies have evolved to support it. Nearly two-thirds (64%) now say their employer allows working from abroad, though figures vary by country, from 74 percent in the U.S. to only 55 percent in Germany.

The “bleisure” travel market is booming, reaching USD 469 billion last year and projected to hit nearly USD 733 billion by 2030<sup>3</sup>. Most respondents (81%<sup>4</sup>) plan to combine business and leisure travel in 2026 in a variety of ways:

- Three in five respondents (61%) expect to add personal time to a business trip, while at least half (54%) intend to work remotely from abroad.
- This year’s results also uncover an interesting mirror trend: more than half (56%) intend to add work commitments to a personal trip in 2026.
- Younger generations are leading the way for all “bleisure” trips. For example, 59 percent of Gen Z and 58 percent of Millennials will add business travel to a personal trip this year, compared to 47 percent of Gen X and 39 percent of Baby Boomers.

### **New patterns, new risks?**

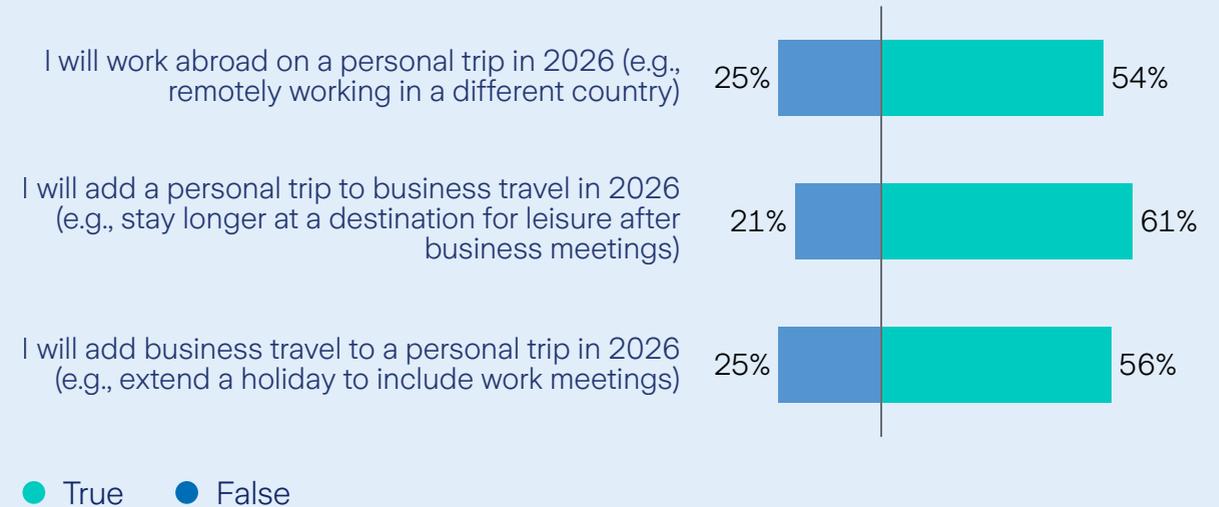
While almost three-quarters (73 percent) of respondents say they maintain the same precautions on a workcation as on normal business trips, alarmingly, 16 percent admit they do not. Older employees are more cautious, with 82 percent of Baby Boomers maintaining their usual precautions, compared to just 68 percent of Gen Z (a 14-point gap).

3. [Bleisure Travel Market Report 2026](#).

4. Because some respondents intend to take multiple types of “bleisure” trips, the combined percentage is lower than simply adding each question together.

### **“Bleisure” travel: Are the following statements true or false to you?**

by % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group

Beyond practical concerns like tax and immigration regulations, the blurred line between business and leisure travel can also create uncertainty around insurance coverage. Here, the details matter. For example:

Scenario 1. Person A travels to Switzerland for business but injures herself skiing in Austria on her last weekend before flying home.

Scenario 2. Person B travels to Tanzania for business and adds a holiday weekend in Zanzibar. The ferry back is delayed, causing him to miss his business flight home.

Some policies may provide limited leisure extensions to business trips (often a fixed number of days). However, risky activities (Scenario 1) may sometimes not be covered by these leisure extensions, and deviations from the business trip destination (Scenario 2) can also create uncertainties in coverage. In the absence of a leisure extension, the business policy generally

does not apply once a traveler moves onto the leisure portion of their trip, and as such it is possible that the rescheduled flight will not be covered by either policy (Scenario 2).

Scenario 3. Person C travels to Chilean Patagonia for a holiday at his own expense, but at the end of the trip, takes meetings in Santiago with local colleagues. A sudden earthquake requires emergency evacuation and repatriation.

Scenario 4. Person D travels to Germany for a holiday at her own expense. She misses her personal flight home due to local transport delays after meeting with local colleagues.

Scenario 5. Person E's work laptop is stolen while working remotely abroad.

In Scenarios 3, 4, and 5, employees may assume that working equates to business travel, but the determining factor is who funded and authorized the trip, not the activity performed while abroad. Adding business activities to a personal trip or working from abroad is often at the employee's own expense. Unless formally recognized as business travel by the organization, it is treated as personal travel and would typically require the purchase of a separate, individual leisure travel policy.

These policies tend to be more limited than business policies, lacking the higher-risk protections that business travelers rely on, such as:



- Cyber risks



- Non-medical security evacuation



- Loss or compromise of company equipment (Scenario 5)



- Repatriation for political/natural catastrophe triggers (Scenario 3)

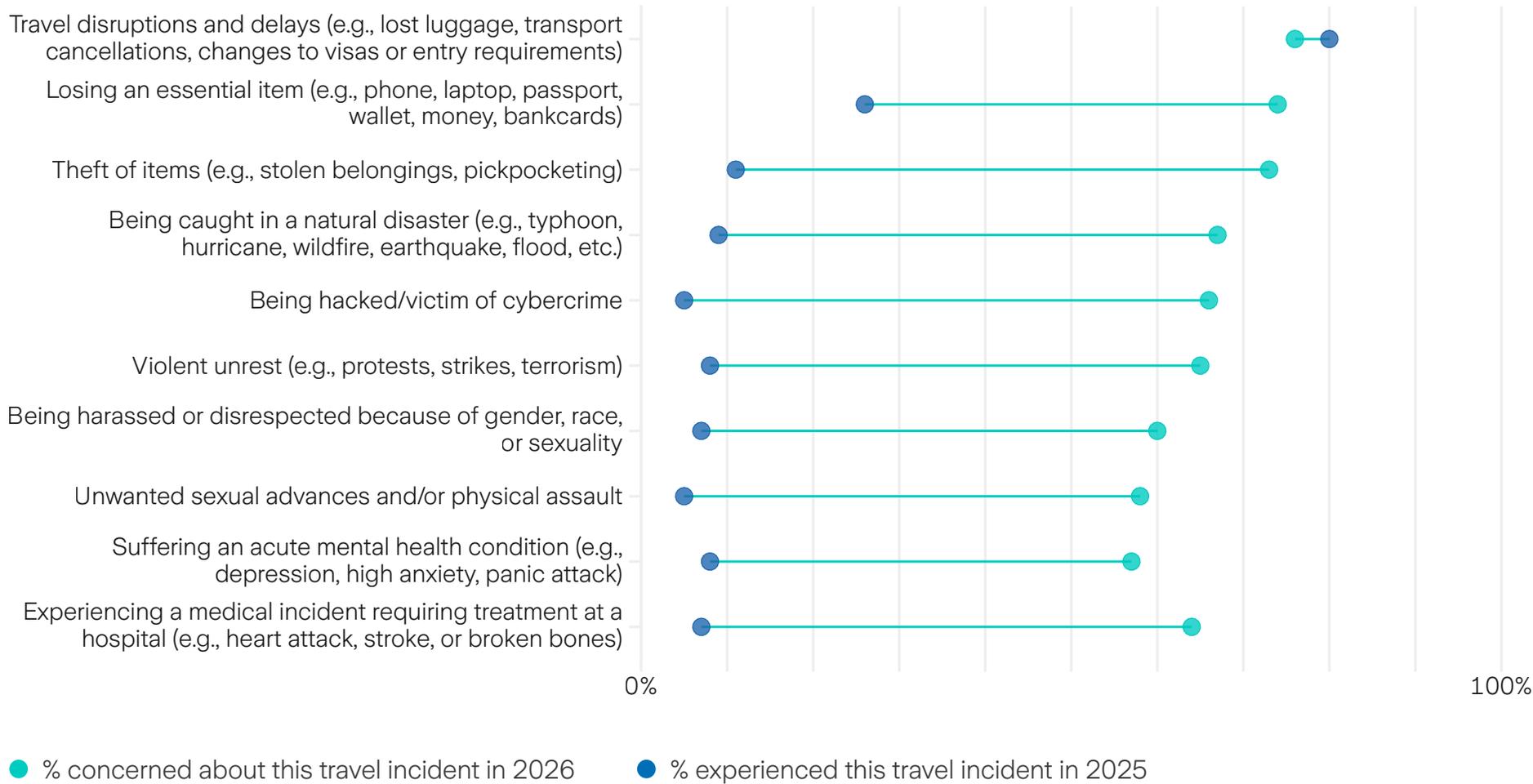
Additionally, business-related disruptions (Scenario 4) are generally not covered under leisure policies.

Organizations cannot provide a duty-of-care to travel that they did not authorize. To stay protected, both companies and individuals must proactively understand where business coverage ends and personal coverage begins — no matter what type of “bleisure” trip is on the horizon.



## Safety is central to the travel experience – but perception often outpaces reality

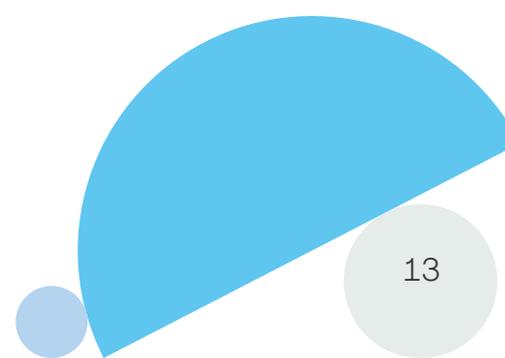
### Travel risk perception by % of respondents



Top worries for business travel in 2026 include disruptions and delays (from lost luggage to changes to visa or entry requirements), with three-quarters (76%) expressing concern. Almost as many worry about the loss or theft of an essential item (including phones, laptops, wallets, etc.), at 74 and 73 percent, respectively.

These are familiar concerns, closely mirroring the most common travel disruptions and incidents reported by business travelers for 2025. But do these concerns match the reality on the ground?

For the most part, no. Apart from risks beyond travel disruptions and delays, far fewer travelers experienced these issues last year than those who are anxious about them for 2026 (ranging from a 48- to 62-point gap). The comparatively low number of reported incidents may indicate a high level of preparedness, reflecting both the actual risk and the proactive measures companies and travelers are taking to stay protected (see p. 16, Travel Preparedness).



## Do gender and age affect how safe you feel?

Some of the more striking findings relate to how safety is perceived by different groups. Women consistently express higher concern across all risk categories compared to men – including incidents not directly related to gender, such as natural disasters (73% of women versus 63% of men report concern).

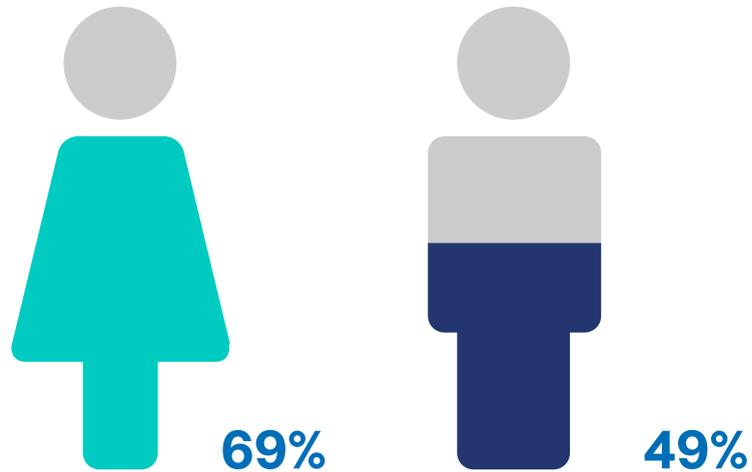
Reflecting their higher level of concern, women are slightly more likely to take proactive safety measures overall – including selecting secure accommodation and sharing their itinerary with family or friends (41% versus 32% of male respondents, a 9-point gap in each case). These actions may help to reduce real risks, as incidents and emergencies reported were similar across genders. In 2025, 53% of both women and men experienced an incident or emergency, with only up to a 2-point difference between groups across each category.

Generational differences also stand out. After all, a first-time traveler in their 20s may encounter very different challenges compared to a seasoned executive. Gen Z is consistently among the most concerned about every travel incident and emergency, closely followed by Millennials, while Baby Boomers are the least worried (with up to a 31-point gap).

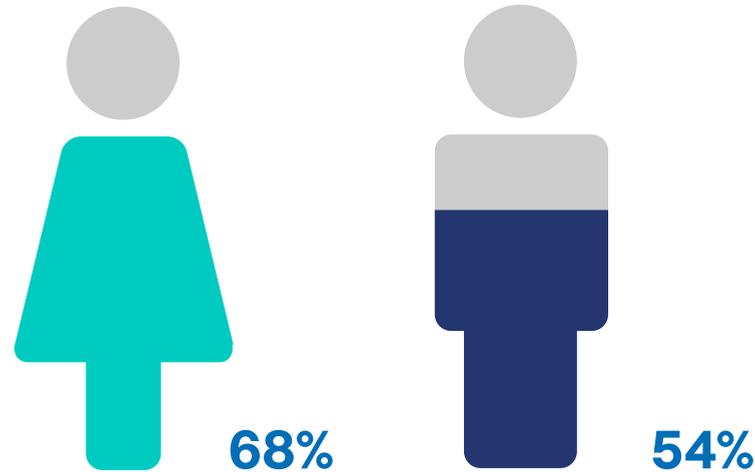
One of the biggest perception gaps relates to mental health. Around three in five Gen Z (62%) and Millennial (59%) travelers are concerned about experiencing an acute mental health condition while traveling (compared to 49% of Gen X and 34% of Baby Boomers). But World Travel Protection assistance data shows that psychological strain is not confined to any single segment. Mental health is a recurring driver of assistance cases that span the full travelers' lifecycle – from children and students through to retirees.

## When thinking about traveling for business in 2026, how concerned are you about each of the following risks? by % of respondents

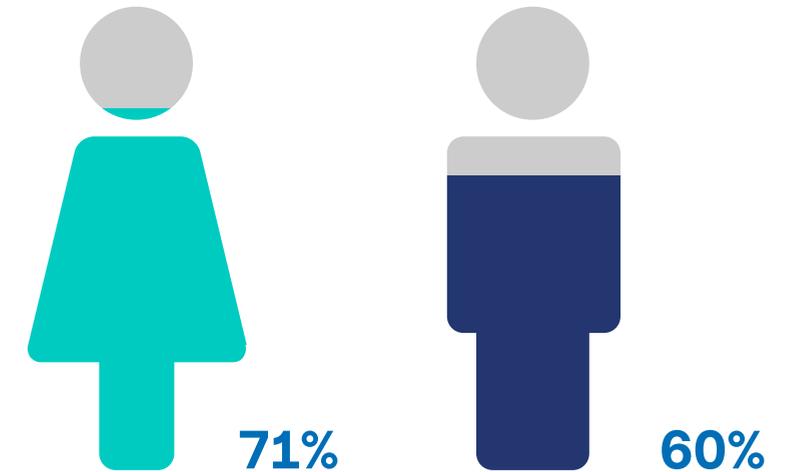
### Unwanted sexual advances and/or physical assault



### Being harassed or disrespected because of gender, race, or sexuality



### Violent unrest (e.g., protests, strikes, terrorism)

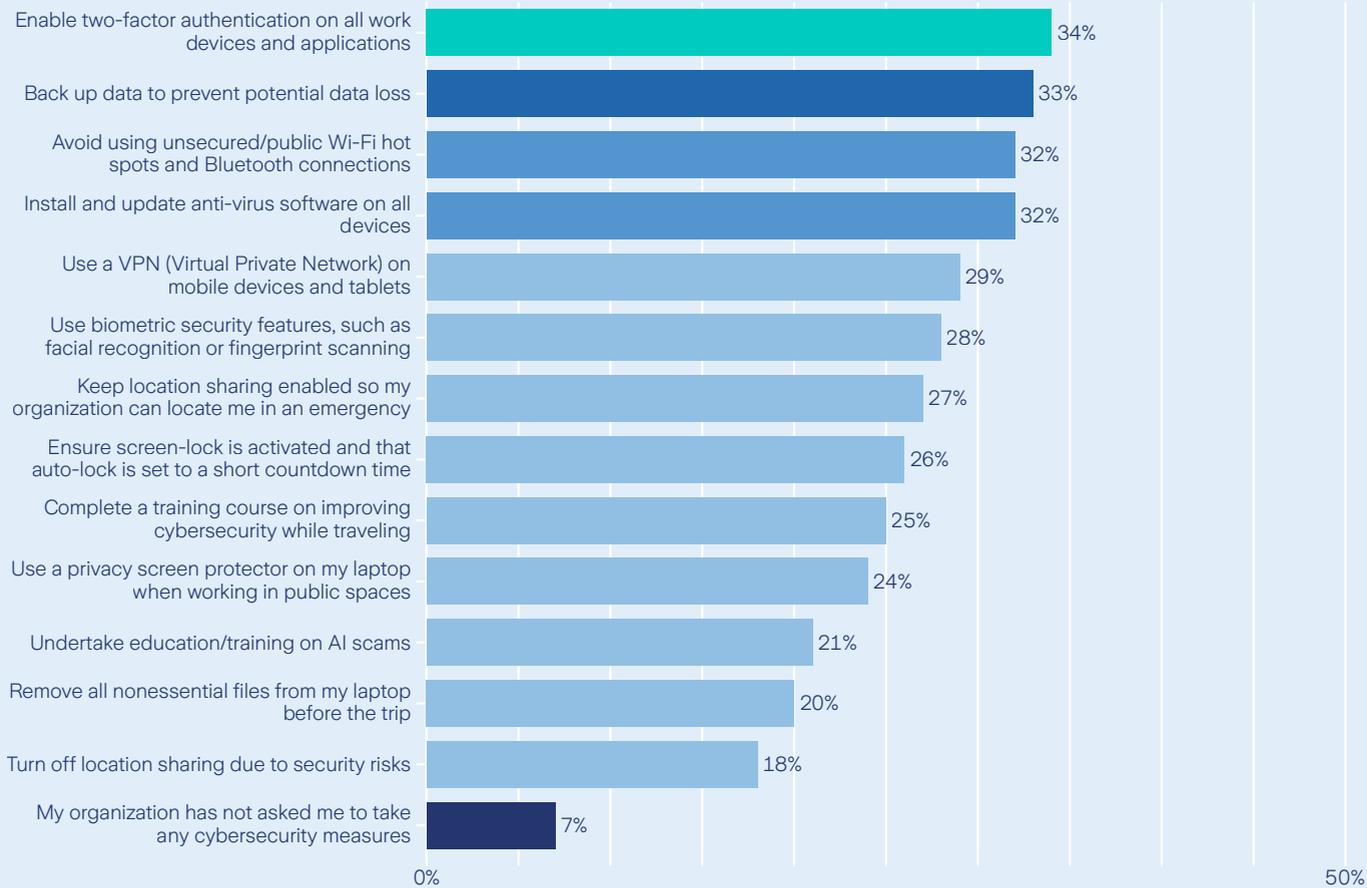


Source: Business Travel Survey 2026, Zurich Insurance Group

# Spotlight: Cyber Vulnerabilities

Cybercrime is a particularly striking example of the gap between risk perception and reality. While two-thirds (66%) of business travelers worry about being hacked or falling victim to cybercrime when abroad, only 5 percent reported such an incident in 2025 – a 61-point difference. Could this indicate strong preparedness?

## What cybersecurity measures has your organization provided or required you to do before/during business travel? by % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group

Reported incidences reflect genuine risk, as well as steps that companies and travelers take to stay protected. Encouragingly, nearly all surveyed (93%) say that their organization provides some form of cybersecurity measures during travel, with most (78%) relying on multiple protective measures.

Still, a surprising 7 percent remain defenseless. And adoption of basic cyber hygiene measures – such as passcode- or biometric-level security; timed automatic screen locks; two-factor authentication; and using a laptop privacy screen – is low, with one-third or less of organizations implementing these simple yet effective safeguards. Business travelers often carry commercially sensitive information, yet only a third (32%) actively avoid connecting to vulnerable networks, making them prime targets for cybercriminals: Data theft can be far more lucrative than pickpocketing.

As digital threats grow more sophisticated and compliance requirements evolve, business travelers must be the first line of defense. While many organizations already focus on network and device security, employee impacts (for example, identity theft) often don't receive enough attention.

Organizations must look beyond physical safety to prioritize cybersecurity measures, which should even start before the journey begins:

1. **Educate employees** within pre-travel and general cybersecurity awareness training about the heightened risk of cyber and digital fraud when traveling, including advice on how to prevent ID and personal or company property theft.
2. **Embed support** into your travel program, with easy-to-use resources and real-time support so each traveler can make informed decisions that safeguard your organization's reputation and their own wellbeing, wherever business takes them. This includes providing 24/7 emergency assistance and support in case of a cyber incident to reduce the fallout and stress of encountering a scam or breach.
3. **Protect people and information** through adequate cyber insurance policies. Executives in particular could be more vulnerable to cyber extortion or ID theft scams while traveling. These policies must also work in concert with the organization's overall cyber risk management approach – business travel insurance typically covers losses relating to a cyber incident, such as trip cancellations, but not the value of the information itself.

## Travel Preparedness

# The message from employees is unambiguous: The majority (58%) believe their employers could do more to ensure safety while traveling for work

Sufficient preparation – such as staying informed, using secure travel services, and having contingency plans – can significantly lower exposure and help travelers stay resilient in the face of unexpected challenges. So how prepared are business travelers?

At an initial glance, the results are encouraging. Nearly all (96%) are proactively planning to take one or more personal safety measures when traveling for business or leisure in 2026, including:

1. Ensuring someone always knows their whereabouts (40%);
2. Conducting research on the destination to identify potential risks and threats (39%); and
3. Carrying emergency contacts and plans (36%).

Perhaps most concerning, however, over a quarter (26%) of business travelers admit they are unsure or don't know what to do in an emergency abroad – including a third of Gen Z (32%), the highest rate of any generation. Heightened concern for specific groups (such as women), despite personal safety measures taken, also indicates that individual effort alone cannot substitute for comprehensive organizational support and reassurance.

## What is the role of the employer?

Travelers no longer settle for reassurance; they expect transparent protection and clear answers. And for business leaders, this isn't just a duty of care issue – it's a talent retention imperative. Younger employees set higher standards for employer support, with 61 percent of Gen Z and 62 percent of Millennials saying their employers could do more. When these expectations are unmet, they are also the most likely to consider leaving their organization.

### Does your organization offer any of the following before and/or during your business travel ? by % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group

# 60%

of business travelers surveyed **would quit if they felt that their safety was not a priority when traveling**

That's not to say organizations aren't providing support – in fact, only 7 percent of business travelers say that no support is offered and over half (53%) offer three or more support mechanisms as part of their travel program. Yet important gaps remain. For example, a majority (60%) want their employer to check in with them when they are traveling for work – a desire shared across genders and generations. However, only a third (36%) report that their organization currently undertakes this. Overall, organizational support also varies widely by country, with respondents from Brazil and Mexico reporting higher levels, while Canada and Singapore lag behind.

Employees are looking to their employers to offer proactive guidance, comprehensive training, targeted policies, clear emergency protocols and regular check-ins – helping employees feel safer, more confident, and better prepared as they travel for work. While serious incidents remain rare, international travel always carries some risk, and insurance typically only comes into play after something has gone wrong. Taking a reactive approach is not enough; employers must support their people before travel begins, as well as in their moment in need.

Most importantly, organizations should regularly assess whether their current travel protection measures match the complex risk landscape their employees face. Companies increasingly need to take a comprehensive approach to travel risk mitigation – integrating security expertise, medical support, and pre-travel intelligence to ensure journeys are as smooth and safe as possible.

Specifically, companies should:



**Consider mental wellbeing alongside physical safety.**

Anxiety can affect willingness to travel, productivity, job satisfaction, and mental health. Disruptions to daily routines, separation from family and friends, and the effects of jet lag and time zones can also heighten stress, especially for frequent or first-time travelers. Pre-travel education, regular check-ins, and access to real-time assistance and destination information can help travelers feel safer and more confident.



**Develop tailored policies.**

A one-size-fits-all approach is no longer enough. Factors such as gender and age shape travel experiences and risk exposure. Employers can demonstrate care for travelers by providing individualized assessments and pre-travel education, awareness, and briefings, offering detailed personal guidance tailored to gender, vulnerable groups, or destinations where cultural norms and political risks may heighten concern.



**Evaluate and address coverage gaps.**

Many employers still rely on embedded credit card travel insurance or basic injury and workers' compensation policies. But these solutions often fall short of providing a comprehensive duty of care to employees, leaving significant gaps in protection and support. Essential travel support services, security assistance, cyber coverage, and evacuation and repatriation are frequently missing – at a time these protections are as needed as ever.

Resilience is not a product. It is a behavior, and the results are clear. The future of business travel is bright, for those properly equipped to navigate it.



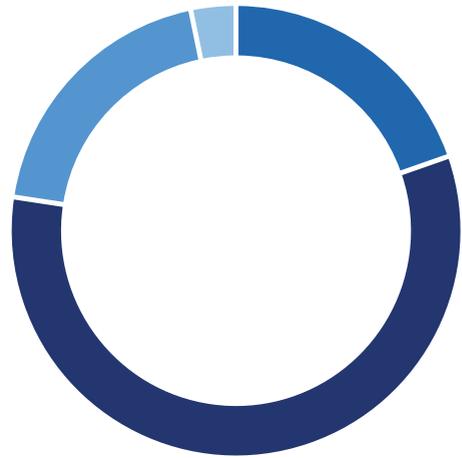
# Methodology

The **Business Outlook Survey 2026** (“survey”) is Zurich Insurance Group’s source of original travel risks data, harnessing the insights of 4,000 employed individuals who traveled internationally for business at least once during 2025. Survey responses were collected by Opinium Research from December 19, 2025, to January 5, 2026, with 500 participants each from the United Kingdom, United States, Australia, Canada, Brazil, Mexico, Germany, and Singapore.

The survey included:

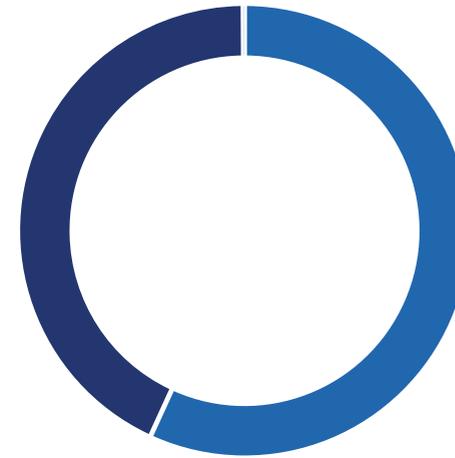
1. **Screening.** Respondents were first asked about their demographic and geographic background. Only those working full-time or part-time and who traveled internationally at least once in 2025 were included in the results.
2. **International business travel in 2025.** Respondents were asked to share their experiences from international business trips during 2025. They could select all relevant options from a list of 7 travel delays or disruptions, and 14 travel incidents or emergencies. Each question also included an “Other” category for additional experiences. Results reflect a simple tally of the number of times a travel delay/disruption/incident/emergency was selected.
3. **International business travel in 2026.** Respondents were asked to reflect on traveling internationally for business in 2026:
  - a. **Risk outlook:** Respondents were asked to share their level of concern with respect to 9 travel risks on a 4-point Likert scale (1 = Very concerned, 4 = Not concerned at all). Respondents could also select “Prefer not to say.” Results reflect a simple tally of the number of times “Very concerned” or “Somewhat concerned” were selected.
  - b. **Travel incentives and safety:** Respondents were asked to agree or disagree with 10 statements relating to business travel incentives and perceptions of safety on a 5-point Likert scale (1 = Strongly agree, 5 = Strongly disagree). Respondents could also select “N/A.” Results reflect a simple tally of the number of times “Strongly agree” or “Agree” were selected.
  - c. **Travel trends:** Respondents were asked 10 statements relating to business travel trends in 2026, and could select “True,” “False,” “Not sure,” or “Prefer not to say.” Results reflect a simple tally of the number of times each was selected.
  - d. **Destinations:** Respondents were asked to share their travel plans for business travel in 2026, selecting all relevant options from a list of 12 geographical regions. Respondents could also select “Other” or alternatively, “My travel assignments have not yet been set.” Results reflect a simple tally of the number of times each destination was selected.
4. **Organizational support.** Respondents were asked to share the business travel safety and security measures offered by their organizations. Respondents could select all relevant options from 9 general safety measures, and 13 cyber-specific measures. Respondents could also select “Other” or alternatively, “My organization does not provide support during or after travel/My organization has not asked me to take any cybersecurity measures.” Results reflect a simple tally of the number of times each measure was selected.
5. **Personal safety.** Respondents were asked to reflect on safety measures that they plan to take when traveling for business or leisure in 2026. Respondents could select all relevant options from a list of 12 personal safety measures. Respondents could also select “Other,” or alternatively, “N/A – I don’t take any extra safety measurements.”

## Respondent Profile Generation



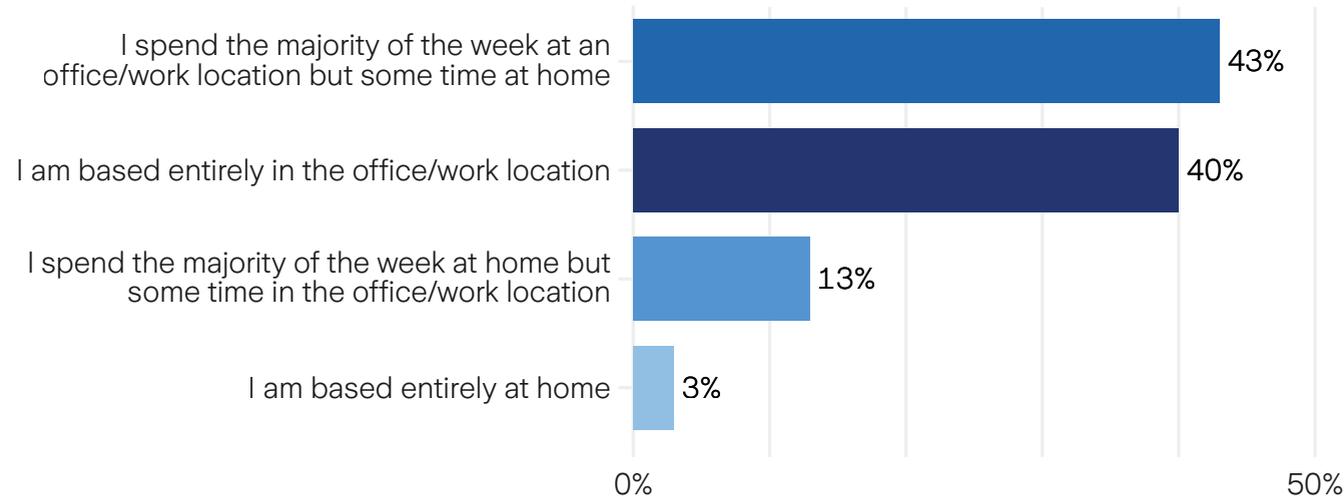
● Gen Z (18–28)	20%
● Millennials (29–44)	58%
● Gen X (45–60)	19%
● Baby Boomers (61+)	3%

## Gender

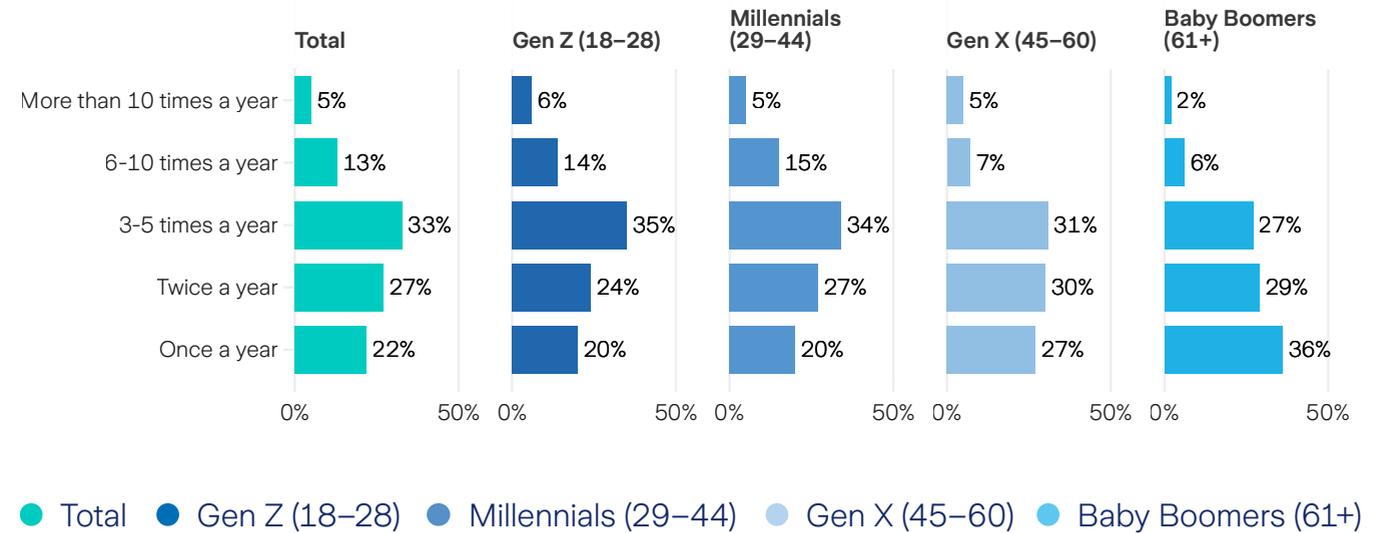


● Male	57%
● Female	43%
● Other/Prefer not to say	0%

## Which of the following best describes where you work? in % of respondents

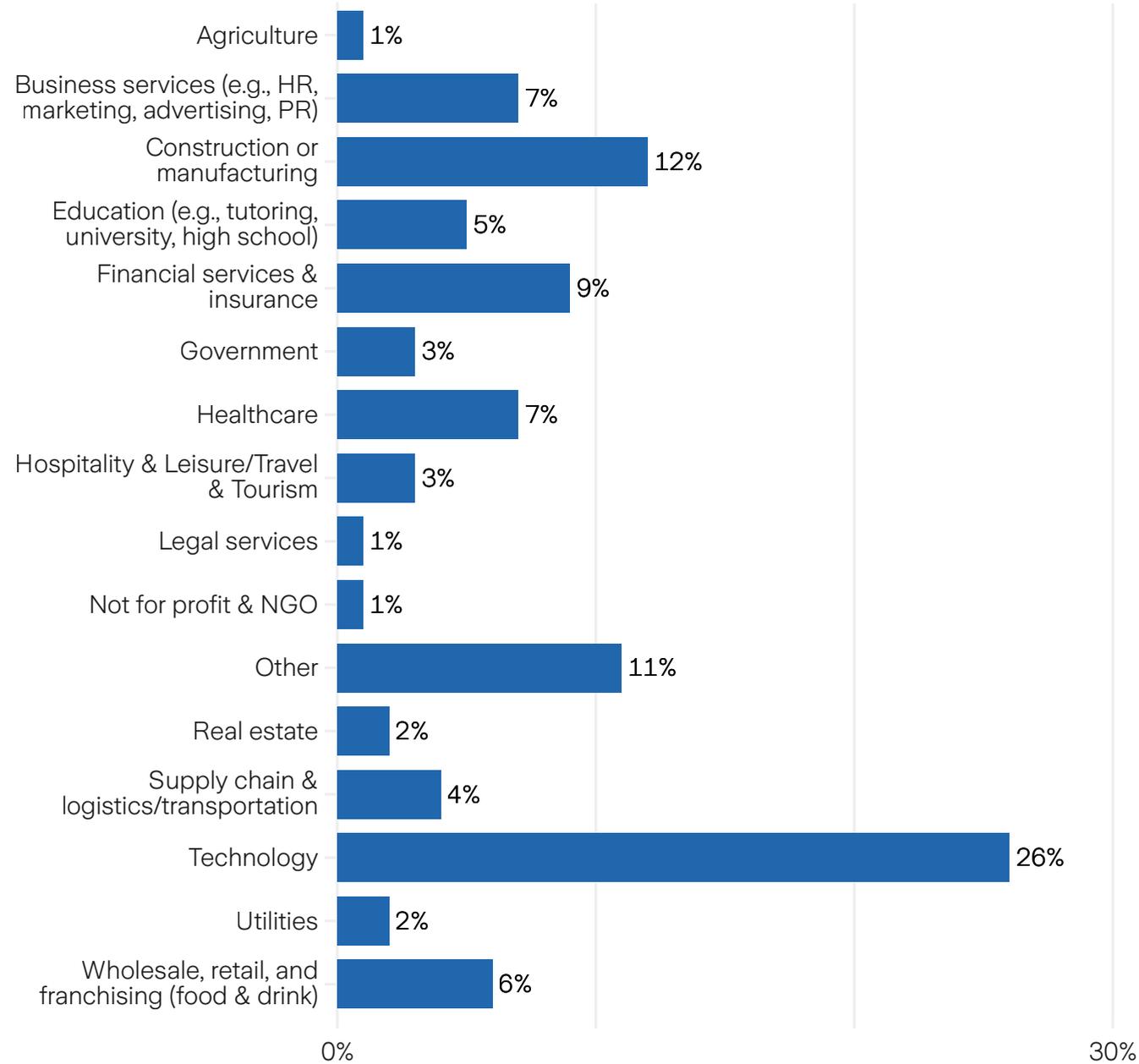


## How often, if at all, do you travel internationally as part of your job?



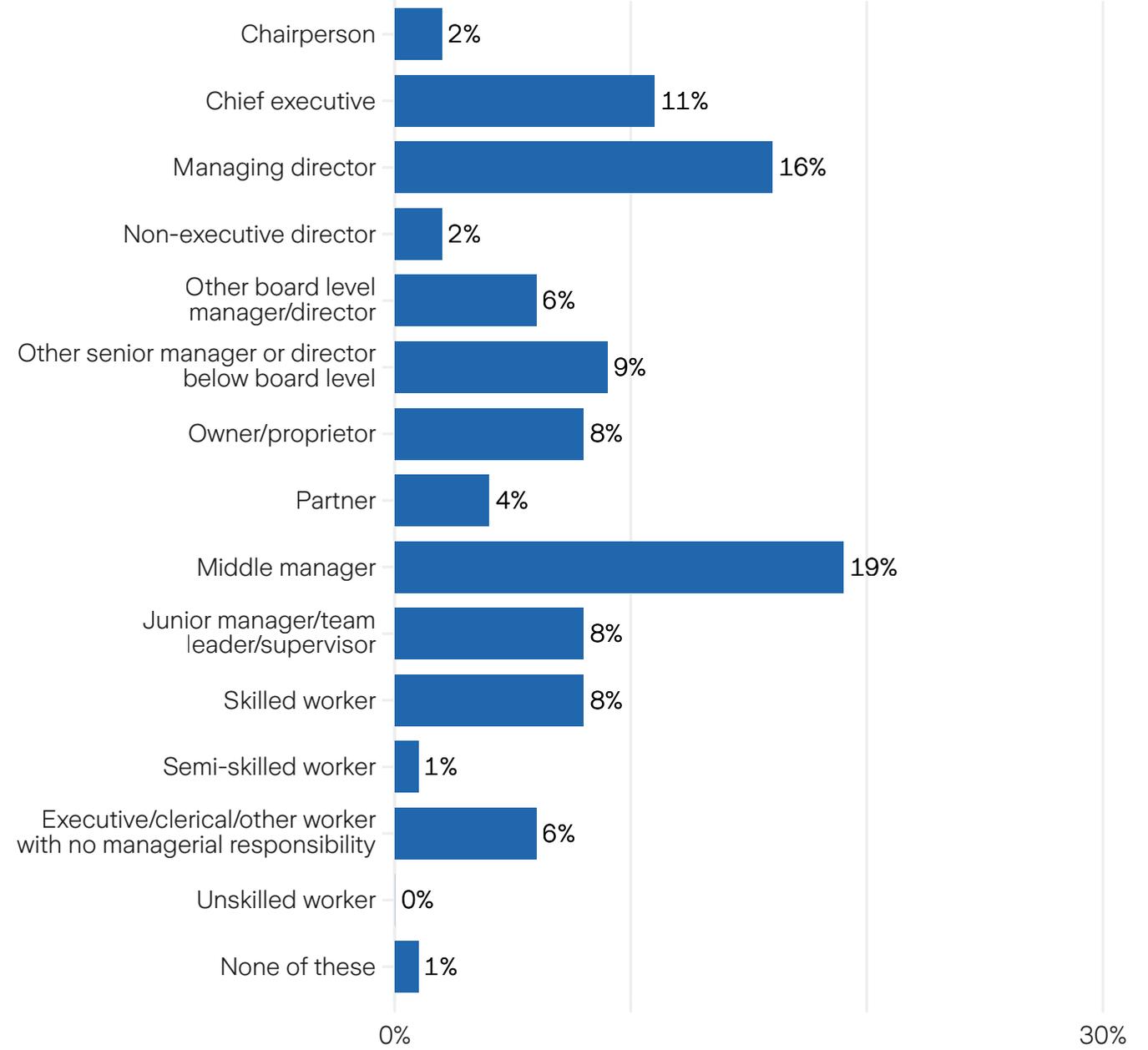
### Which of the following best describes the industry your business is in?

in % of respondents



### Which of the following best describes your present role in your business/organization?

in % of respondents



Source: Business Travel Survey 2026, Zurich Insurance Group

# Acknowledgements

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