

## Wellbeing trends: Travel buyers speak

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### Traveler wellbeing trends



In the coming years, three quarters of travel buyers expect the importance of traveler wellbeing to increase, while 16% say it won't change. Traveler wellbeing will be particularly important for talent attraction and retention, according to 56%. Around a half foresee new standards to appear in the wellbeing space and 45% of the survey respondents think wellbeing will be increasingly viewed by employers as an investment.