

2025

# Best Workplaces in Travel

RESULTS AND INSIGHTS



# Unlock the Power of Employee Insights: Driving Success in the Travel Industry

**Huge congratulations to the companies who successfully made it onto this year's Best Workplaces in Travel Hotlist, and to our category winners - this is a super achievement which not only boosts your employer pride and reputation, but also contributes to an overall better reputation for the travel industry.**

As we celebrate these successes, we're also excited to share the valuable insights gathered from our annual employee engagement survey, made possible through our partnership with Korero. By participating in our unique, innovative survey, travel companies can gain a deeper understanding of what matters most to their people, identify the key issues and drivers within their workplace, and adjust their people strategy accordingly.

As the survey is anonymous and voted by the employee, it means SO much more to the travel company when their employer brand is recognised as one of the Best Workplaces in Travel.

At its core, our mission is built on the belief that happy employees = happy customers = better businesses. By prioritising employee satisfaction, company culture, leadership, and opportunities for growth and development, we can create a ripple effect that benefits not just individual companies, but the entire travel industry.

In the following pages, we dive into the key findings from this year's survey, highlighting trends, challenges, and opportunities for growth. We'll also hear from Korero on why meaningful conversations matter, and how they're helping to drive positive change in the complex, challenging world of travel.

By sharing these insights, we hope to inspire and empower travel companies to make data-driven decisions that benefit both their people and their business. Together, let's strive to make the travel industry an aspirational sector for talent, and an inclusive place where employees can thrive. Read on, and learn what really makes workplaces in travel great!

Is your company listed in this digital brochure? If so, why not? Maybe it's time to get involved!

*Gail Kenny*

**Gail Kenny**  
Founder, Best Workplaces in Travel



## INSIGHT

# What's really driving a great employee experience in travel right now?

Jo Harley from Korero talks us through the key take-aways and trends from this year's Best Workplaces in Travel Survey.

We've crunched the numbers, and while there's no one-size-fits-all answer, a few big themes shine through. Let's start with the obvious, **senior leaders are loving life at work**. They're topping the charts across happiness, wellbeing and pride, with some giving perfect 10s across the board. Managers also score highly, especially on confidence and clarity in their roles.

Dig a little deeper and cracks appear early on. New joiners (especially those in their first six months) are noticeably less happy and far less likely to feel they're getting useful feedback. It's a clear sign that **onboarding and checking in through this critical time still needs work**, especially if we want people to stick around.

### Tenure matters

The longer someone's been with you, the happier and more loyal they are. Employees with 5+ years' service are consistently rating 9.5 and above on both happiness and likelihood to recommend. But those in the one-to-two year range see a dip, especially millennials and Gen Zs, before bouncing back later. It's the mid-career motivation gap, and it's real.

### Work-set up

Remote and hybrid workers are still happier than those in fixed office roles, but interestingly, a small group of office-preferring employees (often boomers and Gen X) report high scores too. **It's not just where you work, it's whether you've got choice, clarity and connection**. Being 'allowed' to work flexibly with constant checking-in and micro managing is as disengaging as bringing people that desire more freedom into an office they don't need to be in.

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#### **The generation game**

Generationally, Gen X are the most content (go team 1965–1980!), whilst Gen Z are finding their feet. They’re least likely to feel purposeful or well-supported, and they score noticeably lower on receiving feedback about their role. Better coaching, clearer expectations and yes, more listening would improve this significantly.

#### **The power of feedback**

The bottom line? Feedback is the golden thread. Lower feedback equals lower purpose, lower loyalty and lower wellbeing, especially for those new in role. And while flexibility is still king, office-based environments can absolutely thrive when culture, trust and communication are strong. And one last thing? If you want people to stay, don’t wait until month three to check how they’re feeling. The first 100 days still make or break your relationship and is when people will decide if they are in it for the long haul.

**Jo Harley**

Co-founder Korero



KORERO

## Build culture through meaningful conversation.

Your people are your business. They're your culture, your customer experience, and your brand. That's why meaningful, engaging career conversations matter.

Because when people feel heard and valued, they get involved. And when they have a sense of purpose, they bring their best to what they do.

**Say hello to Korero.**

Korero is an agile, intuitive career conversation platform built on deep expertise in workplace culture. It encourages people to take charge of their growth and delivers structure and insights that keep leaders focused. Korero drives both human connection and business efficiency.

Forget rigid review cycles and endless forms. Korero is designed for real conversations. From quick feedback moments to collaborative check-ins and insightful discussions, it gives teams the tools to stay connected and develop.

Korero is ready to integrate into your existing systems. You'll always receive the expert, personalised support that sets the Korero experience apart.

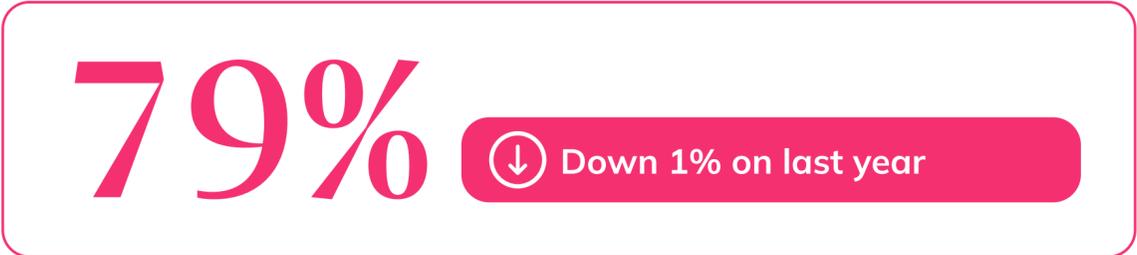
**For a workplace culture that's as individual as you are, say hello to Korero.**

If you'd like to talk to Korero about using their software to change the culture within your business, speak to Jo:

**[jo@korero.io](mailto:jo@korero.io) | [hellokorero.co](https://hellokorero.co)**

## 2025 RESULTS

# Overall survey scores



This score is calculated from both how people scored your organisation on the things that are important to them, and the 'killer' engagement questions. There was a **tiny drop in engagement this year to 79% from 80% in 2024**. However given the global economy and general uncertainty where in many sectors engagement is dropping significantly, travel is holding steady within businesses that put their people at the centre of what they do.



## 2025 RESULTS

# Employee Net Promoter Score (eNPS):

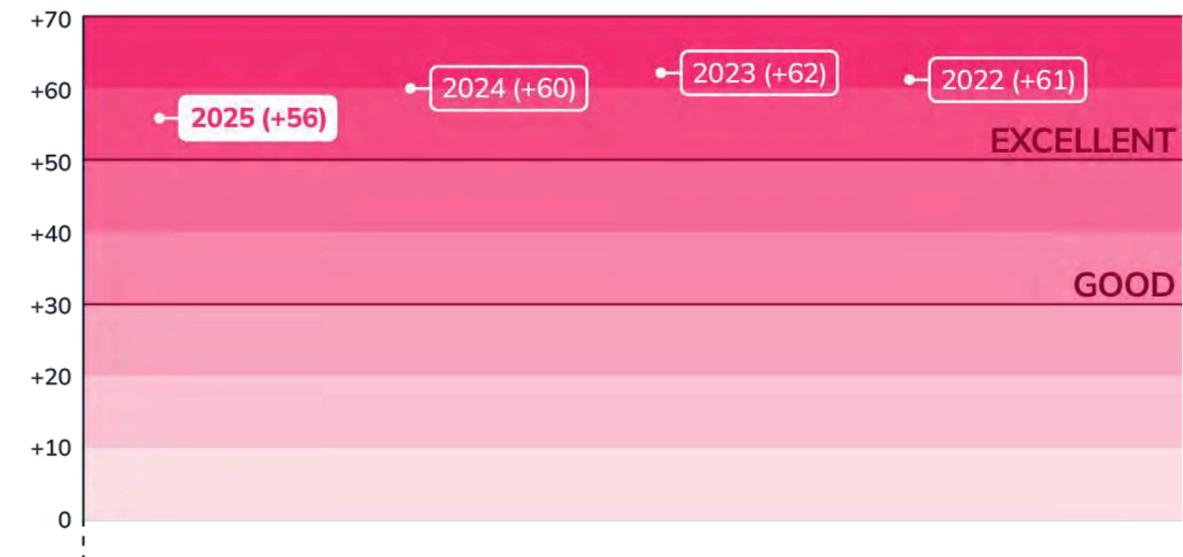
### What is it?

The eNPS is a good general indication of the 'people health' of a business. Similar to a customer net promoter score (NPS), respondents are asked whether they would recommend their employer.

### How does it work?

The detractors (scoring 0-6) are then deducted from the promoters (9-10). This year, eNPS has decreased slightly to +60. In comparison to business in general, where +30 is considered good and +50 excellent, this is still an impressive score. We'd recommend that eNPS is monitored on an ongoing basis to track anomalies.

**This year, eNPS has decreased slightly to +56.** In comparison to business in general, where +30 is considered good and +50 excellent, this is still an impressive score. We'd recommend that eNPS is monitored on an ongoing basis to track anomalies.



## Pride and Happiness



# 84%

↓ Down 2% on last year

Overall, **84% of respondents are happy and proud to work with their company**, compared to 86% in 2024. This was the highest scoring question again this year, reflecting a strong sense of belonging and emotional connection to the workplace

## Fair Treatment



# 77%

⊖ Unchanged from last year

**77% feel their company treats its people fairly** and well and promotes equitable opportunities for all. Although unchanged from last year, nearly one quarter of the workplace still see room for improvement.





## Health and Wellbeing

# 78%

↓ Down 1% from last year

78% of survey respondents agreed that their employer cares about them as an individual and their wellbeing (physical, mental, financial and social) is very important to them (79% in 2024).



## Contribution

# 78%

↓ Down 1% from last year

78% are clear about their objectives and how these are aligned to the company's overall purpose, a slight decrease on 2024 (79%). Clarity around contribution remains a key engagement driver, yet a proportion of people continue to score this area lower. This may reflect inconsistency in how objectives are set, or uncertainty around how individual roles connect to the organisation's purpose.



## Feedback and Progression

# 69%

↓ Down 5% from last year

69% feel their company gives regular feedback about their performance and recognises people for doing a great job (74% in 2024). Regular, meaningful feedback and recognition improves performance. This was the lowest scoring question for the second year, suggesting a clear area for attention, particularly as expectations around career conversations, coaching, and ongoing support evolve.

## 2025 RESULTS

# What makes a Best Workplace in Travel?

In this unique survey, people choose their individual priorities and then rank their organisations against them. Results are automatically collated, and overall averages produced.

1	Respect for work-life balance	—
2	Part of a team that works well together	3 ↑
3	Leaders are supportive, positive and inspiring	2 ↓
4	People are paid fairly	5 ↑
5	All individuals are valued	4 ↓
6	Recognition and thanks for a job well done	—

2024 position and change ○

## TRENDS

The top six priorities remain consistent from 2024, reinforcing that people continue to value work life balance, belonging, and strong leadership. Recognition and appreciation hold their place, showing that being seen and valued at work is still a core part of the employee experience.



# What are travel businesses good at?

- |   |  |    |   |
|---|--|----|---|
| 1 | Great introduction to the organisation | 11 | ↑ |
| 2 | Clear company values                   | 5  | ↑ |
| 3 | Great brand reputation                 | 1  | ↓ |
| 4 | There is a sense of belonging          |    | ☆ |
| 5 | Positive company reputation            | 2  | ↓ |
| 6 | Well defined company purpose           | 7  | ↑ |

New category this year ☆ 2024 position and change ○

Clear values and strong reputation continue to stand out as strengths. The high ranking of the newly added 'sense of belonging' suggests that **feeling connected at work is becoming an increasingly important part of how people assess their employee experience**. 'Safe environment to work' moved down to 7 from 4 last year, just outside the top six.

# Where could travel businesses improve?

- |   |  |   |   |
|---|--|---|---|
| 1 | Transparency of salary grades          |   | − |
| 2 | The right tech to get the job done     | 5 | ↑ |
| 3 | People are paid fairly                 | 2 | ↓ |
| 4 | Clear career pathways                  |   | − |
| 5 | Effective tools, systems and processes | 6 | ↑ |
| 6 | Change is managed well                 | 3 | ↓ |

2024 position and change ○

'The right tech to get the job done' has moved up the list this year, signalling **growing dissatisfaction with the systems people interact with**. Pay fairness and transparency remain high priorities, reflecting the continued importance of clarity and consistency in how organisations approach reward. These areas present clear opportunities to improve the employee experience.

## RETENTION

# The travel industry out performs the UK average for retention.

Just 3% of the travel employees surveyed say they're ready to leave their employer now (unchanged from 2024), and a further 5% within the next 6–12 months (3% in 2024). The majority of those who feel they're ready to move on have been employed between 6-12 months (in 2024 this was 1-2 years). Those who have been with their employer 15 years + are the most loyal, with 68% stating they are ready to stay for more than five years.



# 3%

of those surveyed are ready to leave their employer now.



Unchanged from last year



# 68%

of those who have been with their employer more than 5 yrs said they are ready to stay more than 5.



Up 3% on last year





2025

# The Hotlist

THIS YEAR'S BEST WORKPLACES IN TRAVEL



THE HOTLIST

# Congratulations to the 2025 Best Workplaces in Travel!

ACE CULTURAL TOURS



access bookings  
accommodation events travel



Caledonian  
Leisure Ltd

Canterbury Travel  
Lapland Holiday Experts since 1970



CORNISH  
GEMS



Designer Travel



Golfbreaks

HOLIDAY  
ARCHITECTS

icetravel  
group



Intrepid

luxurycoastal

LUSSO



NEILSON



PANACHE  
CRUISES



SIMPSON  
TRAVEL

Travel Nation

USAirtours



WILD FRONTIERS



2025

# The Best of the Best

THE WINNERS



2025 WINNERS

# The Best of the Best



2025

## Best Small Company

10-49 Employees

Sponsored by:



luxurycoastal

### Helping our team to grow both personally and professionally

We're thrilled to see such positive results from our team again this year. Our commitment to creating a positive work environment where our team feel valued and inspired remains key. This year we continued to offer 'life skills' workshops with sessions including Stress Management and Sustainability - all helping to create workplace that helps our team to grow both personally and professionally.

BEST WORKPLACES IN TRAVEL

BEST WORKPLACES IN TRAVEL



2025 WINNERS

# The Best of the Best



2025

## Best Mid-size Company

50-199 Employees

Sponsored by:



access bookings  
accommodation events travel

### Investing in our people so they can thrive

Winning this award is a reflection of our commitment to creating a supportive, inclusive and inspiring environment for our team. We believe that happy people deliver exceptional service, this award celebrates the culture that we've built together. From flexible working and wellbeing initiatives to professional development and community engagement we invest in our people so they can thrive.



2025 WINNERS

# The Best of the Best



2025

## Best Large Company

200+ Employees

Sponsored by:

**avis budget group**



Designer Travel

### A special place to work

We have a team of over 200 who have all harnessed their travel experience and populated our new FAB BANK to help each other offer an even better service to our clients. Our DREAMTEAM will do anything to help each other and that makes us so proud. In a competitive landscape having a team that truly unites, embraces change and has fun along the way is what makes Designer Travel a special place to work.





2025

# Special Awards

THE WINNERS



2025 WINNERS

# Special Awards



2025

## Award for Progression

WINNER

Sponsored by:



**USAirtours**

This award recognises the travel company who showed significant improvement in their overall score from the previous year.



2025

## Award for Happiness

WINNER

Sponsored by:



Designer Travel

The award for happiness recognises the travel company where employees are happy and proud to work for their employer.

2025 WINNERS

# Special Awards



2025

## Award for Performance & Recognition

WINNER

Sponsored by:



This award recognises the best of the best, where employees are given regular feedback about their performance and the company recognises people for doing a great job.



2025

## Award for Purpose

WINNER

Sponsored by:



This award recognises the best of the best, where its employees are clear about their objectives and are aligned to the company's overall purpose.

2025 WINNERS

# Special Awards



2025

## Award for Wellbeing

WINNER

Sponsored by:



This award recognises the best of the best, where employees are cared about as individuals and their wellbeing (physical, mental, financial and social) is very important to them.



2025

## Award for Equity

WINNER

Sponsored by:



This award recognises the best of the best, where the company clearly prioritises fairness, equality, and inclusivity in their workplace culture.



**BEST  
WORKPLACES  
IN TRAVEL**

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