

2024

Best Workplaces in Travel

RESULTS AND INSIGHTS



Introduction

We are delighted to announce the Best Workplaces in Travel for 2024, where we showcase the best travel companies who really push the boundaries when it comes to engaging their people.

Being recognised as a Best Workplace in Travel boosts the profiles of these companies and improves the travel profession's overall reputation, making it an industry in which people aspire to work.

When taking into consideration the talent challenges we face in our industry, it's clear that the companies who entered, worked incredibly hard to support and engage their people.

We consider the top of the agenda in any business should be their people & culture. If we can get this right, then productivity and financial success will follow.

The standard of entries was high again this year, which is brilliant, but makes it more challenging for travel companies to qualify as a Best Workplace in Travel.

Here we reveal some of the key collective employee data insights from our unique survey which will help these companies benchmark against the industry. We hope that these employee insights provide valuable metrics to travel businesses, and enable them to shape their people strategy.

Our mission is not just to help businesses grow and prosper, but also to make travel an industry of choice for employees.



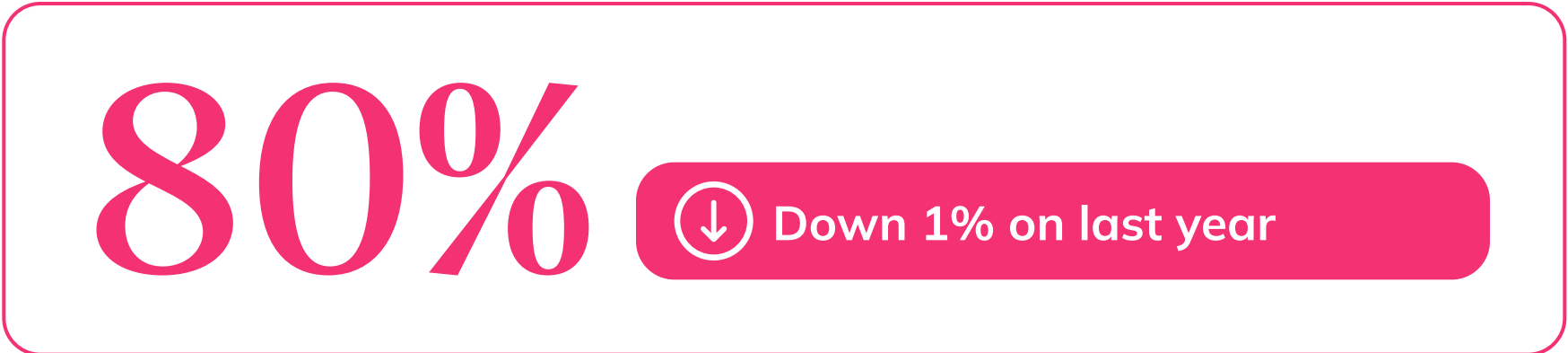
Gail Kenny
Founder, Best Workplaces in Travel



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2024 RESULTS

Overall survey scores



This year there was a **slight decrease to 80% from 81% in 2023 and 2022**. It may be that people are expecting to be further along with reestablishing stability and seeing traveller numbers recover post-pandemic, and this may be adversely affecting engagement levels.



2024 RESULTS

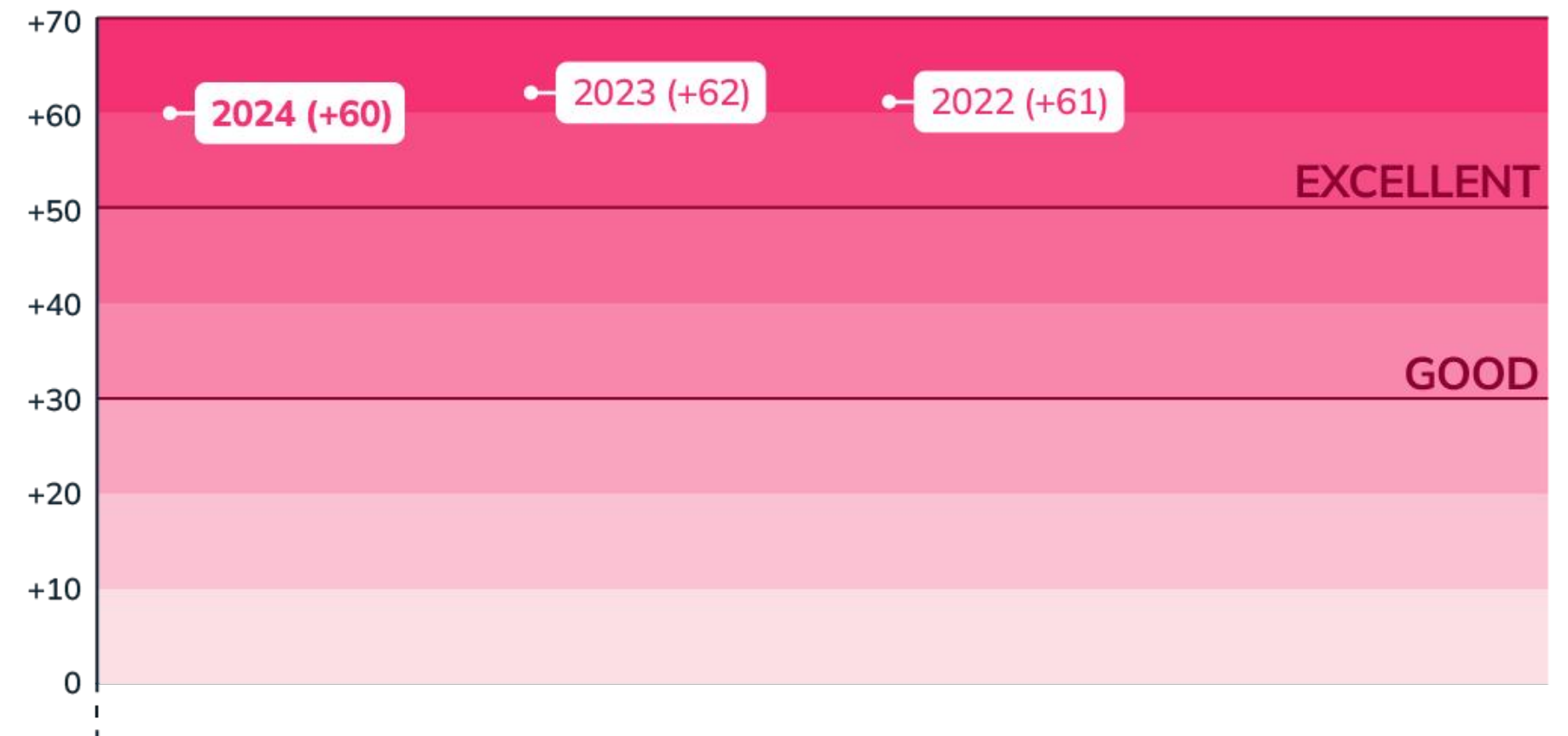
Employee Net Promoter Score (eNPS):

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.



Pride and Happiness

86%

 Up 2% on last year

Last year, this metric was shown as two separate components. Overall, **86% of respondents are happy and proud to work with their company, compared to 84% being proud and 77% happy in 2023; averaging 81.5%.** This increase is encouraging, and this was the highest scoring question this year.

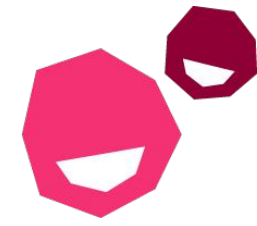
Fair Treatment

77%

 Unchanged from last year

77% feel their company treats its people fairly and well and promotes equitable opportunities for all. The remains unchanged from 2023 yet leaves almost one quarter of the workplace looking for improvements in this area.



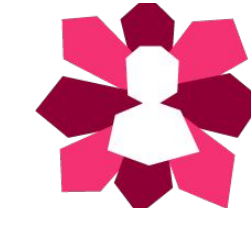


Health and Wellbeing

79%

⊖ Unchanged

For the second year, 79% of the survey respondents agreed that the fact that their employer cares about them as an individual, including their physical, mental, financial, and social wellbeing, is very important to them.



Contribution

79%

↓ Down 1% from last year

79% are clear about their objectives and how these are aligned to the company's overall purpose, a slight decrease on 2023 (80%).



Feedback and Progression

74%

★ New question

This year a new question was added "My company gives regular feedback about my performance and recognises people for doing a great job". Employee feedback improves performance and helps employees develop and progress. At 74%, this was the lowest scoring question.

2024 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. The order of the top four overall preferences remains unchanged.

1	Respect for work-life balance	⊖
2	Leaders are supportive, positive and inspiring	⊖
3	Part of a team that works well together	⊖
4	All individuals are valued	⊖
5	Fair pay	⑥ ⬆

○ 2023 position and change
★ New category this year

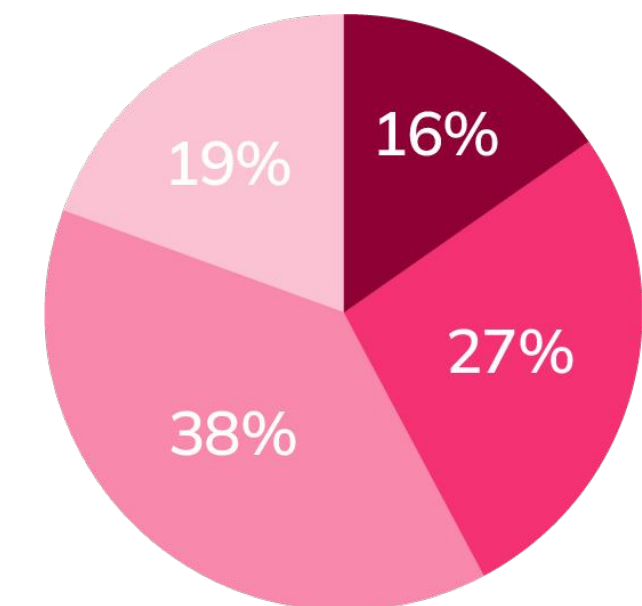
INSIGHT

Work-life balance is still valued highly

Respect for work-life balance has remained in first place for the past 3 years, which doesn't come as a surprise. While many organisations are still refining their hybrid and remote work strategies, others are focusing on building digital dexterity and skills for the rapid adoption of future technologies, such as generative AI.

Current work set ups in this year's survey

- 100% Office Based
- Fixed Hybrid
- Fluid Hybrid
- Work from Anywhere



COMPARISON

Between 22 May and 2 June 2024, working arrangements among UK workers were as follows (ONS): [Source: Forbes]

26% Travelled to work and worked from home

14% Only worked from home

What are travel businesses good at?

- | | | |
|---|--------------------------------|-----|
| 1 | Great brand reputation | ☆ |
| 2 | Positive company reputation | ⊖ |
| 3 | Known as a great place to work | ④ ↑ |
| 4 | Safe place to work | ⑤ ↑ |
| 5 | Clear company values | ③ ↓ |

2023 position and change ○
New category this year ☆

Where could travel businesses improve?

- | | | |
|---|------------------------------------|-----|
| 1 | Transparency of salary grades | ☆ |
| 2 | Fair pay | ⊖ |
| 3 | Change is managed well | ⑤ ↑ |
| 4 | Clear career pathways | ③ ↓ |
| 5 | The right tech to get the job done | ☆ |

The new options were added based on
our experience of labour market trends

2023 position and change ○
New category this year ☆

In 2023 **'Effective tools, systems and processes'** topped the list. This has moved down to position six as the need for transparency and fairness increase in importance for these survey respondents. **'Involved in decisions that affect my job'** appeared at four in 2023 though dropped down to position eight this year.

RETENTION

The travel industry outperforms the UK average for retention.

Whilst, according to recent research, as many as 70% of the UK working population are currently looking to change employer, just 3% of the travel employees surveyed are ready to leave their employer now (4% in 2023), and a further 3% (same as 2023) between 6-12 months. The majority of those who feel they're ready to move on have been employed between 1-2 years, at 5% (4% in 2023). Those who have been with their employer more than five years are the most loyal again, with 65% (66% in 2023) stating they are ready to stay for more than five years.



3%

of those surveyed are ready to leave their employer now.



Down 1% on last year



65%

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



Down 1% on last year

Employees who have been with their company more than 5 years are the most loyal, with the majority of those ready to move on having been employed between 1-2 years





2024

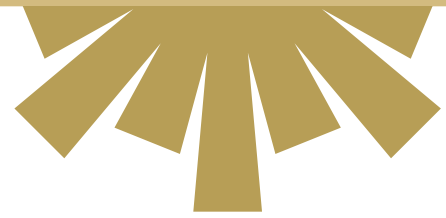
The Best of the Best

THE WINNERS



2024 WINNERS

The Best of the Best



2024

WINNER

BEST MICRO COMPANY

👥 10-19 Employees

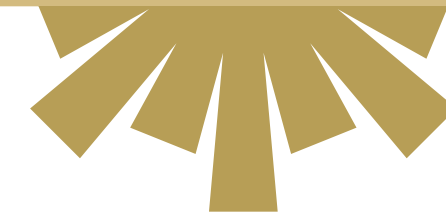
Sponsored by:



luxurycoastal

A focus on creating a fun and inspiring environment

Luxury Coastal's team has always been at the heart of what they do, and they place a real focus on creating a fun and inspiring environment, where their people feel valued, supported, and encouraged to be their best.



2024

WINNER

BEST SMALL COMPANY

👥 20-49 Employees

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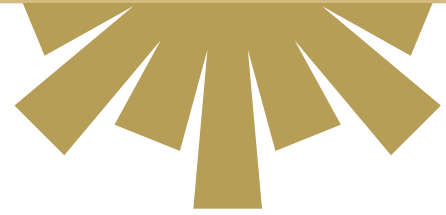


A truly unique and special culture

GTM has a truly unique and special culture. By prioritising employee input and treating employees like family, they have created a work environment that fosters trust, engagement, and motivation, where everyone feels heard and valued. GTM has a really low turnover rate, with many employees having been with the company for over 15 years.

2024 WINNERS

The Best of the Best



2024

WINNER

BEST MID-SIZE COMPANY

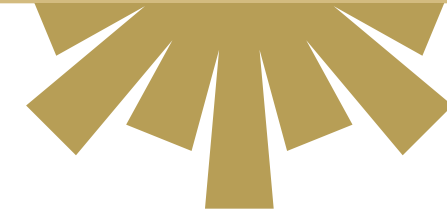
👥 50-249 Employees

Sponsored by:



A great employee experience at its heart

Creating a great employee experience is at the heart of Ice Travel's people strategy. Their focus is on building an inclusive environment where colleagues are supported, valued and have the freedom and autonomy to do their best work whilst being themselves. Ultimately, they're striving for every colleague to feel proud of their workplace, this achievement reflects that goal.



2024

WINNER

BEST LARGE COMPANY

👥 249+ Employees

Sponsored by:



Leading the way

Holiday Extras are committed to fostering an inclusive culture of skills sharing and growth. This ensures their team and business continue to lead the way in AI and innovation. This is driven by pioneering new initiatives like their recently launched HX Mentors and AI Trailblazers Programmes. These not only enable their people to learn new skills but also to pay it forward by sharing their knowledge across the business, enabling everyone to excel and innovate.



2024

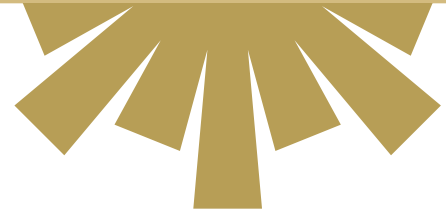
Special Awards

THE WINNERS



2024 WINNERS

Special Awards



2024

WINNER

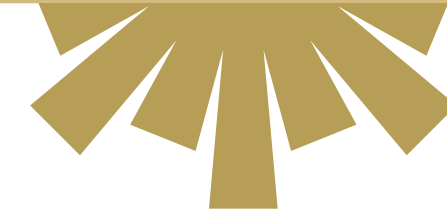
WE TRY HARDER
AWARD

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AVIS[®]

SAGA

This award recognises the travel company who showed significant improvement in their overall score from the previous year. Not only did Saga achieve the highest improvement on their overall score, but also increased their eNPS by over 30 points.



2024

WINNER

AWARD FOR
HAPPINESS

Sponsored by:

goshpr

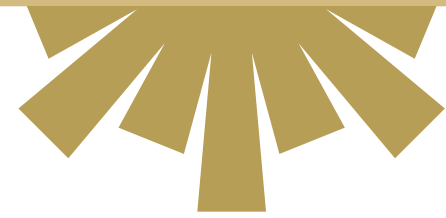


SwimTrek[®]
SWIM • EXPLORE • RESPECT

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

2024 WINNERS

Special Awards



2024

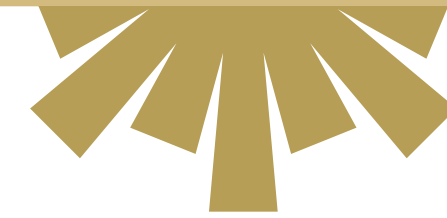
WINNER

AWARD FOR
PERFORMANCE
RECOGNITION

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.



2024

WINNER

AWARD FOR
PURPOSE

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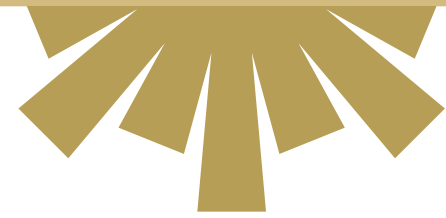


luxurycoastal

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.

2024 WINNERS

Special Awards



2024

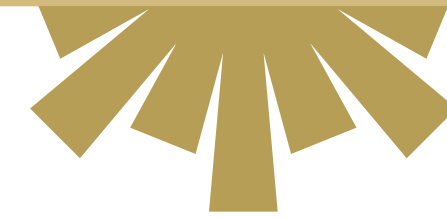
WINNER

AWARD FOR
WELLBEING

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.



2024

WINNER

AWARD FOR
EQUITABILITY

Sponsored by:



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



Our Partners

Best Workplaces in Travel works in partnership with workplace culture experts, Hendrick & Hyde, and is powered by Korero Technology.

Hendrick and Hyde

Hendrick and Hyde provide down to earth, results-based advice and support for service industries, entrepreneurial and growth businesses that want to attract, engage and retain top talent.

If you would like to engage in a conversation with Hendrick and Hyde, email: jane@hendrickandhyde.com | hendrickandhyde.com

Korero

Korero provide a platform for your to replace traditional review cycles with the right career conversations at the right time, meaning you'll not only attract the best talent, but provide them with fulfilling careers too.

If you'd like to talk to Korero about using their software to change the culture within your business, speak to Jo: jo@hellokorero.co | hellokorero.co



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bestworkplacesintravel.co.uk
hello@bestworkplacesintravel.co.uk

