

## **Buyers Want Better—And So Do We: Festive Road Unveils New Buyer Insights Report**

**LONDON, UK – July 2025** – Travel and Expense programmes are under pressure and buyer priorities are evolving.

Based on in-depth feedback from **over 50 Travel and Expense Leaders**, the new report offers a window into what buyers really want in 2025. And it's not more of the same.

### **Six Critical Insights. One Clear Message.**

The report distills feedback into six headline findings, revealing how buyer priorities are shifting from transactional tactics to strategic transformation. The 6 key insights:

**1. Without a Clear Purpose, a Travel and Expense Programme Lacks Direction**

Only 10% of programmes have a fully defined purpose aligned with organisational strategy.

**2. Technology Is Essential, But Falling Short**

88% say technology is crucial, but almost three quarters report their current tools are underperforming.

**3. No Time Left for Strategic Value**

Over 50% of respondents say they need more time for stakeholder engagement, tech optimisation, and demand management.

**4. Data Is the Missing Link to Proving Value**

76% say using data to show value will significantly impact their programme.

**5. Suppliers Aren't Always Meeting Expectations**

94% value their partners, but almost two thirds say partner performance falls short in some areas.

**6. Drowning in Operational Tasks**

42% of respondents spend almost two thirds of their time on operational activities.

“This isn't just a finger on the pulse,” said **Caroline Strachan, CEO of Festive Road**. “It's a stethoscope on the entire circulatory system of corporate travel and expense. Buyers are sending a clear signal that they want sharper strategy, smarter tech, and partners who truly deliver value.”

**Download the Festive Road Pulse 2025 Report here:** [Insert link to website landing page]

Festive Road is an independent company providing consulting and outsourcing services globally to buyers across travel and expense.