

Does Your Wellness Program Reflect The Current Needs Of All Your Employees?

These 3 Innovative Strategies Will Have Everyone Singing Your Praises.

DENVER, CO, USA, June 9, 2015 /EINPresswire.com/ -- Despite advances in video conferencing, corporate business travel continues to be a critical element of business success and is now a \$274 billion industry. There are approximately 40 million Americans traveling for business purposes annually. Many of them are not prepared for the demands or impact of the frequent



[business traveler lifestyle](#). While many businesses have a corporate wellness program, they may be missing the mark when it comes to their traveling team members, especially when international travel is involved.

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Natasha Leger

“Business schools don't teach [travel wellness](#). Most on-boarding of new traveling employees doesn't include travel wellness. And unfortunately, a regular corporate wellness program is generally out of sync when it comes to the business traveler,” explains Natasha Léger, author of *Travel Healthy: A Road Warriors Guide to Eating Healthy*, and co-Founder of Global Business Travel Wellness Associates (GBTWA). “Business travelers really need a program that is tailored to their unique lifestyle and environment.”

Here are 3 ways to include business travelers in your corporate wellness or employee benefits programs:

1. Tailor to the business traveler lifestyle. Most corporate wellness programs focus on onsite employees. They don't take into account the dynamic of being on the road, or in the air, frequently. The aircraft environment, for example, is unique and causes physical stress. Traditional corporate wellness incentives and objectives will not be the same as they are for the traveler. Instead, travel wellness incentives should be focused on the specific business traveler related health metrics. For example, while managing high blood pressure and high BMI's are common wellness objectives for all employees, metrics that measure the business traveler's ability to manage travel-induced stress such as disrupted sleep patterns, poor dietary choices, lack of exercise, and the aircraft environment are often neglected in many programs. Maintaining a strong immune system is crucial for frequent travelers but is also often overlooked by the typical corporate wellness program.

2. Provide healthy hotel, restaurant and airport recommendations. Corporate wellness administrators

will probably be aware of local healthy eateries and facilities. They may even have in-house gyms and healthy canteen options. But traveling employees need recommendations for dining out healthfully three times a day, including at conferences and in catered meetings; hotels with appropriate work out facilities; inflight dining; airports with yoga studios and work out rooms. In short, any facilities that support travel wellness objectives.

3. Develop awareness of the [difference between travel wellness](#) and corporate wellness programs. Those making the decisions about employee benefits and programs for a traveling workforce may not be aware that travel wellness requires its own tactics. As a result, the wellness needs of the company's frequent business travelers may be inadvertently overlooked. In particular, wellness education should be targeted to the specific needs of the business traveler. Corporate wellness programs generally provide information that promotes healthy lifestyle choices such as eating habits, exercise, and stress management. As all-encompassing as this information may be, the traveling employee needs specific education around making healthy eating choices on the road; exercising when time and space are limited; increasing energy; healthy flying; self-care; and immune system protection. In short, travelers have to receive relevant information that translates into implementable steps towards better health.

Christopher Babayode is a naturopathic nutritional therapist, flight attendant for British Airways, Wellbeing and Inclusions Advisor for British Airways, and Founder of NoJetStress. He says that most frequent fliers don't realize how the aircraft environment impacts their health. Airplane travel has become as ubiquitous as traveling via train, bus, or car. But they are not the same. When people think of the impact of airplane travel they often think simply in terms of time zone changes and airborne viruses in the recycled air. But there is so much more.

"A travel wellness program is designed specifically to keep those on the road healthy," says Jayne McAllister, co-Founder of Jayne McAllister Travel Wellness. "Business travelers are faced with unique circumstances. A well thought out travel wellness program that addresses these issues can truly make a world of difference."

Global Business Travel Wellness Associates (GBTWA) provides corporate wellness assistance to companies with business travelers who spend 30 percent of their time, or more, on the road. They specialize in such training issues as weight loss for travelers, healthy eating while traveling, ergonomics, functional exercise, jet lag recovery and avoidance, and sleep quality improvement. GBTWA's co-Founders are Christopher Babayode, founder of NoJetStress.com; Natasha Léger, author of Travel Healthy: A Road Warrior's Guide to Eating Healthy, and founder of ITF Advisors; and Jayne McAllister, founder of Jayne McAllister Travel Wellness.

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