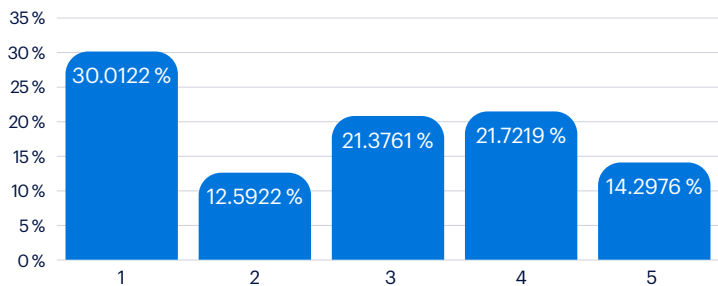


talent attraction

international business travel as a benefit.

Workplace perks and benefits are undergoing significant evaluation by the modern workforce. Our latest research explores the definitive question: "I consider international business travel to be an attractive benefit." The results reveal a highly polarizing benefit across the Swiss market, showing sharp contrasts when analyzed by gender, age, and education levels.



national market overview

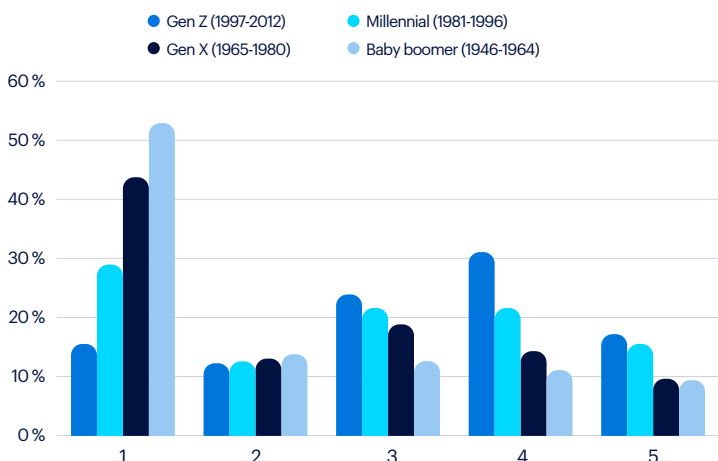
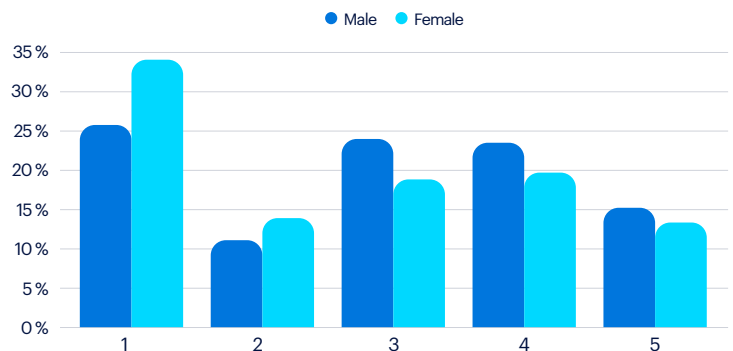
The Swiss workforce is heavily split on the appeal of international corporate travel. While more than a third of respondents (36.02 %) view it as an attractive perk (ratings 4 and 5), a massive 30.01 % of the entire workforce completely rejects it outright.

the gender divide

A clear gender gap exists regarding corporate mobility, with male professionals viewing international travel significantly more favorably than their female counterparts:

Higher appeal for men: 39% of men rate international travel as attractive, compared to 33.1% of women.

High rejection among women: Women are much more likely to reject it completely, with 34.3% not agreeing at all, versus 25.7% of men.



generational & educational highlights

Demographic segmentation uncovers highly unexpected trends, particularly regarding age brackets and educational backgrounds:

Rejection by older generations: The aversion to business travel increases dramatically with age. Over 52.9 % of Baby Boomers state it is not a benefit at all, while Gen Z is the most enthusiastic with 48.2 % viewing it positively.

The education level contrast: counterintuitively, lower-qualified workers consider international business travel a stronger perk than those with middle-level education. 41.6 % of respondents with lower education rate travel positively, noticeably higher than the 30.8 % of middle-education respondents.

strategic implications for clients

International business travel is not a universally appealing perk. High travel requirements act as an immediate filter, disproportionately turning away female talent and seasoned professionals. For recruitment success, the EVP must counter-balance travel demands with robust family-friendly benefits or flexible remote options when targeting these demographics. Conversely, emphasizing cross-border mobility remains a highly effective differentiator when targeting Gen Z or lower-education brackets.

[Find more information on the \[randstad employer brand research\]\(#\) page.](#)