

Uber for Business

Mind the gap: Bridging the experience-efficiency disconnect in UK Business Travel

Uniting employee expectations and company priorities for the journey ahead.



Foreword

Ground travel is the backbone of almost every work trip, and in the UK, there's a huge opportunity to improve it. While flights and hotels are tightly governed, everyday journeys such as licensed taxis, PHVs, ride-hailing, and pre-booked transfers are often a patchwork of choices and processes.

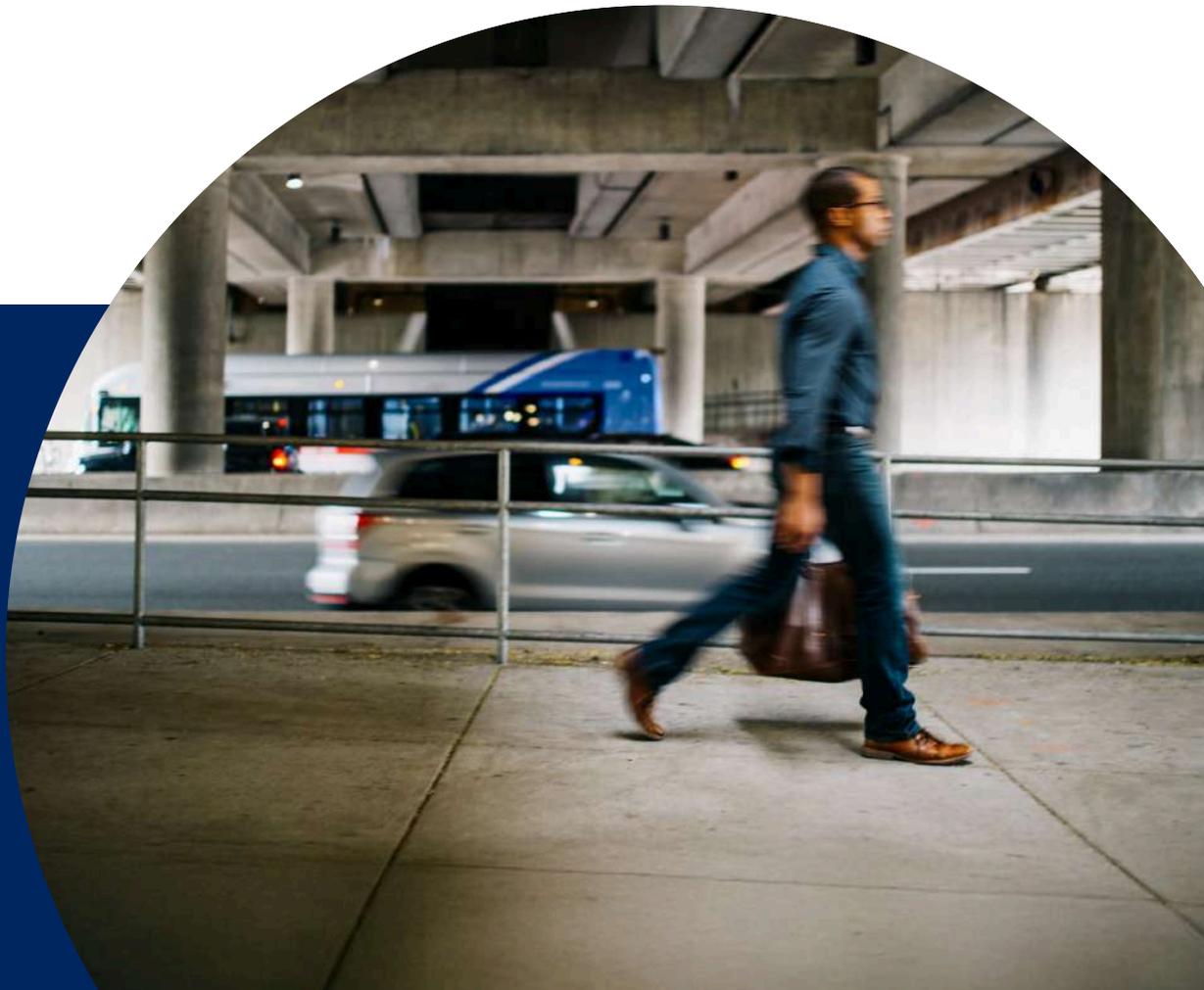
Employees nowadays have flexibility, but often need more clarity or support to make the most of it. Travel managers are entrusted to ensure business travel is aligned with policy and business goals. However, lack of visibility and access to the right tools impedes performance and efficiency. This gap creates friction on both sides, making it harder to unlock the full potential of every journey.

This is the experience–efficiency disconnect at the heart of modern-day UK business travel: employees navigating a landscape of options, while managers try to streamline processes behind the scenes.

But, we're at a turning point. The challenges in this report signal that ground travel is ready for much needed transformation. With suitable solutions, organisations can build a program where freedom and productivity move in sync.

With this interactive report, you'll learn more about the hurdles and untapped opportunities that shape the UK ground travel experience, along with practical recommendations to help you transform ground travel from an afterthought into a strategic lever.

Let's get moving.



Executive Summary

UK business travel is advancing, though ground travel remains an area for growth. As our 2025 research shows, today's business travel experience is characterised by three main challenges—each one an opportunity to enhance the ground travel experience for both employees and managers.

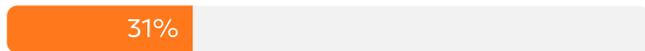
1. Experience vs efficiency

Employees want ground travel to be quick and comfortable, while managers are focused on making it efficient, cost-effective, and environmentally conscious. When these priorities are not aligned, the options travellers value are harder to access, leading to lower policy adoption and increased spend outside approved channels.

Employees put speed and comfort first:



say short wait times are a top-three priority.



(49% C-level) place comfort in their top three.



say comfort helps ward off fatigue.

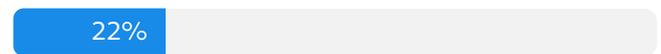
Managers focus on cost, compliance, and policy:



put cost savings at the top.



name sustainability as a top priority.



say 'ease of use for employees' is a priority.

2. Freedom vs friction

UK organisations let their people choose from a wide array of ground travel options. However, if the freedom to choose isn't supported by integrated systems, flexibility can create unnecessary admin work for employees and managers.

Employees want seamless switching and less admin:



want easier switching between personal and business accounts.



still do expenses manually, averaging 40 minutes a month.



want expenses done in <=15 minutes.

Managers want control and clear data:



of rides are still booked on personal accounts, creating 'receipt chaos' for.



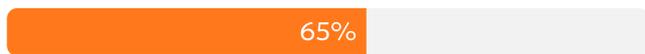
of decision-makers, while making spend tracking (54%) and fraud prevention (21%) harder.

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3. Sustainability intent vs action

Sustainability intent is high amongst both UK employees and travel leaders. The next step is making lower-emission options the obvious choice. The right systems will help organisations turn their climate goals into business reality.

Employees say they want to contribute to a low-carbon future:



more sustainable options (77% C-level).

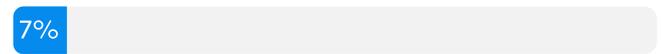


want carbon tracking.

Managers are tracking emissions, but the transition is slow:



now track ground travel emissions.

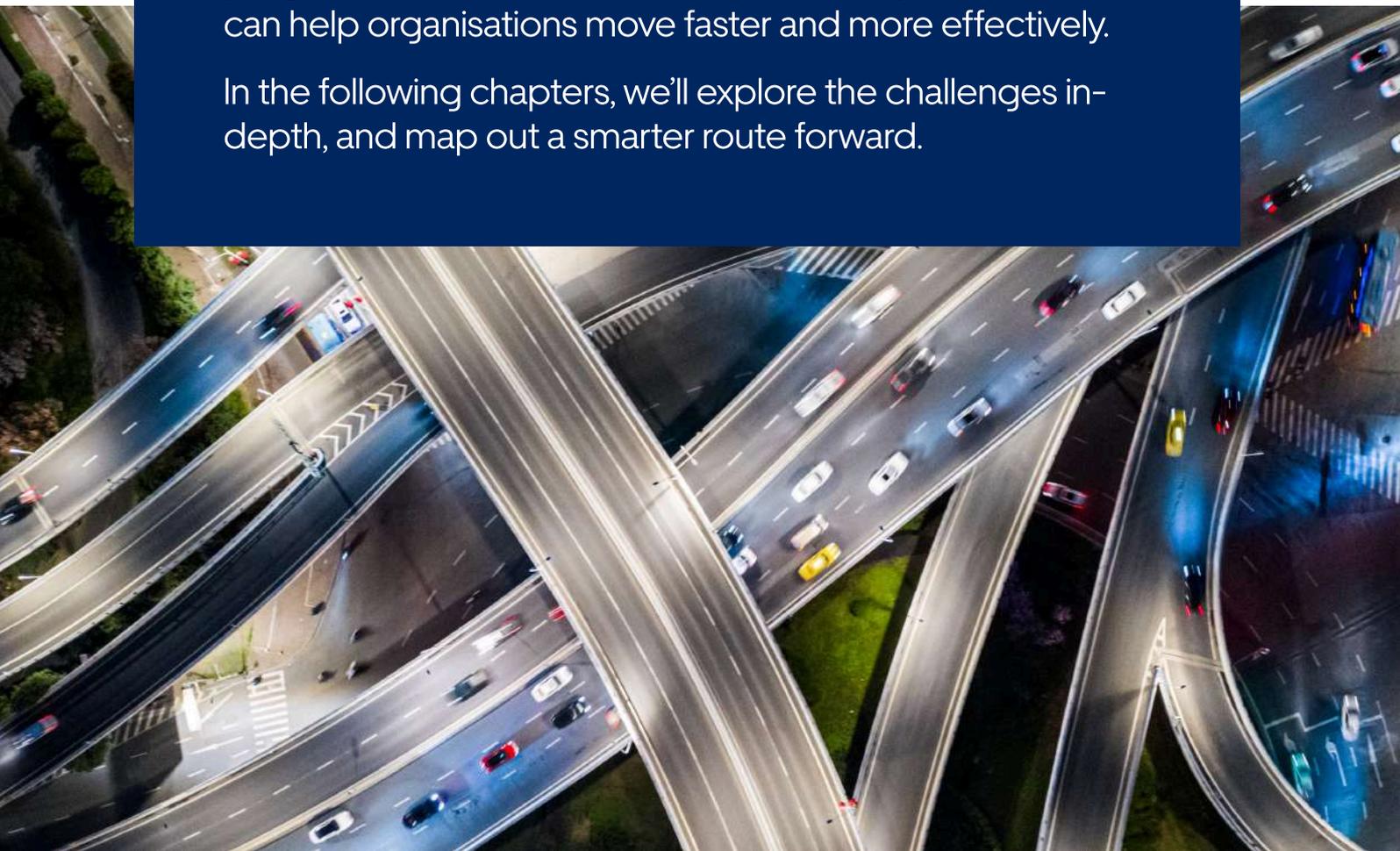


of actual bookings prioritise more sustainable vehicles.

The road ahead

Inefficiencies in ground travel still affect both travellers and program leaders, but there are modern-day solutions that can help organisations move faster and more effectively.

In the following chapters, we'll explore the challenges in-depth, and map out a smarter route forward.



Chapter One

The state of UK business travel



It's clear that the appetite for business travel is stronger than ever, creating an immense opportunity for travel managers to prove the strategic value of their programs.

But while demand is strong, so are the costs. The average business trip now costs £865, with global spend projected to reach £1.2 trillion by 2025.¹

This level of growth is excellent news for the business travel sector, but travel managers will need to streamline every part of the journey—not just flights and hotels, but the ground journeys in between—to prove return on investment.

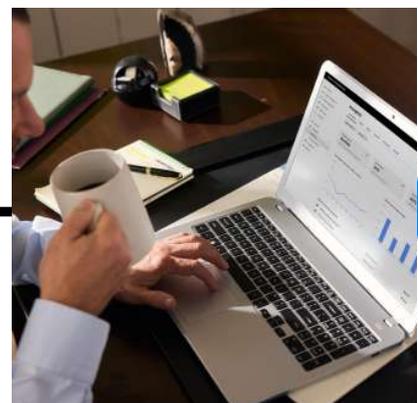
This report focuses on ground travel: the everyday link that remains the least defined and most often overlooked in travel programs, and where small disruptions can have a big impact.

86%

of UK travellers say their business trips are worthwhile, and...

74%

took between one and five trips in the past year



¹Debbie Iannaci, "Global Business Travel Spending to Reach \$1.57 Trillion in 2025 Amid Trade Policy Uncertainty and Economic Risk, According to New GBTA Forecast," Global Business Travel Association, July 21, 2025, <https://gbta.org/global-business-travel-spending-to-reach-1-57-trillion-in-2025-amid-trade-policy-uncertainty-and-economic-risk-according-to-new-gbta-forecast/>.

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Ground travel: Where the real opportunity lies

Ground travel is widely allowed but rarely defined. Only 44% of UK organisations include it in their travel policy (compared to 63% for air and 66% for rail), yet 92% allow it at least sometimes. It's a core part of business travel, but one that often operates without clear structure or guidance.

Ground travel: The employee take

10%
of employees travel for work at least once a fortnight.

25%
travel one to two times a week.

20%
are travelling everyday.

For employees, ground travel is a constant. With this frequency of movement, maintaining efficiency is paramount to productivity. Even tiny delays or manual receipt tasks quickly become a drag on productivity and budgets.

To keep things moving, employees have embraced choice. **78%** routinely use two or more ride-hailing apps to minimise wait times.² While this flexibility helps people get where they need to be, it can also make it harder for organizations to visualise costs and travel patterns.

Additionally, business travel goes beyond self-booking, with delegated bookings now becoming the norm. Nearly half of airport transfers, **40%** of home-office trips, and more than a third of client meetings are arranged by executive assistants, travel, or office managers.

Effective coordination improves organisational agility and efficiency. Defined permissions and proper receipt management keep every trip visible and compliant with duty-of-care requirements.

Ground travel: The managerial lens

48%
allow employees to choose any ground mode.

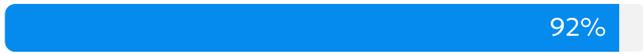
4%
have formal ride-hailing partnerships.

For travel managers, ground travel brings both opportunity and complexity. Freedom is widespread.

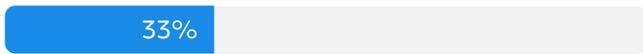
²The different ride-hailing apps employees use: Uber (87%), Bolt (54%), Taxiapp UK (36%).

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Rather than set routes, most organisations offer recommendations. However, this broad guidance leads to broad behaviour:



suggest preferred channels, often pointing to local PH firms (50%) and ride-hailing apps (41%).



say preferred vendors aren't used, and 21% even see fraud or policy breaches.

The use of multiple channels also means managers struggle with spend visibility and administration.



of managers say tracking costs is a struggle.



report tangled expense records.



This isn't a resourcing gap so much as it is an infrastructure one. Consolidating high-traffic trips into a single approved channel would help travel managers create a seamless, on-policy experience.

At a crossroads

Ground travel is ready for a reset. With significant untapped potential, a more unified strategy will empower travel managers to enhance safety, streamline oversight, and improve the employee experience.

Key Takeaway:

Ground travel is the most under-managed part of business travel, and also the area with the most opportunity. By bringing structure and visibility to everyday journeys, travel managers can unlock efficiency and provide a better experience for everyone on the move.



Chapter Two

What matters most: Cost, comfort, and competing priorities



Employees expect a seamless travel experience, but managers need to ensure every trip fits the organisation's goals. Too often, these priorities diverge instead of powering the same program.

It's all about time for employees



say comfort is important to avoid fatigue.



put it as a top priority.



amongst C-level executives, said it's a primary concern.

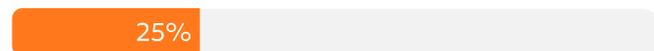
More than comfort, employees value speed. In line with this, many use multiple apps to attain the shortest ETA. For managers, it's crucial to understand that approved options need to be fast for employees to stay within policy—otherwise, they might switch lanes.

While speed and comfort are important to employees, they're also eager for the ground travel experience to feel like an employee benefit.

Employees measure a journey by how little it disrupts their workflow and how well it helps them arrive ready to perform.



say a short wait time for rides is their top priority.



are interested in perks like meal vouchers while travelling for work, and almost a third want features like priority pickups, pre-scheduling, and corporate billing.

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It's all about costs for managers—and the pressure is rising

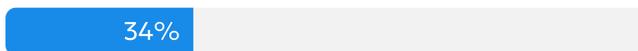
Traditionally, the focus has been on reducing unit costs, but there's also a strategic opportunity to look at time per trip (booking + wait + expense) to identify new efficiencies.



With trips rising in frequency and cost,



of travel managers put cost savings at the top of their priorities, whilst



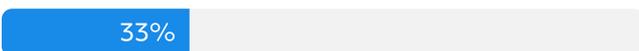
say it's more important than last year.

It's important to recognise how these three are connected. Off-policy bookings undermine both emissions reporting and transparency, while usability—often treated as a lower priority—is critical to unlocking progress across ground travel goals.

Amongst their other priorities,



of managers cite sustainability, and



cite spend visibility, with only a minority noting that ease of use for employees (22%) is important.



Key Takeaway:

A successful travel program balances cost control with the real needs of travellers. Programs that optimise for both experience and efficiency see stronger compliance and higher satisfaction.



Chapter Three

Friction and risk: delays, disruptions, and expense drag

When the way people want to travel doesn't align with management policies, friction can follow. Employees face extra admin and slower expense reimbursements, while managers contend with incomplete data and less certainty around duty-of-care.

The admin reality for employees

For employees, a work journey becomes easy when booking and expenses are seamless. If it isn't straightforward, they do whatever gets them moving quickly, and this could create several issues.

Off-channel bookings

Almost half of work rides are booked on personal accounts, which fractures expense trails. Either receipts arrive late or not at all, and travel managers are not aware of a trip until weeks (if not months) later.

49%

almost half of work rides are booked on personal accounts.

72%

of employees want easier switching between personal and business profiles.

Delays and frustrations

Travellers' top frustrations include unexpected delays (51%) and travel disruptions (40%). Even though 78% say taxis/PHVs simplify work-life balance, 35% still feel frustrated when booking. It's clear that, while employees value ground travel, processes aren't keeping pace with expectations.

Time-intensive expenses

Nearly half of travellers still submit expenses manually (47%). On average, they spend about 40 minutes a month on ground claims, and 15% spend one to four hours. This creates delays and errors at scale, shifting administrative work from finance to travellers and reducing time for core tasks.

63%

think the process should take under 15 minutes.

77%

would prefer full automation.

The platform difference

Where an approved business platform is in place, the admin burden falls. 76% say a sanctioned business platform would save them time, and 60% say it would make them more productive.

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...And managers

Managers inherit the downstream effects of a non-linear process. Multi-directional guidance produces multi-directional behaviour, making control reactive rather than designed.

Channel ambiguity

Nearly half of companies let employees pick any ground option (48%). Most programs 'recommend' channels (92%, often to local PH firms at 50% and ride-hailing at 41%), and 53% apply some restrictions, but only 12% restrict ride-hailing specifically.

These mixed signals produce mixed behaviour. When guidance is split, adoption of any single, integrated lane stalls.

Cost complexities

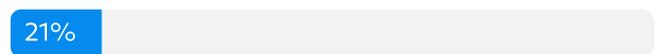
With employees using multiple ground travel channels,



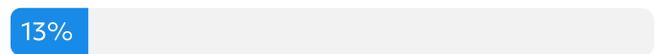
of managers said receipt handling is a prominent issue for them.



struggle to track ground spend.



also report fraud or policy breaches.



see unauthorised ride-hailing bookings. No single route means enforcement is inconsistent.

Setting the stage for sustainable progress

Across the ground travel experience, there's a significant opportunity to simplify and streamline processes for both employees and managers. And as we'll explore in the next chapter, improving these workflows not only drives efficiency—it also creates the foundation for more effective sustainability reporting.

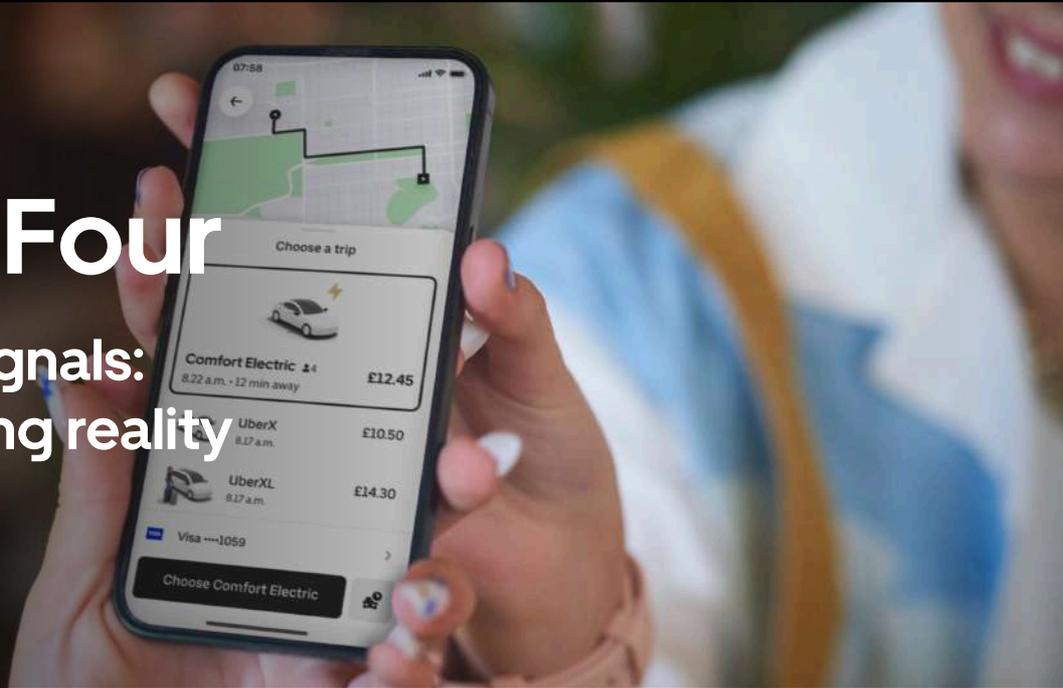
Key Takeaway:

Reducing friction across the ground travel process saves time, strengthens compliance, and enhances duty of care. The result is smarter decisions and a safer, more responsive program.



Chapter Four

Sustainability signals: intent vs. booking reality



Sustainability is becoming more and more of a business imperative. No longer a nice-to-have, it has transformed into a top business priority and talent driver. **70%** of Gen Z want to work for employers who share their values, and **94%** say sustainability drives them. But right now, there's still a gap: good intentions aren't always making it into everyday travel decisions for employees or managers.

What travellers say (and what they choose)

Employees say they want to make sustainable choices:

65%

want to book electric vehicles (**77%** for the C-suite), and over half want their company to track carbon emissions.

7%

put sustainability in their top three factors.



Why behaviour lags: three operational blockers

- **Availability and certainty:** Lower-emission vehicle availability varies by time, location, and trip type. If travellers can't see dependable options (and likely ETAs) in policy-approved channels, they default to what feels fastest at the moment.
- **Visibility at booking:** If emissions information isn't surfaced alongside time and price in the approved channel, sustainability becomes an abstract preference rather than a live factor in selection.
- **Accountability through capture:** Without complete trip capture, programs can't set defaults or report confidently, removing the levers that turn intent into consistent behaviour.

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What managers are doing (plus must-know business wins)

Sustainability programs are advancing. Currently,

54%

of managers are actively tracking and working to reduce ground-transport emissions.

26%

say they would set formal goals if their tracking capabilities improved.

73%

identify sustainability as one of their top three reasons for adoption.

36%

among those not using ride-hailing.



Platform unification holds the key to real progress. Among organisations that include ride-hailing as part of their travel program.

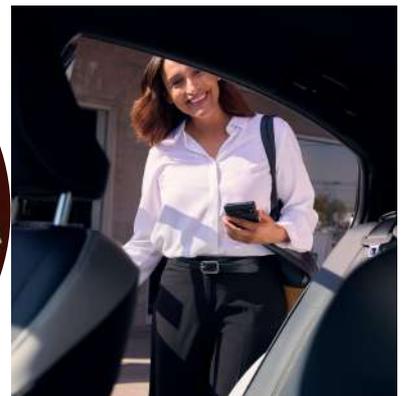
This underscores that, with the right tools in place, sustainability ambitions are more likely to become operational reality.

Where this points to next

When it comes to sustainability, it's the system, not the sentiment, that drives outcomes. When the ground channel is unified, managers unlock the capabilities to set defaults and policies that drive meaningful change.

Key Takeaway:

Turning sustainability intent into action is possible and within reach. When organisations make lower-emission options visible and easy to choose, every booking becomes a chance to deliver on climate goals.



Chapter Five

Closing the gaps

Closing the gap between employee priorities and program priorities means reimagining the ground lane for the better. The goal is harmonisation: making the fastest, least-effort choice for employees the same as the most visible and controllable choice for managers.

1. Make the approved path the best one

Compliance follows convenience. Define a single approved channel for the high-volume journeys that matter most (such as airport runs and client visits) and set experience guardrails. Processes like clear booking steps and predictable ETAs will encourage employees to stay within policy.

2. Automate where you can

Expense friction shouldn't be part of the modern travel experience. Choose platforms that generate automatic, itemised receipts direct to your expense system, so travellers don't have to upload photos or fill in forms.

3. Lead on duty of care

Every off-policy, off-platform booking is a safety blind spot. Without centralised visibility, it's impossible to know where employees are, or to respond quickly when issues arise. Choose platforms that offer real-time visibility and location tracking to transform duty of care from a compliance box-tick into a true source of reassurance.

4. Press the accelerator on sustainability

Employees can't move the needle on more sustainable travel without enablement and empowerment. Make lower-emission options the default where possible, and automate the collection and sharing of sustainability data. When travellers can see the impact of their choices and managers can track progress at a glance, sustainability moves from promise to practice.

5. Harmonise the ecosystem

The best business travel experience is already within your employees' reach. Partner with mobility providers who offer platforms that combine the flexibility employees expect with the control, data, and policy enforcement your business needs.



Chapter Six

Uber For Business: harmonising cost, productivity, and the employee experience



Right now, most travel programs are operating in two distinct lanes. Employees are pressing the accelerator on comfort and minutes saved. Travel managers are driven by cost control, visibility, and credible reporting.

[Uber for Business](#) unites the two, harmonising familiar, fast booking with the controls managers need, so both can travel in the same direction.



The Disconnect

Experience vs Efficiency

Freedom vs Friction

Sustainability Intent vs Action

The Solution

Delivers a consumer-style experience for employees—fast booking, comfort, familiarity—while giving managers central billing and clear data for efficiency and cost control.

Makes switching between personal and business seamless, with auto-receipts that cut out paperwork and admin headaches.

Lets managers set defaults and track progress on lower-emission options, so sustainability ambitions become booking reality.

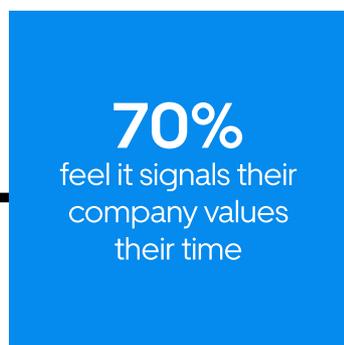
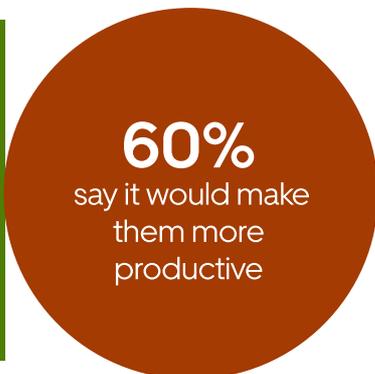
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What this means for managers

- **One defined, streamlined channel:** Set rules by team, time, location, and spend, so that high-volume routes use the approved channel by default.
- **Compliance that curbs spend:** Achieve up to **10%** cost savings just through strengthened compliance.³
- **Insights in motion:** Get unparalleled visibility into your team's spending and usage, so you can fine-tune your program and improve your bottom line.
- **Real-time visibility:** See trips as they happen and retrieve consistent history when you need it, supporting duty of care without extra steps for employees.
- **Sustainability you can operationalise:** Access emissions data captured through the same channel, so you can set sensible defaults for lower-emission options where available and report progress with confidence.
- **On-behalf booking that works:** Role-based permissions for assistants and coordinators, with traveller-level records intact.

What this means for travellers

- **Book fast, move fast:** The same app experience people already love, without the admin hassle.
- **Less paperwork:** Automatic receipts land where they need to; most work rides close out with no form.
- **Clear separation of work and personal:** Simple, one-tap switching between profiles to keep submissions clean.
- **Perks that feel meaningful:** Uber One membership benefits and credits can make everyday travel and ordering feel more rewarding.



³Based on over 275 Uber for Business customers surveyed globally in February 2023. Customers agreed that they were able to reduce costs on ground transportation and/or meals through better compliance.

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Uber for Business, now with complimentary Uber One

Unlock a complimentary one year Uber One membership when your company signs up for Uber for Business. Enrich your employee benefits program with exclusive perks for meals, deliveries, and more, including:

- **Earn up to 10% Uber One credits on eligible rides, trains, and flights:** Plus when you ride for work, the Uber One credits you earn can be spent on personal orders or trips.
- **£0 delivery fee:** Save on eligible food deliveries and pickup orders.
- **Reduced Service Fees on Uber Eats:** Save up to 60% on Uber Eats service fees.
- **Uber One Exclusive offers:** Special offers and promotions, plus premium member support and invite-only experiences.

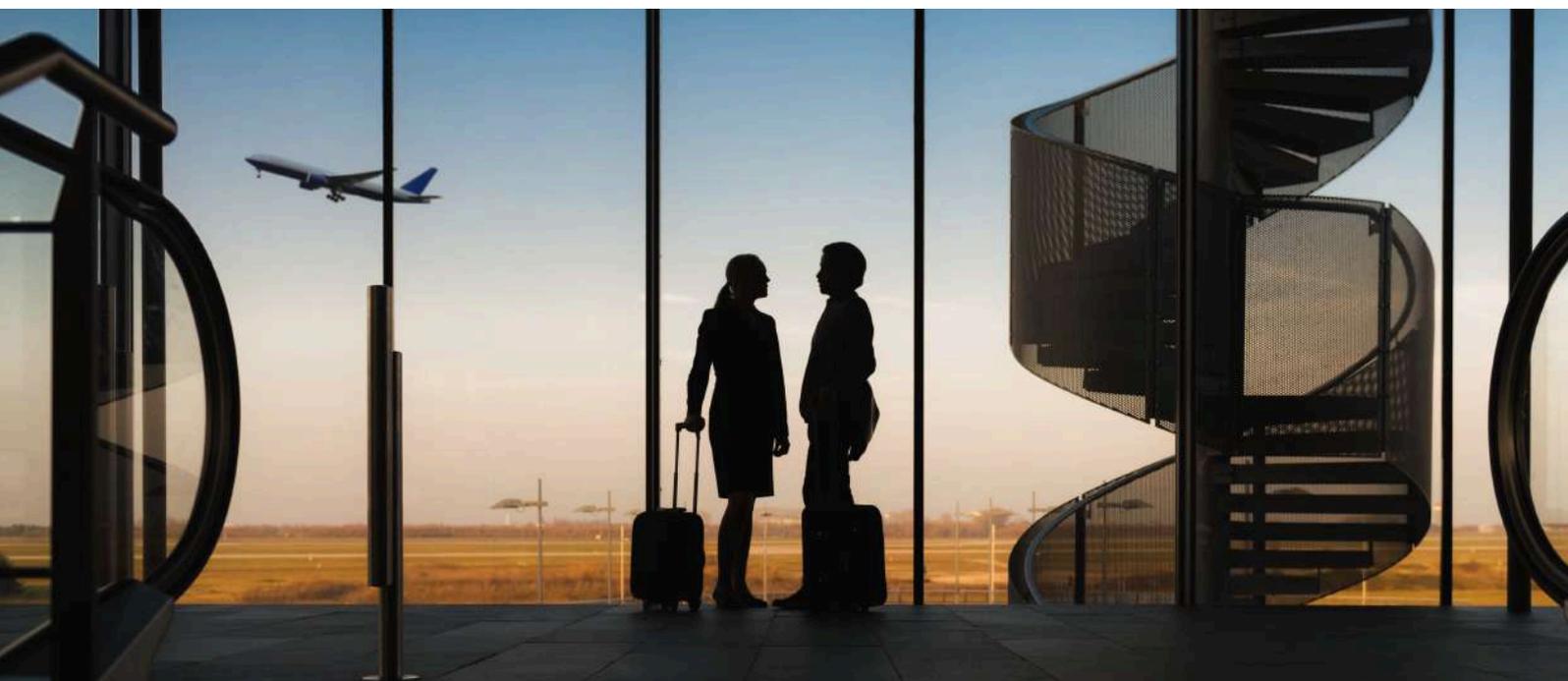
Ultimately, it's an exciting time for the world of business travel. Demand is strong, organisations are investing, and travel managers now have access to the tools needed to streamline and elevate the ground travel experience from end to end. Today, businesses no longer need to choose between comfort and compliance or speed and control. It can be delivered all in one program, enabling organisations to unlock momentum that lasts.

Move your business with Uber

Since 2014, Uber for Business has brought the best of Uber's technology to organizations across industries. Today, it's trusted by over 200,000 companies worldwide, including more than half of the Fortune 500.

With ride, meal, and delivery solutions all in one powerful platform, we help businesses move faster, work smarter, and give their people better experiences.

Ready for smarter business travel? [Learn more](#) or [get in touch with us](#).



Methodology

This report is based on a focused research program run in 2025 to understand ground travel policies and experiences within UK organisations.

Research program

Employees on business travel
1,002 employees surveyed
Fieldwork: February 2025 (online), YouGov

UK Business travellers
1,069 UK employees surveyed; core analysis based on 500 'frequent travellers' (travel for work at least once a fortnight).
Fieldwork: April 2025 (online), Stride

Travel decision makers

258 UK decision makers in organisations with 500+ employees (travel managers, procurement, finance).
Fieldwork: October 2025 (online), Stride

Employees on perks & benefits

431 UK employees in companies with 250+ employees.
Fieldwork: October 2025 (online), Stride

Key definitions

- **Frequent traveller:** An employee who reports travelling for work at least once a fortnight (used for core traveller analyses; N=500).
- **Ground travel:** Taxis, private hire/ride-hailing, car share/rental, and micromobility.
- **Approved/on-policy vs. off-policy:** Employee-reported behaviour; decision-makers report policy stance and observed compliance.

