One in Four Business Travellers Has Fallen Asleep in a Meeting Due to Lack of Sleep

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British Airways Survey Reveals Government and Political Employees Are the Most Sleep Deprived

Business travelers are simply not getting enough sleep, according to a new survey conducted by British Airways and Research International in recognition of National Sleep Awareness Week. Out of 1,000 professionals surveyed, 25 percent admitted to falling asleep in a meeting due to sleep deprivation, and 70 percent felt they were less productive after traveling. Nearly one in five had a presentation go badly or lost business as a result of poor sleep due to air travel.

While lack of shuteye is common across a broad range of industries, it is most acute among professionals working in government and politics. Legal/security/law, computer/software and banking/finance/investment rounded out the top four.

Citing work stress, family demands and frequent travel, the average overnight business traveler gets less than the seven to nine hours sleep per night recommended by the National Sleep Foundation. They lose even more sleep during air travel. According to the survey, business travelers only sleep for an average of three hours on overnight flights in economy class and four hours in business and first.

â€œOur goal is to help business class passengers get the most sleep possible during flight so they are at peak performance when they arrive at their destination,â€• said Robin Hayes, Executive Vice President, British Airways, the Americas. â€œAs a result of recent improvements in Club World, forty percent of British Airwaysâ€™ passengers are now getting an extra 100 minutes of sleepâ€•

British Airways is at the forefront of research and innovation when it comes to understanding the needs of business travelers. The airline, which was the first to launch flat beds in its Club World business class on all flights between North America and London, is introducing softer, more comfortable seat foams with the latest technology to enable better sleep. In addition, British Airwaysâ€™ Sleeper Service provides passenger amenities such as pre-flight dining, a more tranquil cabin with fewer announcements and nightcap service with comforting hot chocolate and cookies.

The study also addressed the issue of jet lag. Overnight business travelers cited the following top five methods for overcoming jet lag:

- Showering upon arrival

- Drinking water during a flight

- Taking a walk outside upon arrival

- Taking a nap after landing

- Upgrading to a higher class

- British Airways Club World passengers can offset the effects of jet lag by taking advantage of its London Arrivals Lounge. Services offered include 48 private shower suites and personal valet service.

About the Survey

Findings are based on a study conducted online by Research International among 1,000 overnight and international business travelers who took at least 2 trips in the past year.

About British Airways

British Airways is one of the worldâ€™s largest international passenger airlines with a fleet of 293 aircraft carrying more than 36 million passengers a year to some 216 destinations (including 22 in North America) in 94 countries.

The airline has long been regarded as an industry leader, which takes great pride in delivering the highest levels of innovative customer service. It has invested almost a billion dollars in new products, which have redefined travel for the 21st century. These include Club World, featuring the first fully flat bed for business travelers and World Traveler Plus, a class of travel for longhaul economy travelers offering a dedicated cabin with wider seats and greater legroom.

Further information is available by visiting the airlineâ€™s website at www.britishairways.com