



# Improving Hotel Programs



# Travel Buyers' Top Goals for 2019



**1. Reduce Program Cost**



**2. Policy Compliance**



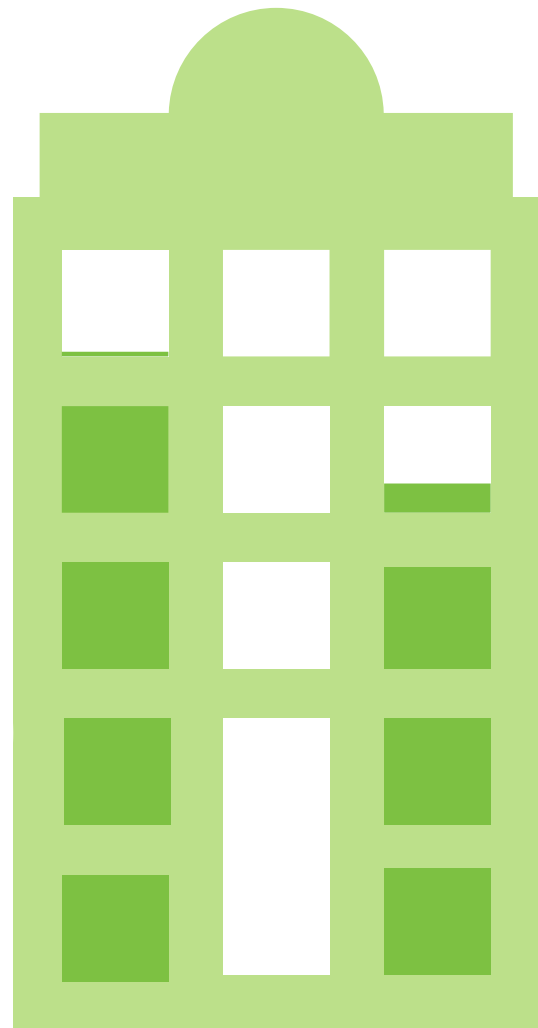
**3. Increase Traveler Satisfaction**

# Goal 1: Reduce Program Costs



Travelers are willing to spend more if their rate allowance doesn't cover their business travel needs

While **82%** of business travelers say they “often” or “always” stay within their rate allowance

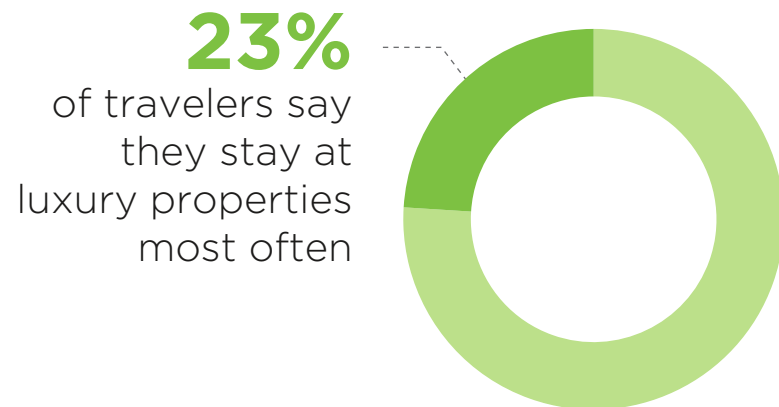
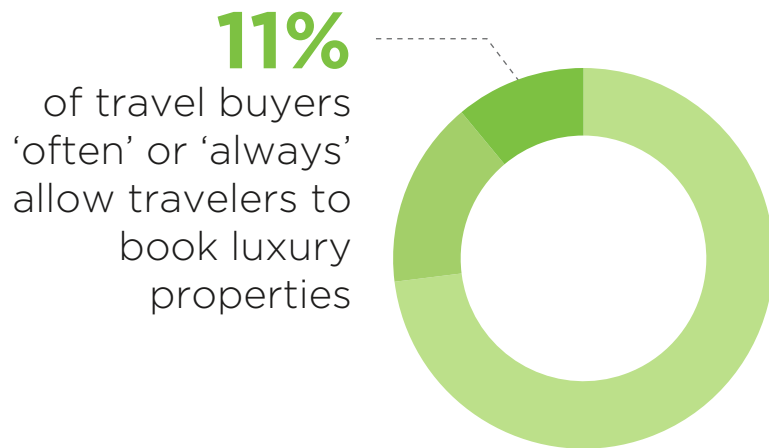


**66%** say they would like their rate allowance to be higher so they can stay at preferred properties

# Goal 1: Reduce Program Costs



**Gaps exist between where travelers usually stay and where they are allowed to book**

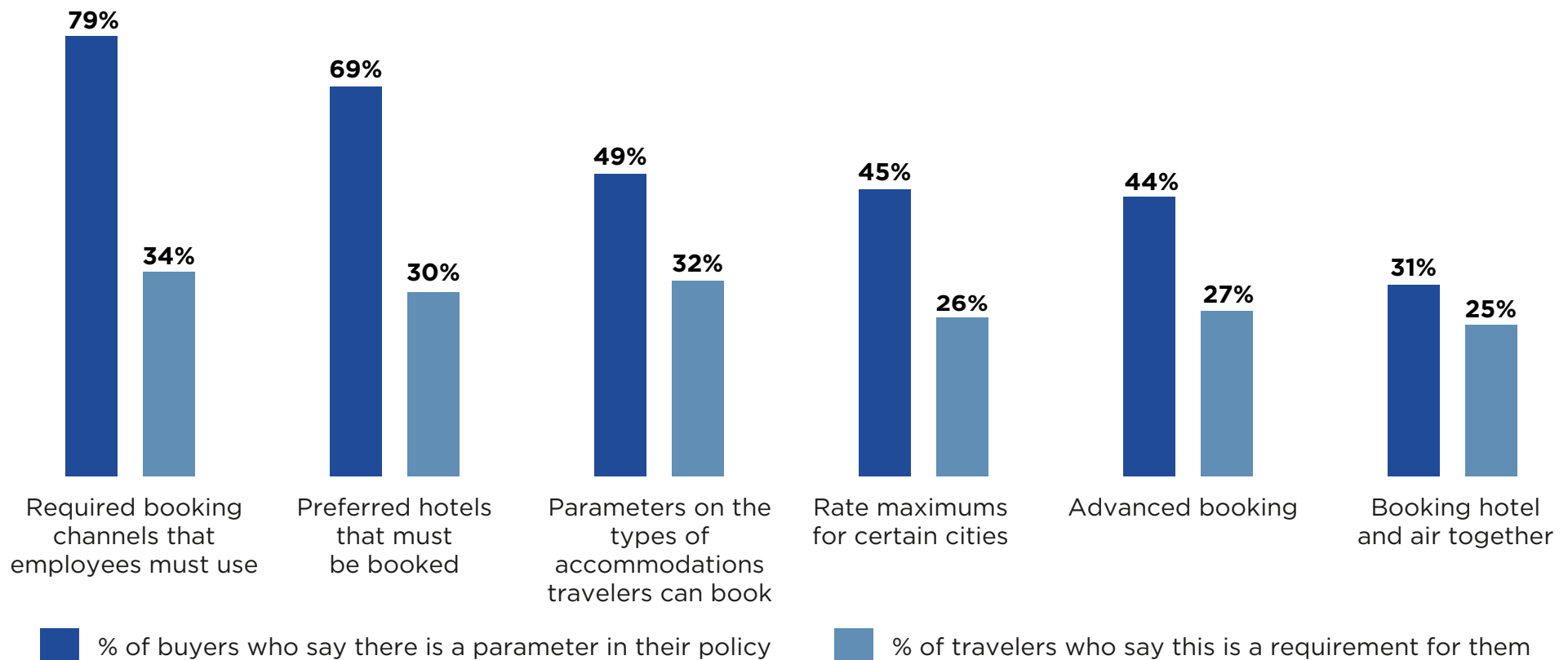


**One-third** of business travelers say they are willing to go over their rate allowance by **\$31 or more** so they can better meet their business travel needs

# Goal 2: Increase Policy Compliance

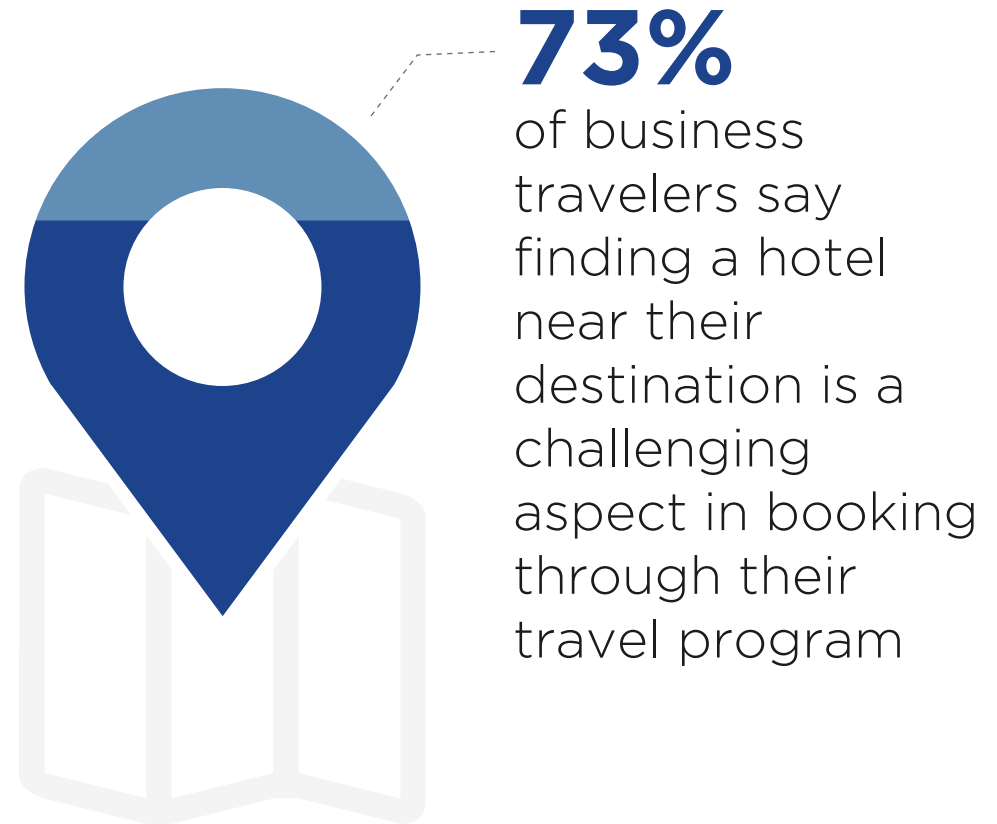
On average, travel buyers say **one-third (32%)** of their bookings, are non-compliant

## Travelers might not know the parameters of their travel policy



# Goal 2: Increase Policy Compliance

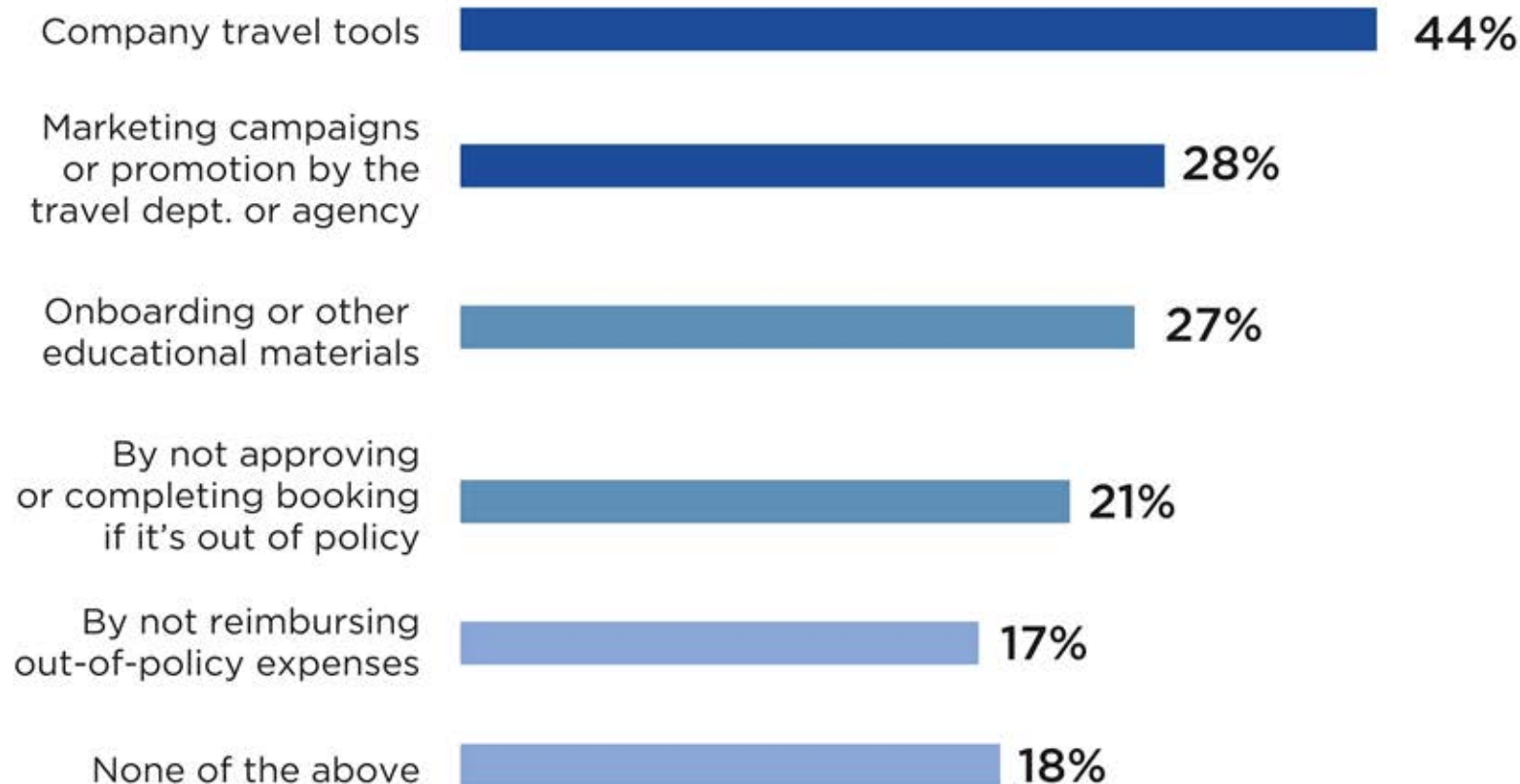
And there's a disconnect between travelers and buyers on what is available



# Goal 2: Increase Policy Compliance

Travelers report low communication on travel policy, even though 62% of travel buyers report providing education on travel policy to travelers

How is your travel policy communicated to you?



# Goal 3: Improve Traveler Satisfaction



Travelers want to use amenities that aren't always included in their travel policy



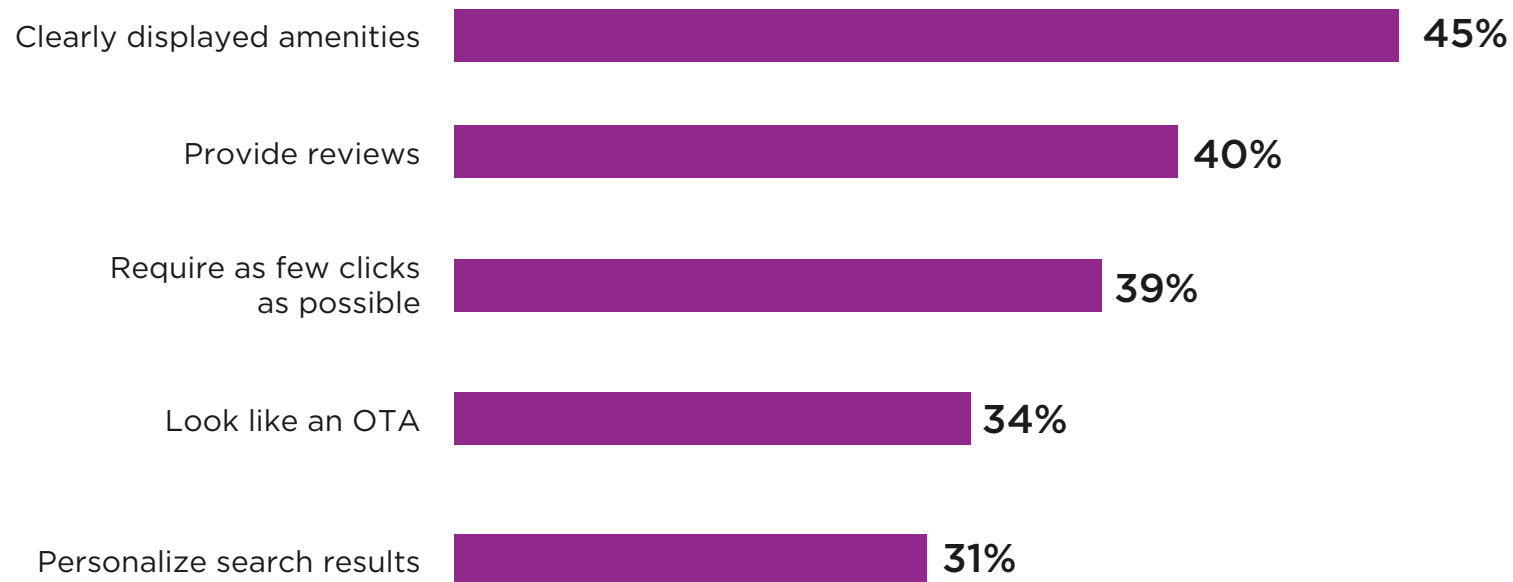


# Goal 3: Improve Traveler Satisfaction



**52%** of business travelers say using their online booking tool is a main challenge in booking with their travel program

## What do travelers want to see in an online booking tool?



# Methodology

## Two-pronged approach

- Online survey of 265 travel buyers in the United States (131) and Europe (134)
  - Survey fielded between September 19, 2018 and October 12, 2018
- Online survey of 750 business travelers in the United States (247), United Kingdom (254), and France (249)
  - Respondents qualified if they:
    - Were employed full-time or part-time
    - Traveled for business more than once in the past year
  - Survey fielded between October 5, 2018 and October 15, 2018

## About GBTA

The Global Business Travel Association (GBTA) is the world's largest professional association representing the \$1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.

