

The Gaps Between Travel Buyers and Their Travelers

Understanding these gaps, and how to address them, will go a long way in helping you achieve your goals

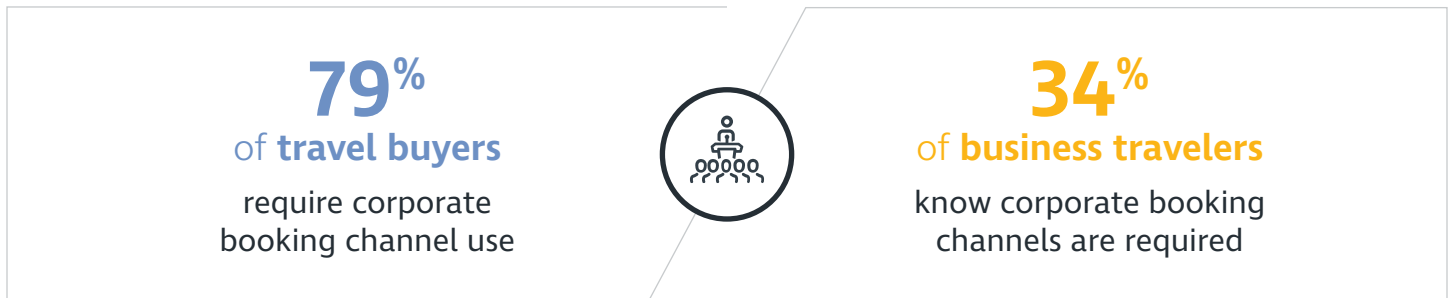
Traveler Satisfaction



HOW TO CLOSE THIS GAP:

Providing accommodations and rates in more locations is the best way to alleviate your travelers' concerns.

Compliance



HOW TO CLOSE THIS GAP:

Make sure your policy is concise, clear and broadly communicated so travelers know what they must book and where.

Cost



HOW TO CLOSE THIS GAP:

Allowing non-refundable rates can lower costs and increase compliance, but educate travelers about when they should be booked.

[CLICK HERE TO FIND OUT MORE WAYS TO CLOSE THE GAP WITH YOUR TRAVELERS](#)