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

26% of travel buyers

believe finding lodging near their destinations is challenging for travelers



73% of business travelers

say finding lodging near their destinations is challenging

HOW TO CLOSE THIS GAP:

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

Compliance

79% of travel buyers

require corporate booking channel use



34% of business travelers

know corporate booking channels are required

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

67% of travel buyers

recommend or require refundable rates to be booked



67% of business travelers

would like to book non-refundable rates because they feel it saves money

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

