



US Business Travelers

Understanding hotel booking behaviors

Analyzing hotel booking behavior can help you better address traveler preferences and improve policy compliance.¹



Did You Know?

While **71%** of US business travelers say they are familiar with company business travel policy and guidelines

3 out of 10 still fail to use their Travel Management Company (TMC) to book all of their business travel

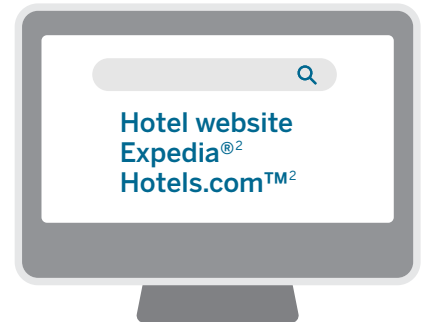


Why and where do business travelers book out of policy?



- 83%** say they can secure better rates
- 79%** say they can find better room availability or location
- 73%** say they can find better benefits

The **top three** places business travelers book when they choose to book outside of their TMC are:



What drives traveler booking behavior?



Accommodation Flexibility



Traveler Benefits

Providing a variety of choices, low rates, and traveler benefits helps keep business travelers compliant.

Learn how American Express Global Business Travel can help you to optimize your accommodations program. Visit us at www.amexglobalbusinesstravel.com/accommodations

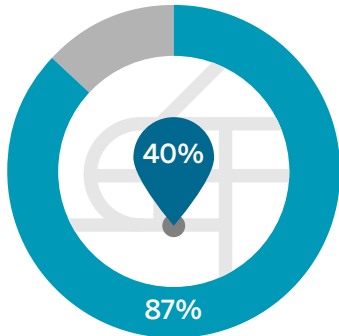
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Influence behavior with choices and benefits

Build a program that meets your business travelers' needs.

Where Travelers Prefer to Stay

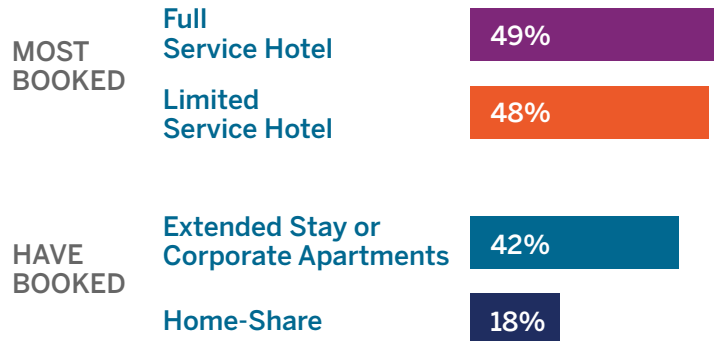
Location matters most



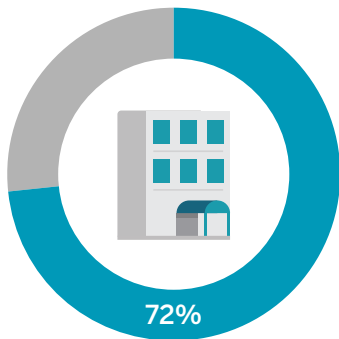
87% of US business travelers say location is the top consideration when booking a hotel;

and 40% use Google Maps as their #1 search tool for hotel options close to their business destination.

But traveler preferences vary



Their favorite brands:



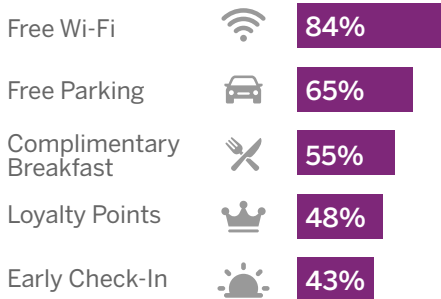
Branded chains are most popular with 72% of US business travelers who prefer them over independent or boutique hotels.



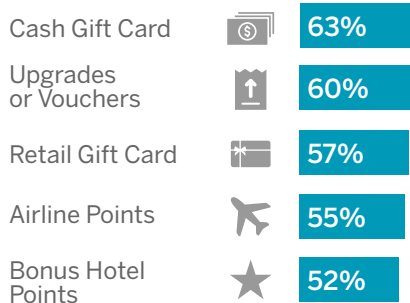
58% of travelers say they are enrolled in at least one major hotel chain loyalty program.

What Travelers Want

Amenities



Incentives³



54% of US travelers say incentives generate enthusiasm for booking hotel stays through their corporate TMC.

¹ Results from an online survey of 800 adult business travelers in the US and UK who have spent at least the equivalent of 5 days traveling for business and requiring some form of lodging/overnight stay, in the past 12 months. Survey conducted by GfK, one of the world's largest research companies, fielded May 14-June 4, 2018.

² American Express Global Business Travel has a partnership with Expedia, who also owns Hotels.com, and is able to integrate this content into online and offline booking channels to prevent travelers from booking out of policy.

³ Asked specifically of travelers that do not use their company's TMC all the time.

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