



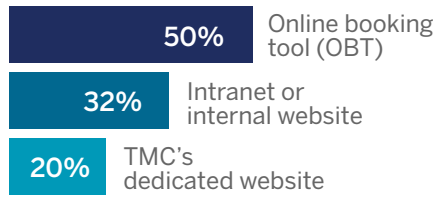
US Business Travelers

Communicating to improve hotel bookings

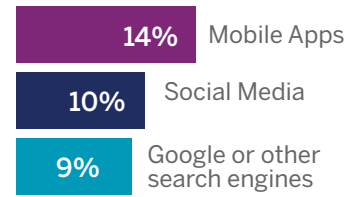
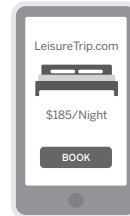
Effectively communicating with your travelers about your hotel program, and the benefits to them, can drive engagement with your travel management company (TMC) and improve policy compliance.



Travelers reference multiple **sources** for travel benefits, offers, and promotions **in addition** to their TMC.



Company-specific sources



External sources

76% of travelers feel their TMC could better communicate hotel benefits with them. But how?



75% of US business travelers say **direct email** from TMC to their work email address is the best way to communicate travel information.



84% would like to receive one or more of the following by **email**:

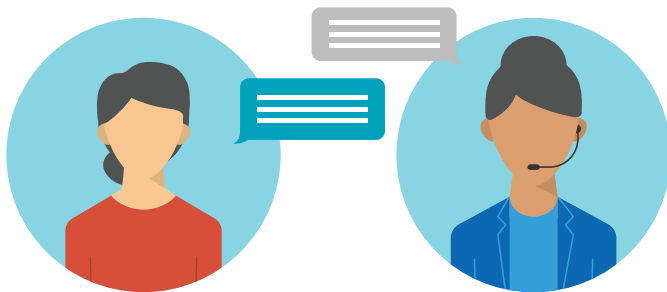


Three Quick Tips

Travelers who receive regular communication about hotel programs and benefits are more likely to book through their TMC and comply with company policy.

Educate your travelers

- Make information readily available
- Communicate company booking tools and policies
- Incorporate travel information in employee onboarding and training



Reach out for feedback

- Create a two-way feedback loop
- Survey frequent travelers for preferences and enlist travel ambassadors

Engage your TMC

- Review traveler reports to make informed decisions
- Lean on your TMC for a communication plan



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