



AirPlus

INTERNATIONAL

International Travel Management Study



# Business Trips & Hotel Reviews



Hotel reviews are here to stay



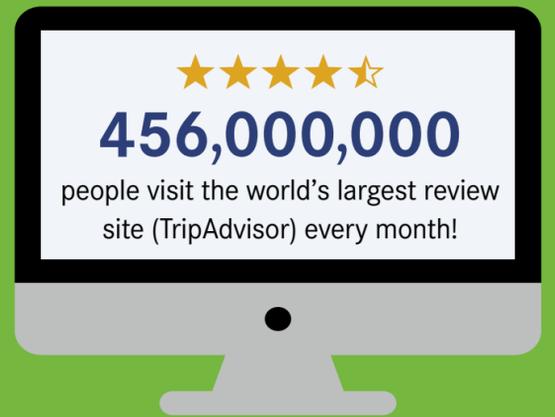
Marked trend in rapidly developing countries



## DON'T IGNORE REVIEWS!

Reviews and ratings now play a major role in hotel selections by business travelers. 28% of travelers always choose hotels for a business trip based on online reviews, while a further 58% sometimes choose based on reviews.

The trend is most marked in rapidly developing countries. No fewer than 97% of Indian and 95% of Chinese business travelers use reviews always or sometimes.



TRUST in reviews is split

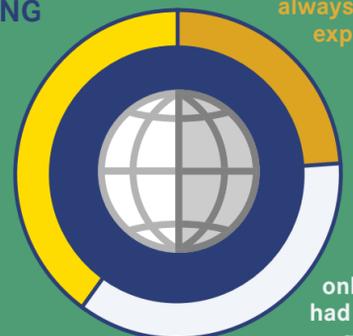


# 86%

of business travelers always or sometimes select hotels based on online reviews

Global view on **SHARING** activity

40% never share their experiences



24% always share their experiences

36% only when they had exceptionally good or bad experiences

## AXE BAD HOTELS!

Deselect hotels with bad reviews from your preferred program! It could damage employees' confidence in your choices.

## PROVIDE SERVICE!



### Check performance

Check whether your online hotel booking tool provider includes reviews for the properties it displays.

### Set a link

Build your own link to a public review tool.

### Build one

Build your own tool, exclusively featuring reviews of preferred properties by other travelers in your company.

## KEY FACTS



Employers **SHOULD INCLUDE** reviews in managed travel programs or risk losing control.

## USE YOUR OPPORTUNITY!

Review tools leave sub-standard properties with nowhere to hide. If one of your preferred hotels gets consistently bad reviews, consider deselecting it. Otherwise employee confidence in your program will decline.

