



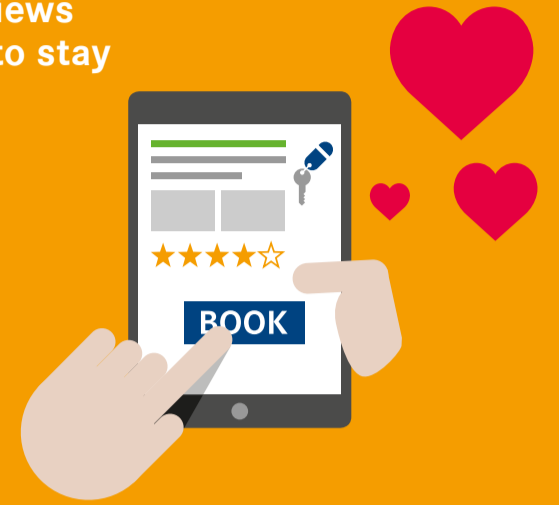
International Travel Management Study



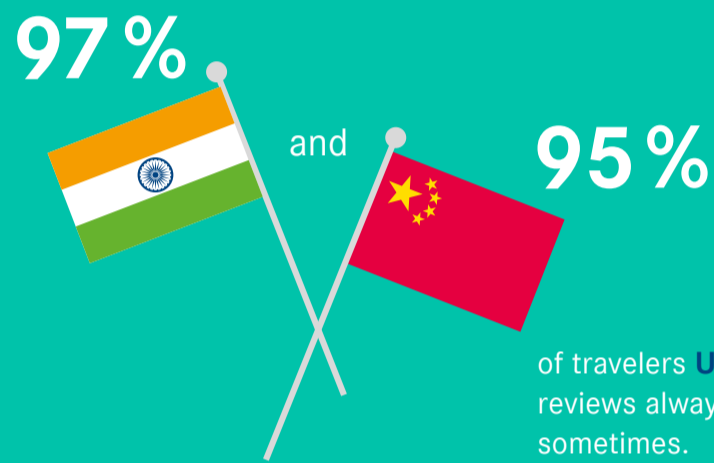
Business Trips & Hotel Reviews



Hotel reviews are here to stay



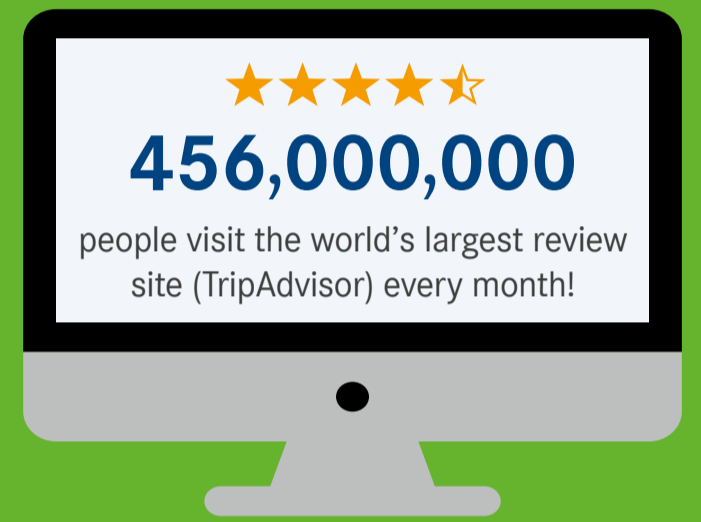
Marked trend in rapidly developing countries



DON'T IGNORE REVIEWS!

Reviews and ratings now play a major role in hotel selections by business travelers. 28 % of travelers (+ 18 %) always choose hotels for a business trip based on online 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*

Opinions about reviews differ considerably. Adapt to your travelers for the best results.

*Business travelers who always choose based on ratings.



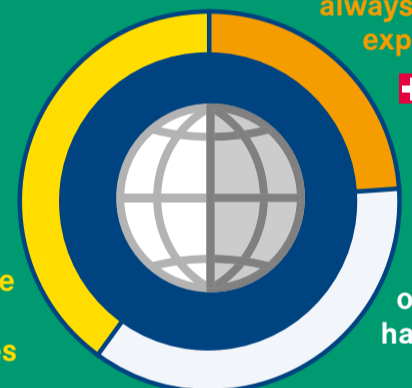
86%

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

+ 88%

Global view on **SHARING** activity

40% never share their experiences
+ 59%



24% always share their experiences
+ 11%

36% only when they had exceptionally good or bad experiences
+ 30%

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

28%

of travelers chose a hotel based solely on online reviews.

+ 18%

93%

always or sometimes trust reviews

+ 90%

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.

