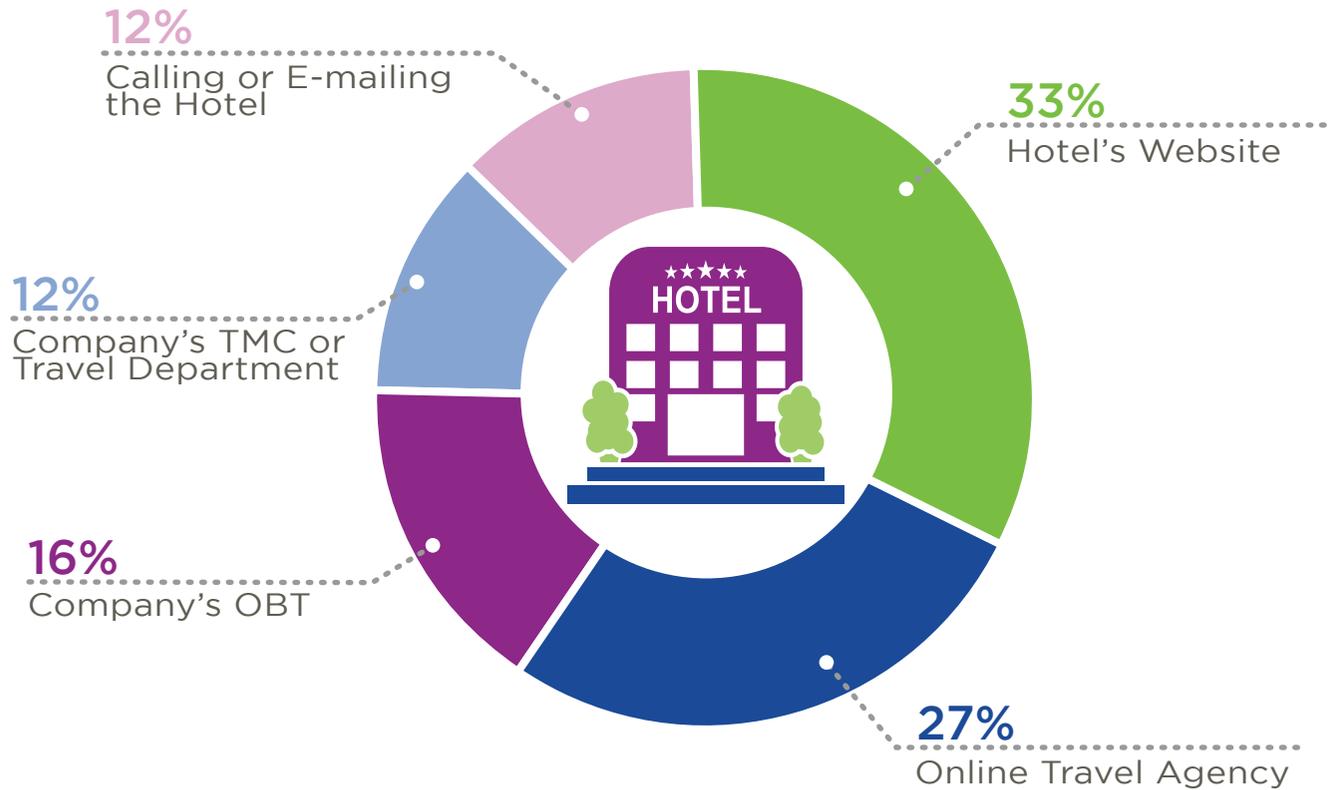


Personalization in Corporate Travel Lodging



Booking Behavior

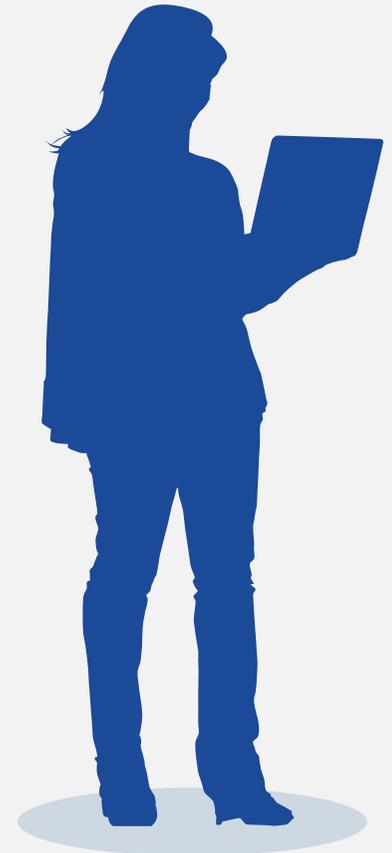
How Hotels are Booked



On average,
business travelers
consider

3

different hotels before
making their decision



51%

spent **more than 30 minutes**
shopping for the **last hotel** they
stayed at

Customization in Booking

7 out of 10

is the **average comfort level** when it comes to their company using **shared information** to provide personalized hotel options while shopping

Business travelers want their search to be prioritized by:

Favorite Hotel Brands

42%

Proximity to Work Engagement

41%

Types of Hotels Stayed at in the Past

38%

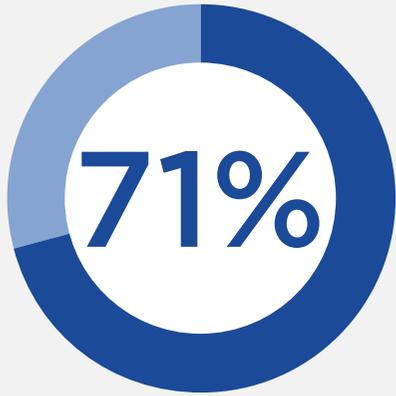
Specific Hotels Stayed at in the Past

37%

Hotels That Fit Their Company's Travel Policy

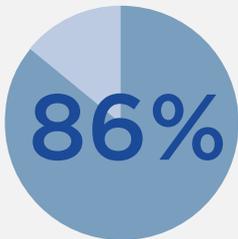
31%

Customization in Loyalty

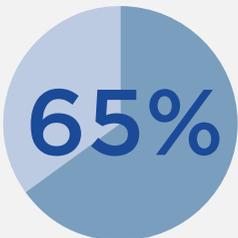


of business travelers have a loyalty membership

Of Those With a Loyalty Membership...



have filled out a custom loyalty profile with their preferences



have different profiles for business and leisure trips

82% of business travelers say loyalty program benefits are important in the decision to book a hotel

49% of business travelers prefer rewards they can use during their business trips, while **43%** prefer rewards they can use for future business travel

Top 5 Rewards of Loyalty Membership:

% who ranked within the top 3 of 9 options

Earning Free Nights

47%

Room Upgrades

46%

Reward Redemption Flexibility

40%

Express Check-In

38%

Service Perks

30%

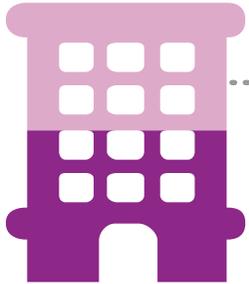
Personalized Guest Experiences



84% of business travelers say having a personalized guest experience is important to them

8 out of 10 is the average comfort level with hotels using shared information to provide a personalized guest experience

What Travelers are Willing to Share for a Personalized Experience:



55%

their preferred hotel amenities



42%

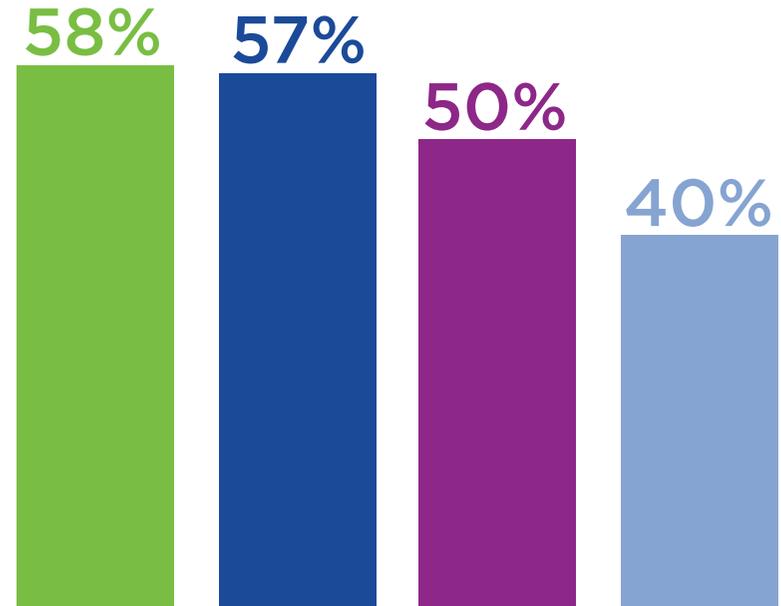
travel details such as arrival or appointment times



39%

their favorite types of restaurants or entertainment

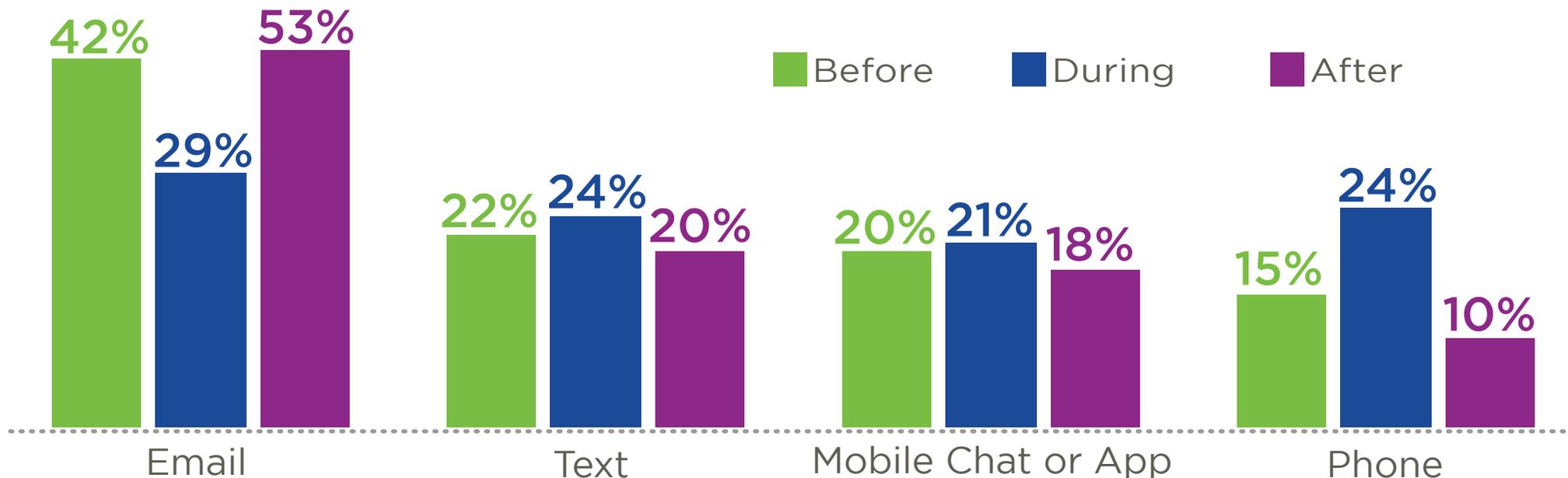
What Travelers Want Out of a Personalized Guest Experience:



- Special Deals or Offers
- Restaurant Suggestions
- Transportation Suggestions
- Entertainment Suggestions

Personalized Communication

Preferred Method of Communication Before, During, and After Trip



57%

were asked to provide feedback by **email** after their last trip



26%

were asked to provide feedback by **text message** after their last trip



19%

were asked to provide feedback by **push notification** after their last trip



2 out of 3

(66%) of business travelers provided feedback for their most recent stay

Methodology

- Online survey of 500 business travelers in the United States.
- Survey fielded between May 22, 2018 and June 1, 2018
- Respondents qualified if they:
 - *Were employed full-time or part-time.*
 - *Traveled for business in the past year.*
 - *Stayed at a hotel during their last business trip.*



About GBTA

The Global Business Travel Association (GBTA) is the world's largest professional association representing the \$1.4 trillion business travel industry. Our global membership includes 9,000-plus business travel professionals from every continent. Collectively, our members directly control more than \$345 billion of global business travel and meetings expenditures annually, and also represent every facet of the global travel industry marketplace.

OMNI[®] HOTELS & RESORTS

About Omni

Omni Hotels & Resorts exists to give guests an authentic feel for the local flavor in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni property blends seamlessly into the local culture while featuring four-diamond services, signature restaurants, WiFi connectivity and unique wellness options.

At Omni, we dedicate ourselves to leaving a lasting impression with every guest through award-winning, personalized service. And to demonstrate our appreciation to those who are loyal to us, we offer a heightened level of recognition and rewards through our Select Guest[®] loyalty program and the company's Power of One[®] associate empowerment program.