

How to Increase Hotel Sales with Business Travelers

IN 5 EASY STEPS



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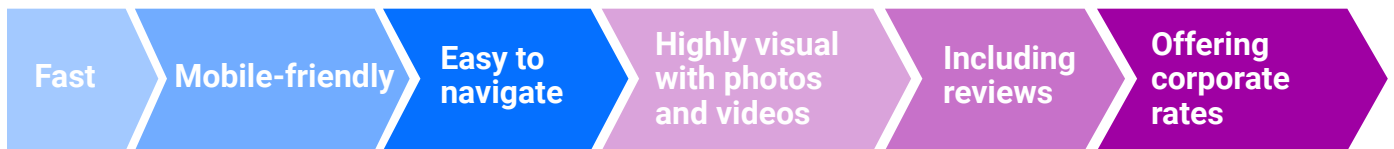
INTRODUCTION

According to the [Global Business Travel Association](#), the number of business trips taken annually in the U.S. reaches at minimum a staggering 488 million. Attracting business travelers is a good way to increase sales and occupancy rates at your hotel. But appealing to these travelers can be challenging. According to [American Express Global Business Travel](#), the amenities business travelers seek can seem like a contradiction. They want a place to relax and recharge, yet a place where they can work. They seek high-touch service from staff, but also want to quickly check in and out to manage busy schedules.

Here are 5 easy steps to attract business travelers and increase your hotel sales.

1. Make Online Bookings Better

Business travelers are primarily concerned with ease of use and efficiency as they book and review their accommodations. User experience should be paramount for your online booking tools, ensuring bookings are:



2. Offer Convenience and Service

Business travelers want a seamless travel experience. That convenience can be served in one of two ways, depending on the guest's style:

High-touch service: Think of added bells and whistles that will make a business traveler's trip that much easier. These could be complimentary services like:

- ✓ One-hour garment pressings
- ✓ Overnight shoeshines
- ✓ Limousine services
- ✓ Multilingual concierges
- ✓ Access to dedicated conference rooms
- ✓ Business centers
- ✓ Boarding pass kiosks in the lobby

Self-service: Not all business travelers are looking for extensive service offerings or interaction with the hotel. This means an emphasis on self-service, with offers such as:

- ✓ Check-in/out stations
- ✓ Self-select upgrades
- ✓ Room service
- ✓ Self-select spa/golf/dining reservations
- ✓ Concierge
- ✓ Late checkout

3. Update New Technology

Today's guests want to stay connected, and most rely on their mobile devices when traveling for business. It's critical to ensure your hotel offers the latest technologies by offering:

- ✓ Mobile check-in/out
- ✓ Mobile keys/keyless entry
- ✓ Smart thermostats and room controls
- ✓ Voice powered personal assistants like Alexa and Google
- ✓ USB ports
- ✓ iPad docking stations
- ✓ In-room chargers
- ✓ Streaming services
- ✓ Fast, free Wi-Fi

4. Accommodate B-Leisure Travelers

Business travelers are getting younger. And if there's one thing millennials appreciate more than travel it's work-life balance. The "b-leisure" trend – a trip that combines both business and leisure – is on the rise. Recent studies reveal 43% of business trips in the U.S. are b-leisure today. Here are a few ways to appeal to these guests:

- ✓ Create packages that cater to both business and pleasure
- ✓ Offer fitness and wellness options
- ✓ Promote local events and experiences
- ✓ Consider a mix of dining options from a sit-down restaurant to a grab-and-go eatery

5. Deliver the Best Value

Business travelers are looking for the best value. Here are a few ways to ensure value:

- ✓ Verify that your corporate rates and online offers are up to par with competitors/OTAs
- ✓ Include OTA rate comparisons alongside your rates on your hotel booking engine
- ✓ Include complimentary add-ons that appeal to the modern-day business traveler, such as free Wi-Fi
- ✓ Offer club levels and exclusive areas

Appealing to business travelers can be challenging. However, because these kinds of guests can mean huge value to a hotelier, it's worth considering these five steps to position your hotel as best as possible.