

The Business Traveler - US - June 2013

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"Many travelers are on the road primarily for short-stay conferences and seminars. However, there are still more engaged travelers who not only take business trips for a wider variety of reasons, but also depend on travel for their livelihood. The industry should look to the needs and preferences of these individuals to determine how to better service all types of business travelers."
 – Gretchen Grabowski, Travel & Leisure Analyst

In this report we answer the key questions:

- Who travels for business, and why
- How business travelers book their trips
- What business travelers want from an airline
- What business travelers want from hotels
- What business travelers want from restaurants
- What business travelers want from car rentals

The extent to which Americans engage in business travel depends on a variety of factors—type of employment, as well as demographic characteristics such as gender and age. However, when they do travel for work, businessmen and women want their trips to be easy and convenient. Business travelers also want their time on the road to offer some of the comforts of home.

This report explores the reasons U.S. professionals travel for business purposes, as well as who typically makes travel arrangements, and whether preferred providers are used. It also includes opinions about what options airlines, hotels, car rental companies, and restaurants may give travel providers an advantage in attracting business travelers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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