

## The Business Traveler - US - July 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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Continuing corporate profitability has boosted the business travel market, estimated to reach \$234 billion in 2015. All segments of the market – including airlines, hotels, and rental car companies – have benefited as companies boost business travel spending.

### This report looks at the following areas:

- Heightened demand puts pricing power in the hands of industry players
- Men and women have different expectations for business travel
- Travelers crave constant connection

Heightened demand, industry consolidation, and pricing action have been advantageous for the travel market. Travel brands that reinvest profits in mobile booking tools, automated check-in, Wi-Fi connectivity, and improved work spaces can pass the benefits along to business travelers in a meaningful way.

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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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