





Building the Right Hotel Program for Every Region

A quarter of global travelers shop three or more sites when booking hotels for work trips. To increase in-policy hotel bookings, you want to ensure you offer the right accommodations for your employees around the globe.

RoomIt found out just what business travelers want in nine countries.

Country	Highest Usage Per Hotel Scale	Unique Decision Drivers	Most Desired Attributes
Australia 	Economy	Photos	Affordable
Canada 	_____	Company Preferred Rates	Quality
France 	Upscale	Type of property	Cozy
Germany 	Midscale	Breakfast	Personal
India 	Luxury	Hotel segment	Quality
Italy 	Upper midscale	Breakfast	Cozy
Mexico 	_____	Company Preferred Rates	Trustworthy
UK 	_____	Health Club	Quality
USA 	_____	WiFi	Quality

* Traveler responses over index in each of these regions for hotel segment, accommodation decision drivers, and most desired accommodation attributes.