A significant part of hotel revenue comes from business travel. In 2022, 13% of US hotel revenue came from business travel, compared to 20.1% in 2019 (pre-pandemic).9

To attract business travelers, it's crucial to find ways to build customer relationships and increase answer rates. Unfortunately, reaching business travelers can be challenging due to customers' hesitancy in answering the phone. However, brands like TNS' Branded Calling can help break through to the busy business traveler. Breaking through is possible by leveraging known businesses from customers' trusted brands, offering add-ons to their stay, or confirming their reservations.

Loyalty programs are also effective for business travelers. Fortunately, many of the same programs that target leisure travelers, such as loyalty programs, are also effective for business travelers. By restoring consumer trust in voice calling and increasing answer rates, hotels can reach more guests and prospects.

The Travel Habits of the Business Traveler

The Benefits of TNS Enterprise Branded Calling

Restores Trust
Protects Your Brand
Enhance Agency Productivity
Helps Increase Answer Rates
Guests and prospects are much more likely to pick up a branded call. With branded calling, customers are more engaged and ready to listen about potential discounts, offer add-ons to their stay, or confirm their reservations.

The Importance of Enterprise Branded Calling

The Travel Market

The US business travel economy is valued at $550 billion a year, with $50 billion of that spent on food.7

Travel Expenses for the Business Traveler8

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Percentage of Business Travel Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Meals</td>
<td>34%</td>
</tr>
<tr>
<td>Lodging</td>
<td>27%</td>
</tr>
<tr>
<td>Incidentals</td>
<td>20%</td>
</tr>
<tr>
<td>Airfare</td>
<td>19%</td>
</tr>
</tbody>
</table>

Attracting the Business Traveler

1. Increase Answer Rates
   - TNS' Branded Calling helps businesses feel the same way in 20221.
   - Sixty-one percent of consumers would prefer to engage with a phone call from a hospitality provider if the brand logo/name were displayed.
   - Seventy percent never answer the phone with a call from any other communication method.
   - Fifty-six percent of consumers prefer to engage with a phone call from a hospitality company significantly improve call answer rates, visit our website.

2. Improve Brand Perception
   - Airfare is typically the #1 expense for the leisure traveler.
   - Fifty-nine percent of US business travelers book their hotels themselves, and they're willing to spend more than $55-$76 per day for meals.
   - The standard per diem rate for business travelers is $55-$76 per day, and incidentals.

3. Secure Repeat Bookings
   - The standard per diem rate for business travelers is $55-$76 per day, and incidentals.
   - The US business travel economy is valued at $550 billion a year, with $50 billion of that spent on food.7
   - Fifty-six percent of consumers are more willing to share personal information regarding brand regarding transportation and travel versus any other communication method.

4. Exceed Pre-Pandemic Spending
   - Spending on global business travel market was $1.4 billion in 2019 (pre-pandemic).9
   - While business travel was curtailed during the pandemic, business has increased by 5.9% compared to pre-pandemic levels.6
   - Only 30% of businesses felt the same way in 20221.
   - In 2023, 49% of businesses expect to exceed pre-pandemic levels.

5. Understand the Importance of Business Travel
   - Fifty-six percent of consumers prefer to engage with a phone call from a hospitality company significantly improve call answer rates, visit our website.
   - In the last 10 years, TNS has delivered more than one billion branded calls across US wireless carrier networks.

6. The Travel Market
   - The standard per diem rate for business travelers is $55-$76 per day, and incidentals.
   - The US business travel economy is valued at $550 billion a year, with $50 billion of that spent on food.7
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