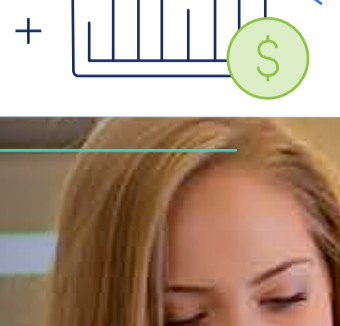


How TNS Enterprise Branded Calling Helps the Business of Business Travel

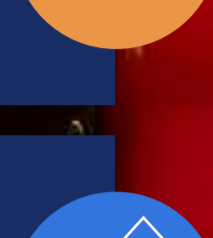
A significant part of hotel revenue comes from business travel. To attract these travelers, it's crucial to find ways to build customer loyalty and offer guests optional extras ahead of their stay. Fortunately, many of the same programs that target leisure travelers, such as loyalty programs, are also effective for business travelers. Unfortunately, however, reaching business travelers to share discounts, offer add-ons to their stay or confirm their reservations can be challenging due to customers' hesitancy in answering the phone. TNS Enterprise Branded Calling can play a big role in breaking through to the busy business traveler.

The Size of the Business Travel Market

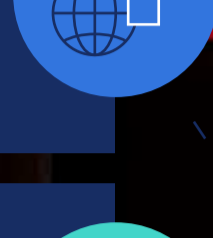


While business travel was curtailed during the pandemic, it's rebounding. In select cases, spending is actually exceeding pre-pandemic numbers, resulting in a massive opportunity for hotel brands to secure repeat bookings.

43.6% Business travelers accounted for more than **40% of hotel room revenue in 2022¹**. This was down from 52.5% pre-pandemic.



\$1.4 BILLION Spending on global business tourism peaked at **\$1.4 billion** in 2019². Numbers are again expected to reach those levels in 2024³.



37% Thirty-seven percent of **Americans** have **work travel planned** in the coming six months⁴.



18.9% The maximum average cost businesses are willing to spend on hotel stays for a corporate trip is **18.9% higher** per night post-Covid⁵.



5.9% The current length of hotel stays for business has **increased** by 5.9% compared to pre-pandemic levels⁵.



The Travel Habits of the Business Traveler



Regarding many expenses, such as dining, renting cars and booking meeting room space, the business traveler has specific preferences and spending habits. Hotels can tap into these if they're able to effectively communicate with guests and prospects.

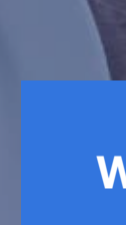
\$550 BILLION The US business travel economy is valued at **\$550 billion** a year, with **\$50 billion** of that spent on food⁶.

Lodging is the #1 Expense for the Business Traveler.

Airfare is typically the #1 expense for the leisure traveler.



Travel Expenses for the Business Traveler⁷



34%
Lodging



27%
Airfare



20%
Food/Meals



19%
Car Rental

Where do Business Travelers Eat?⁸

Upscale Restaurants 64%

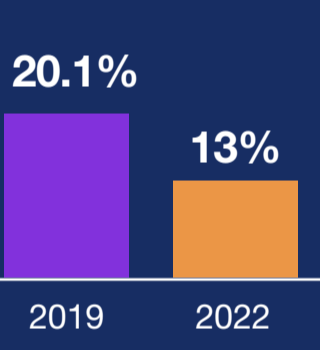
Fast Casual 52%

Fast Food 34%

Fine Dining 29%



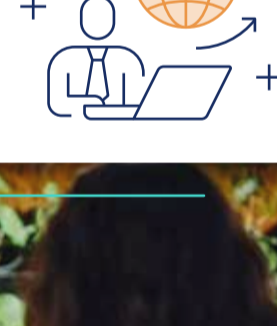
In 2022, 13% of US hotel revenue came from **food and beverage sales**, down from 20.1% in 2019 (pre-pandemic)⁹.



The standard per diem rate for business travelers is **\$55-\$76 per day for meals and incidentals**, depending on the city.

\$55-\$76

Attracting the Business Traveler



Business travelers share some of the characteristics and preferences of leisure travelers, but not all, such as how they consider their lodging.

59%

Fifty-nine percent of US business travelers **always** book their hotels themselves, and 30% **usually** book their hotels themselves¹⁰.

55%

Fifty-five percent of business travelers say **the ability to participate in a loyalty program plays a part in where they choose to book a room**. This percentage is higher than the average American traveler (44%)¹¹.

The Importance of Enterprise Branded Calling



By deploying Enterprise Branded Calling, hotels and travel firms can help increase customer conversion and answer rates, improve call durations and gain an advantage over competitors who are not yet using the technology. When messaging becomes more efficient and the customer experience is elevated, this can help to secure repeat bookings.

TNS' trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help hotel businesses improve their bottom line by facilitating an expedited lead-generation process and enhancing organizations' call agent productivity.

The Benefits of TNS Enterprise Branded Calling



Helps Increase Customer Conversion Rates

With branded calling, customers are more engaged and ready to listen about potential special offers and add-ons to their stay.

Improve Call Durations

Customers who choose to answer the call have already decided to engage with your brand, therefore, improved call durations can be expected.

Gain Competitive Advantage

Become an early adopter of branded calling and gain competitive advantage over those who have not yet deployed the technology.

Helps Increase Answer Rates

Guests and prospects are much more likely to pick up a branded call.

Restores Trust

A branded experience lets the consumer know the call is legitimate, enhancing the customer relationship, building trust and encouraging loyalty.

In the last 10 years, TNS has delivered more than one billion branded calls across US wireless carrier networks.



To learn more about how TNS Enterprise Branded Calling can help your company significantly improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling/

