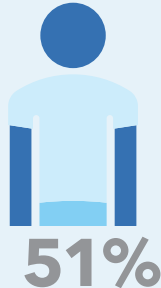


The Business Traveler Study

Study into the impact of user-generated content on traveler purchase decisions

LEISURE TRAVELER



STUDY DEMOGRAPHICS

49.3
AVERAGE AGE

39.6
AVERAGE AGE

55%

READ
REVIEWS

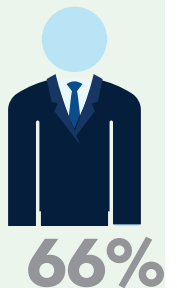
80%

54%

INFLUENCED BY
THOSE REVIEWS

88%

BUSINESS TRAVELER



TRIPS PER YEAR



72%

6-10

47%

28%

11+

53%



ATTRIBUTES IN ORDER OF IMPORTANCE

Review sentiment
Price
Rating
TripAdvisor rank
Brand

1
2
3
4
5

Review sentiment
Brand
Rating
Price
Review language

CONCLUSIONS

Reviews Critical

Negative reviews remove you from the leisure traveler's choice set.



Price Important

Price becomes a factor when all else is equal for leisure travelers.



Ratings Influence

It can't just be OK - it has to be great for leisure travelers to notice.



Reviews Matter

Business travelers want to know what their experience will be.



Loyalty Matters

Business travelers will put up with good enough for points.



Price Matters

Business travelers still recognize a good deal.

*This study was conducted by Kelly McGuire, PhD (SAS) and Breffni Noone, PhD (Penn State).

Want to learn more? Visit sas.com/businesstraveler.



THE
POWER
TO KNOW.