

Business Travel Insights and the Growth of "Bleisure" Travel

Facebook Audience Travel Survey Results

ALONG FOR THE RIDE PLUS ONE

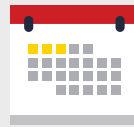
Travel with a Companion



When traveling for both business and leisure, **47% take their spouse/partner.**
1% take their pet (what does Fluffy do while you're in a meeting?).
67% tell their employer if they will be taking a companion on their business trip.

COMBINING BUSINESS WITH LEISURE TRAVEL

Also known as "Bleisure"



58% of business travelers extend their trips for up to 3 days for leisure activities.

GAS PRICES EFFECT ON TRAVEL SPENDING



Overall, **business and leisure travelers were "not likely" to change their spending habits** as a result of reduced gas prices.

MORE DEVICES, MORE OUTLETS, MORE BANDWIDTH PLEASE



85% of business travelers carry 2 or more electronic devices.

EXTRA-CURRICULAR ACTIVITIES

While on business travel Canadians top five extracurricular activities included



71% Exploring new locations

68% Visiting local attractions



58% Shopping

44% Nightlife/local bars



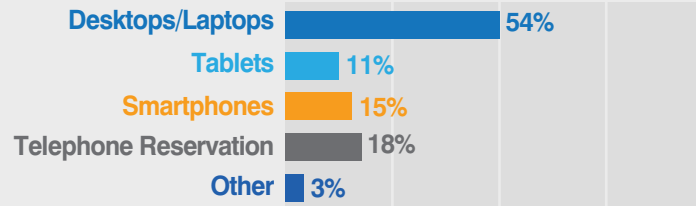
43% Adventure sports

ONLINE PREFERRED IN RESERVATIONS

Booking Room Reservations



80% of business travelers book their hotel reservation online.



CUT THE CORD

Hotel Room Phone Usage



35% of respondents reported never using their in-room phone.
59% reported not using it very often.
About **5%** use it regularly.

Those that do use the phone ranked the following:

- #1 Front Desk**
- #2 Room Service**
- #3 Other Guest Rooms**
- #4 Making Long Distance Calls**

A SUPER-SPEED COMMODITY

Paying for Additional Bandwidth



50% of business travelers will absolutely NOT pay extra for a super-fast internet connection.
30% are "not likely" to pay for fast wi-fi.
7% are "very likely" to pay for fast wi-fi.

WISH LIST FOR HOTEL PROPERTIES

Based on individual lifestyles, travelers had a number of amenities on their wish lists for hotel properties



Top two amenities on travelers wish list are:



82% Free in-room wi-fi
77% Breakfast

Rounding out the wish list are:

39% Fitness centers
33% Lobby bars