



GBTA Global Business
Travel Association

Many Voices. One Purpose.

Innovation and the “Perfect Business Trip”

AI, TMC Innovation, and Hotel
Distribution

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Thank You to Our Research Partners!



Table of Contents

<u>Introduction.....</u>	<u>p. 4</u>
<u>Summary of Key Findings.....</u>	<u>p. 6</u>
<u>AI.....</u>	<u>p. 6</u>
<u>TMCs.....</u>	<u>p. 8</u>
<u>Hotel distribution.....</u>	<u>p. 10</u>
<u>Methodology.....</u>	<u>p. 12</u>
<u>AI in Managed Corporate Travel</u>	<u>p. 13</u>
<u>Current impact.....</u>	<u>p. 14</u>
<u>Interest and comfort in AI use cases.....</u>	<u>p. 16</u>
<u>TMCs in a Global World.....</u>	<u>p. 22</u>
<u>Importance of tech vs. servicing.....</u>	<u>p. 23</u>
<u>Assisted vs. unassisted bookings.....</u>	<u>p. 25</u>
<u>Global Travel Programs in a Fragmented Travel Ecosystem.....</u>	<u>p. 28</u>
<u>Global challenges.....</u>	<u>p. 29</u>
<u>Fragmented data and tech.....</u>	<u>p. 32</u>
<u>New Models of Hotel Retailing.....</u>	<u>p. 36</u>
<u>Hotel “leakage”.....</u>	<u>p. 37</u>
<u>New models of retailing.....</u>	<u>p. 40</u>
<u>“Add-ons” through booking path.....</u>	<u>p. 42</u>
<u>Respondent Profile.....</u>	<u>p. 44</u>



Introduction

Innovation is transforming the business world. Some experts predict AI will be faster-moving and more transformative than the Industrial Revolution or the Internet Age.

Yet, **managed corporate travel** remains largely unaffected. Familiar problems persist. These include fragmented technology, siloed data, and limited booking content.

“**Superintelligence**”—defined as the threshold when AI exceeds human abilities in virtually every domain—is seemingly on track to arrive sooner than the “**Perfect Business Trip.**”

Yet, this could soon change. Business travel companies are making unprecedented investments in technology. This study explores innovation and challenges within three areas:



Introduction

1. **Artificial Intelligence (AI):** How are travel programs using AI today? Which use cases are the most interested in? Are travel managers comfortable with different AI use cases?
2. **Hotel distribution:** The GDS remains an effective model for accessing hotel content. However, new models are emerging. How will these models change the shopping experience for travel programs?
3. **Global travel programs:** Global travel programs face unique challenges – from siloed data to inconsistent service. What are these challenges – and how can TMCs and tech companies solve them?



Summary of Key Findings: AI

1. AI has a limited impact on managed travel programs

Even as AI transforms large corporations, it fails to transform the managed travel programs within these corporations.

- **58%** of travel buyers say AI has had little or no impact on their program.

2. Travel managers are widely interested in AI use cases.

AI's limited impact today is because of emerging capabilities and knowledge – not lack of interest

- **92%** of travel managers are interested in predictive analytics for travel spend forecasting.
- **89%** are interested in automated trip disruption management and rebooking.
- **85%** are interested in an AI-powered chatbot for traveler support.
- **83%** are interested in conversational booking through an OBT or TMC app.
- **76%** are interested in personalized recommendations based on traveler preferences and history.

Summary of Key Findings: AI (cont.)

3. Buyers are largely comfortable with AI

AI can make mistakes – and poses data privacy concerns.

Nonetheless, buyers are comfortable with various AI use cases. For every use case tested, a larger number of buyers are “comfortable” than “uncomfortable.”

Buyers are highly comfortable with using AI to streamline tasks and inform decision-making – but less comfortable with “agentic AI” that performs key tasks autonomously. Nonetheless, comfort with agentic AI still outweighs discomfort.

More comfortable:

- Recommending flights and hotels based on negotiated rates **(95%)**
- Generating custom reports **(92%)**
- Providing duty of care alerts/ recommendations **(85%)**

Less comfortable:

- Recommending flights and hotels based on calendar **(64%)**
- Executing a request to change or cancel a booking **(62%)**
- Rebooking flights automatically during a disruption **(57%)**

4. Buyers have limited knowledge of TMC AI workflows

A lot of TMCs are using AI “under the hood” to maximize efficiency, reduce cost, and improve service quality and response times. However, many buyers are unaware of these efforts.

- **38% of buyers** do not know if their TMC is using AI in its workflows when serving travelers.

Travel managers should engage their TMC to understand how it is using AI today – and what is on the roadmap for the future. They can address concerns – but also work to proactively understand how they need to adapt their program to an AI world.

Summary of Key Findings: TMCs

5. Technology and servicing are about equally important when evaluating TMCs

We asked Travel Buyers to numerically rate the importance of tech vs. servicing capabilities if they were to choose a new TMC. They were given 100 percentage points to allocate between the two.

- **On average, they say that technology accounts for 54% of the equation and servicing accounts for 46%.**

TMCs are investing heavily in technology. At the same time, they are carefully managing headcounts. However, they should tread carefully. Servicing remains a critical consideration for buyers. For more than one-quarter of buyers (26%), servicing is even more important than technology when choosing a TMC. TMCs should carefully balance technology with a continued focus on service. AI should augment service – not only drive cost efficiencies.



6. Global travel programs face challenges

- **61%** of global/multinational buyers say it is a challenge to manage travel globally.
- Top challenges include lack of consolidated data across regions (63%), inconsistent traveler support (60%), and multiple TMC relationships to manage (52%).
- In addition:
 - **65%** of global buyers face difficulty from fragmented content.
 - **55%** experience issues with reporting/benchmarking consistency.
 - **49%** face difficulty with managing multiple booking tools or multiple instances of the same tool.

Summary of Key Findings: TMCs (cont.)

7. Travel programs often have fragmented tech and siloed data

- **Only 12%** of global/multinational travel managers have a consolidated view of their program from a single data source.
- **This is often because of fragmented technology:**
 - **Only 68%** of buyers say data from their Online Booking Tool (OBT) flows into a centralized analytics platform.
 - **Only 32%** say data from their Travel Risk Management (TRM) tool flows into a central platform.
 - **Only 26%** say data from their third-party benchmarking tool(s) flows into a central platform.

As travel programs adopt more technology, it becomes increasingly difficult to connect all of the tools together. Yet solving the “fragmented data” challenge is arguably more important than tech innovation itself. As shown on the previous page, data consolidation and reporting consistency are two of the biggest challenges faced by global travel programs.

AI can help solve these challenges. It might be able to pull from different data sources – merging and normalizing data across these sources—to offer a “single source of truth.” Buyers are interested in using AI for reporting (see page 16).

Summary of Key Findings: Hotel Distribution

8. Hotel retailing is on the verge of disruption

For the last decade, a lot of attention has been paid to New Distribution Capability (NDC). This is a “technological standard” that is transforming how airlines “distribute” (i.e., sell) their products through third-party channels including corporate TMCs and OBTs. Yet, hotel retailing is also ripe for disruption. A key goal of this study was to examine the *potential* implications of new hotel retailing models for corporate buyers.

- **Add-ons through the booking path:** Today, hotel bookings often come with pre-determined add-ons. If an employee wants to purchase additional add-ons—such as breakfast or late check-out — they typically do so at the property during their stay. New retailing models can allow employees to purchase these **through the TMC or OBT** at the time of booking.
- **Price transparency:** If employees can purchase add-ons through the OBT/TMC, they will have a better understanding of the “full cost” of hotel stays before they actually book. They might be able to compare options against each other in a more transparent way.

Summary of Key Findings: Hotel Distribution

9. Buyers are interested in allowing employees to buy add-ons and amenities through the OBT/TMC booking path

- **85%** of travel managers are interested in allowing employees to purchase breakfast (if not included with the negotiated rate) through the TMC/OBT.
- **85%** are interested in allowing employees to purchase early check-in.
- **83%** are interested in allowing employees to purchase parking.
- **83%** are interested in allowing employees to purchase late check-out.

Methodology

GBTA conducted a survey of 269 travel managers across North America and Europe, with 187 completing the full survey

- Of the respondents, 118 were in North America and 69 were in Europe.
- Survey fielded from March 10 through March 23, 2026.
- Note: Some totals might not add to 100% because of rounding; each percentage is rounded to the nearest whole number.



AI in Managed Corporate Travel

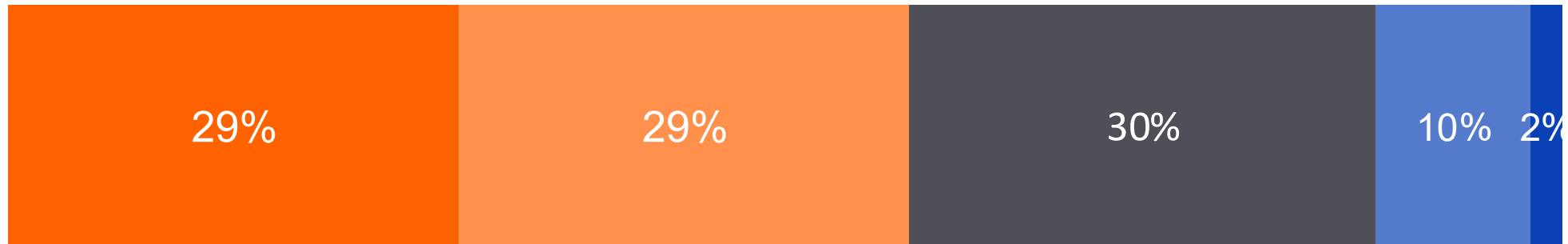
Slow Takeoff: AI's Muted Impact on Managed Corporate Travel

- AI is rapidly transforming the business world
- Yet in managed corporate travel, the impact remains fairly muted

To what extent has AI impacted your travel program so far?

■ 1=No impact on our program ■ 2 ■ 3 ■ 4 ■ 5=Dramatically improved our program

58% little or no impact



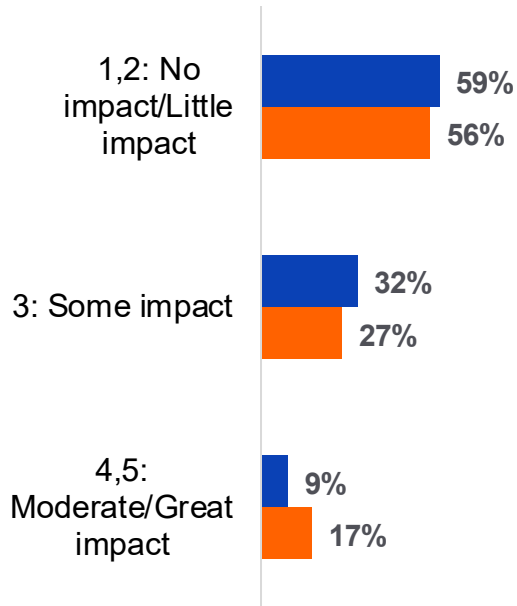
Q. How would you assess the extent to which AI has impacted your travel program so far? (n=218)

AI Across Travel Programs

AI has similar impact across North America and Europe

To what extent has AI impacted your travel program so far?
by region

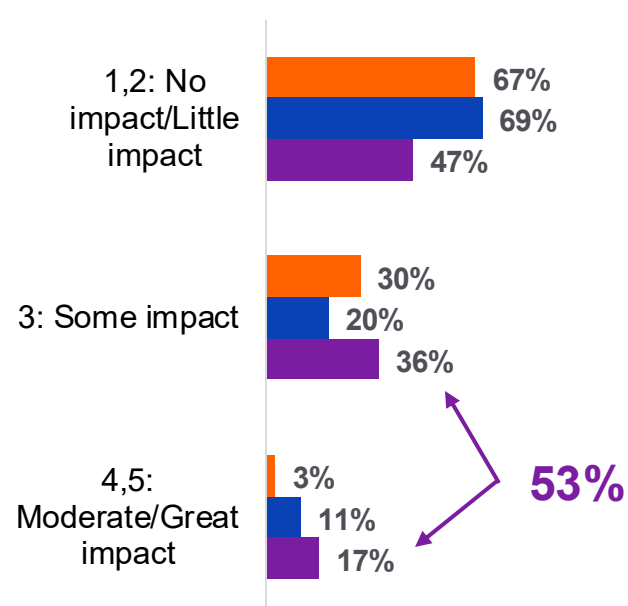
- North America (n=136)
- Europe (n=82)



Greater impact at large programs

To what extent has AI impacted your travel program so far?
by number of business travelers at organization

- Less than 1,000 (n=64)
- 1,000 to 4,999 (n=54)
- 5,000 or more (n=66)



Historical GBTA research* has found that travel programs at large companies tend to be on the forefront of adopting new travel tech. This trend appears to be holding when it comes to AI adoption.

- **Large companies have an early edge:** Buyers at these companies are most likely to say AI has had at least some impact on their program, as shown on the left.

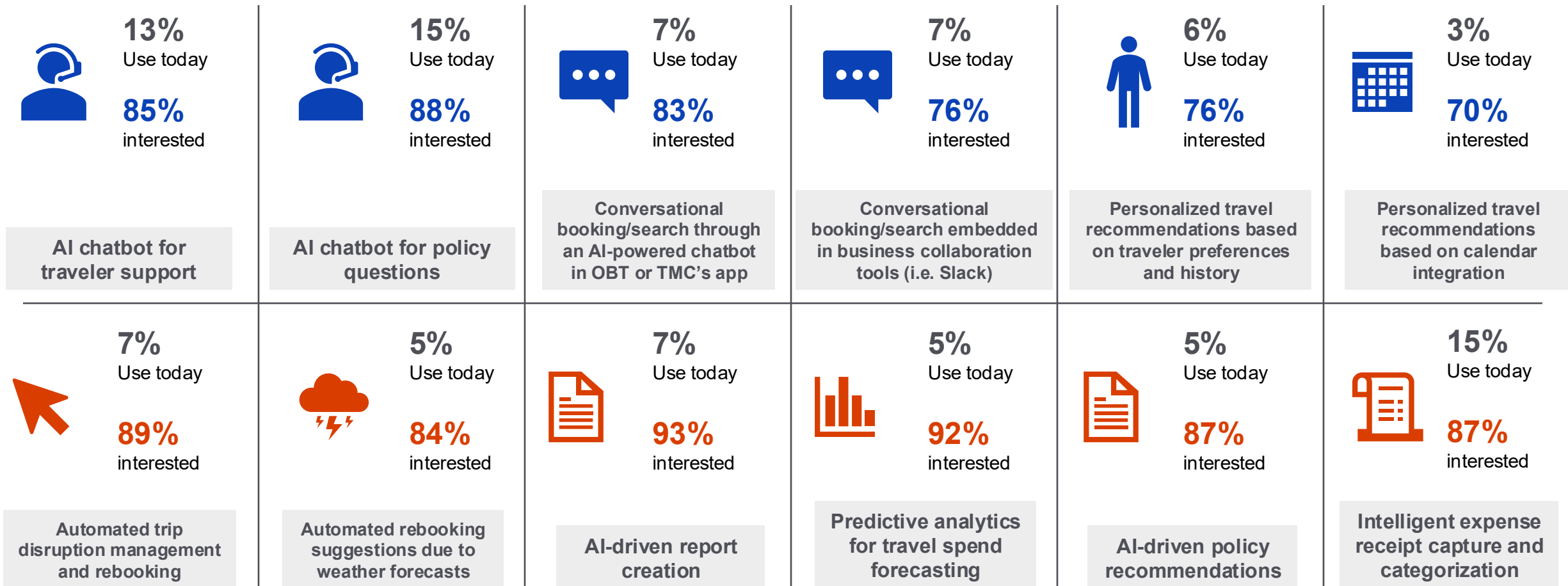
Yet over the long-term, AI has the potential to level the playing field between large and small programs. There are two primary reasons why:

- **Widely used tools and service providers:** AI features are being embedded in widely used tools such as OBT and expense systems. They are being piloted and adopted by TMCs. Business travel companies are only beginning to embed these features in their tools (see next page). As this trend accelerates, programs of all sizes will benefit.
- **Low barriers to use:** General-purpose AI tools (such as Microsoft Copilot and ChatGPT) are widely available and affordable. Travel managers can use these to perform a variety of tasks - from reviewing travel policies to researching potential suppliers.

*Source: GBTA, *The Future Is Now: Technological Innovation in Corporate Travel*. Alexandria, VA: GBTA, 2026. <https://hub.gbta.org/files/3730>.

Despite Slow Uptake, Strong Interest in AI Use Cases

- AI's limited impact is because of emerging capabilities and not lack of interest.
- Travel buyers are interested in various AI use cases within their program.



Interested percentages are among those who do not already use the specified use case

How Can AI Transform Managed Corporate Travel?

Three Takeaways

Strong interest, slow uptake

Buyers were asked about 12 different AI use cases within managed corporate travel.

- **Slow uptake:** Each of the 12 use cases is currently deployed by fewer than one in five travel programs.
- **Strong interest:** All 12 use cases have interest from at least 70% of buyers surveyed.

Conversational booking and the new “omnichannel”

Conversational booking has the potential to bring the booking experience full-circle. Employees will “chat” and receive personalized service from an AI bot the same way they regularly did with human travel agents before the advent of self-booking. The key question is where this capability will *live*. Buyers appear interested in an “omnichannel” approach. In other words, the capability would reside in multiple channels and employees can choose which one they want to use.

- **OBTs/TMC apps:** The capability can exist within OBTs and TMC apps. It can supplement—rather than replace—existing functionalities. For instance, an employee can choose to use traditional search where they type in a destination and scroll through a list of options. Or, they can ask an AI chatbot for a curated list of options and have the bot book for them. They might use the two functionalities in tandem. For instance, they might use traditional search to find a flight – but an AI bot to actually make the booking. Four-in-five buyers (83%) are interested in conversational booking and search within OBTs and TMC apps.
- **Business collaboration tools:** Conversational booking might also be embedded in business collaboration tools such as Slack or Microsoft Teams. Employees can book travel through the same tools that they use regularly for their jobs – without actually logging into an OBT or a TMC app. Three-quarters of buyers (76%) are interested.

Disruption management

In the near term, the most transformative use case might be disruption management. This is currently a manual and reactive process. Employees typically call a travel agent to cancel or rebook a flight. They might need to wait on hold for an extended period before an agent is available.

Overwhelmingly, buyers are interested in using AI to streamline the process.

- **89%** are interested in using AI to automatically manage disruptions and rebook flights.
- **84%** are interested in receiving automated rebooking suggestions due to weather forecasts.

The AI Comfort Spectrum

How comfortable are you with the thought of AI making the following decisions?



Note: graph not to scale; axes abridged to maximize space

Q. How comfortable are you with the thought of AI making the following decisions? (n=208-210)

The AI Comfort Spectrum

AI has enormous potential to make managed travel programs more effective. However, it also makes mistakes — and raises data privacy concerns. Nonetheless, travel managers are largely comfortable with various AI use cases.

Comfort outweighs discomfort

Buyers were asked about different AI use cases.

For every use case tested, a larger number of buyers are “comfortable” than “uncomfortable”

Informing decisions

AI can augment human decision-making. It can interpret data and make recommendations that travel managers and employees can act on. Overwhelmingly, travel managers are comfortable with these use cases.

- **Generating custom reports:**
92% comfortable / 8% uncomfortable
- **Proactively recommending flight changes due to weather forecasts:**
78% comfortable / 21% uncomfortable
- **Suggesting meeting destinations:**
71% comfortable / 27% uncomfortable
- **Recommending travel policy changes:**
70% comfortable / 29% uncomfortable

Agentic AI

AI can perform key tasks autonomously. However, there is concern that it can make mistakes and poor decisions that directly impact employee travel. Nonetheless, comfort with (re)booking automation lags outweighs discomfort.

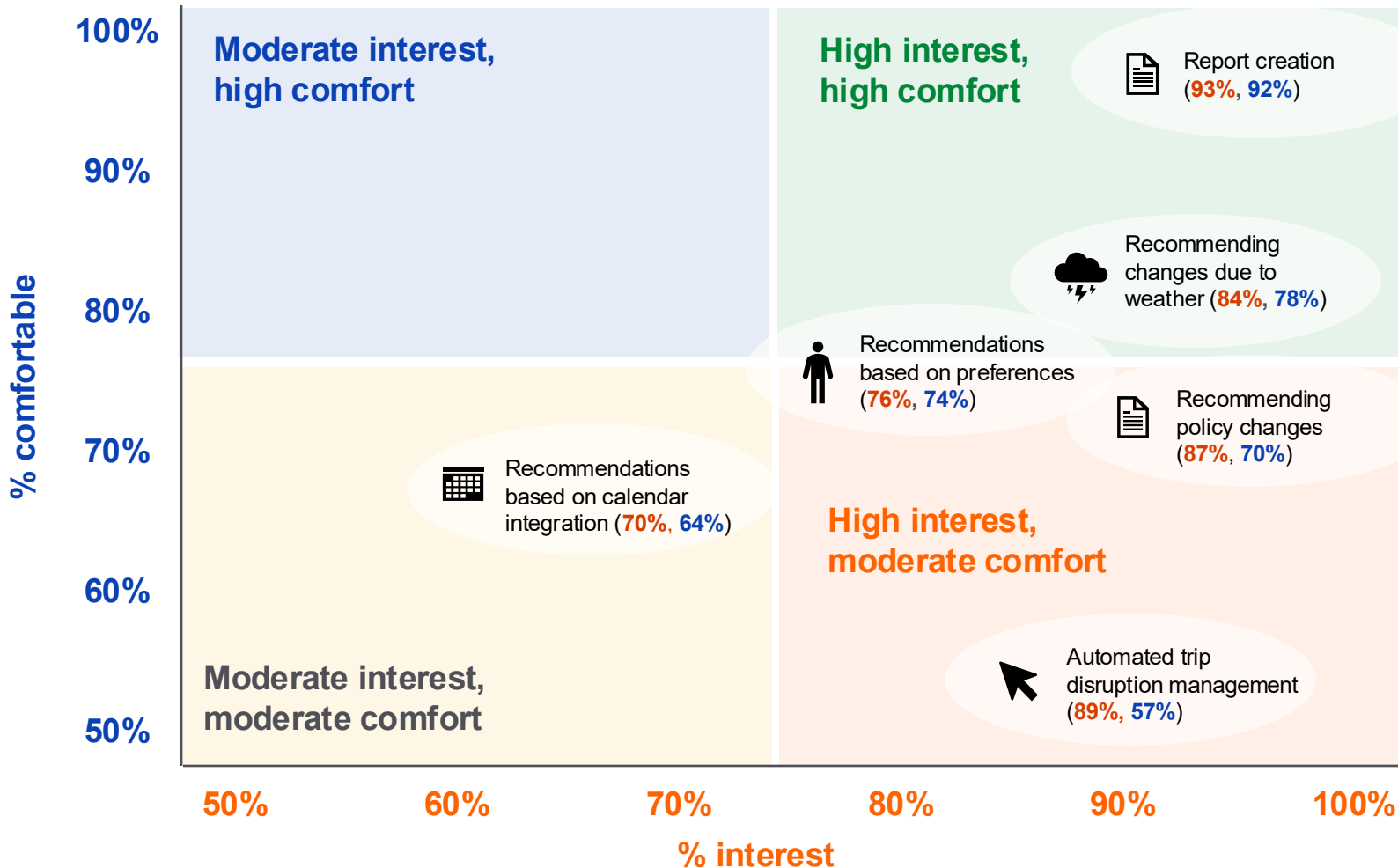
- **Executing a request to change or cancel a booking:** 62% comfortable / 36% uncomfortable
- **Rebooking flights automatically during disruptions:** 57% comfortable / 40% uncomfortable

Sensitive data

AI raises data privacy concerns. It relies on private or sensitive data. These include traveler profile information, employee travel destinations, and suppliers/vendors. However, the industry is working to establish guardrails around sensitive data. For instance, AI might access an employee’s calendar to suggest an itinerary. However, it would access destination information (e.g., city) – and not the purpose of the meeting, or the parties involved.

- **Generating custom reports:**
92% comfortable / 8% uncomfortable
- **Recommending flights/hotels based on traveler preferences and history:**
74% comfortable / 26% uncomfortable
- **Recommending flights/hotels based on meetings in calendar:**
64% comfortable / 35% uncomfortable

Comfort vs. Interest: A Loose Correlation



Note: graph not to scale; axes abridged to maximize space

Buyers were asked separately about their interest and comfort with various AI-driven innovations.

There are six innovations that were included in both questions.

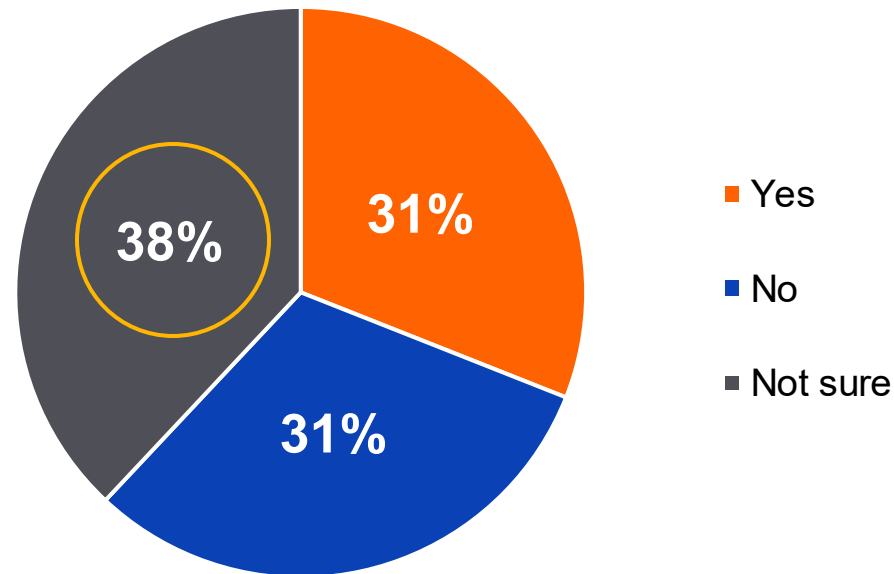
For two innovations, interest far outpaces comfort. These are recommending policy changes and automated trip disruption.

In other words, buyers appear interested in these capabilities – but are worried that it can make mistakes.

Limited Awareness About TMC AI Adoption

- Major TMCs are adopting AI— on their own or in partnership with technology companies.
- However, a good number of buyers are unaware if their own TMC is even using AI when serving their travelers.

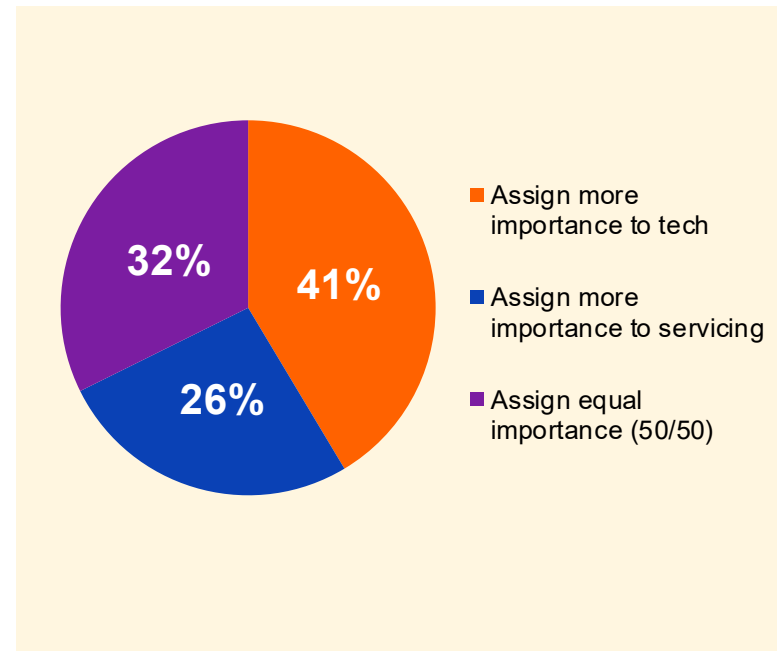
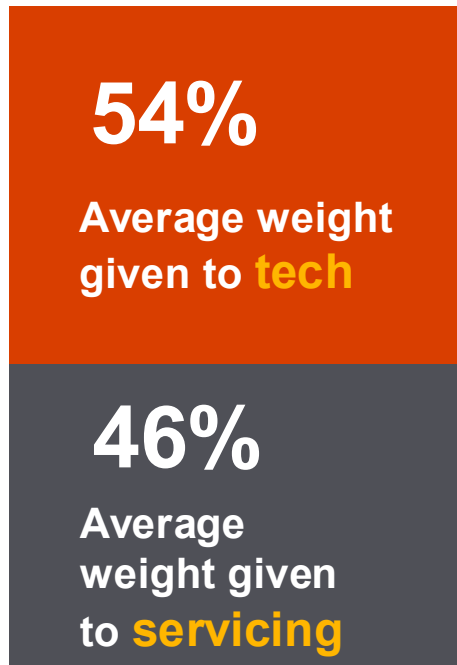
Does your TMC currently use any AI features or workflows when serving your travelers?



Q. Does your TMC currently use any AI features or workflows when serving your travelers? (n=208)

TMCs in a Global World

Tech vs. Servicing: What's More Important From a TMC?



We asked Travel Buyers to numerically rate the importance of tech vs. servicing capabilities if they were to choose a new TMC.

They were given 100 percentage points to allocate between the two.

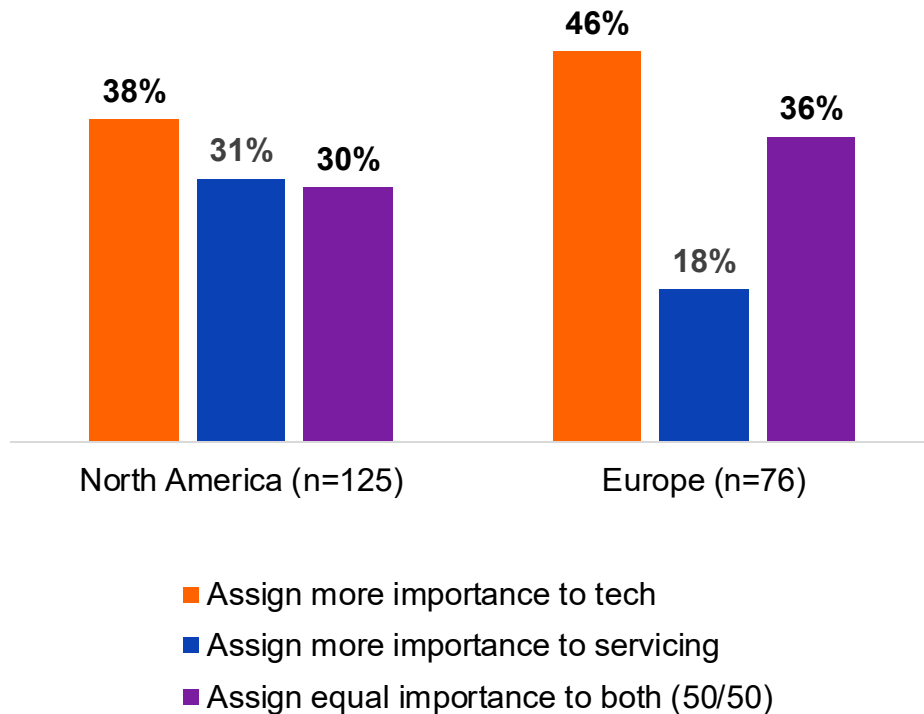
On average, they say that technology accounts for 53% of the equation and servicing accounts for 47%.

However, it's close. A successful TMC must prioritize technology *and* service.

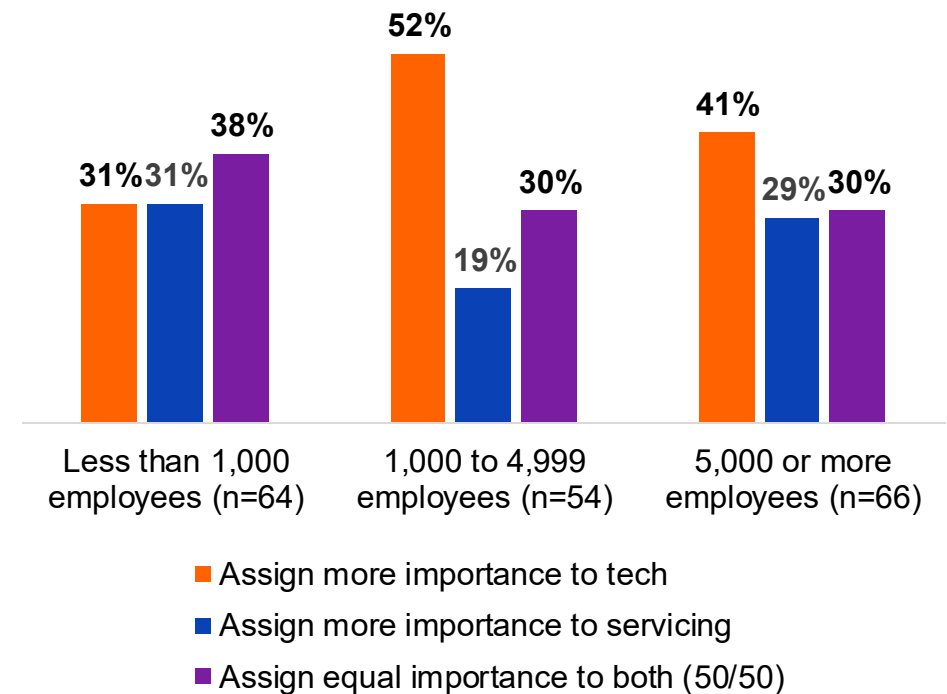
The Tech vs. Service Equation

- How does it vary across programs?

Tech is more important in Europe by a wide margin; a more even split in North America



Small programs want to balance tech and servicing; larger programs are more likely to prioritize tech

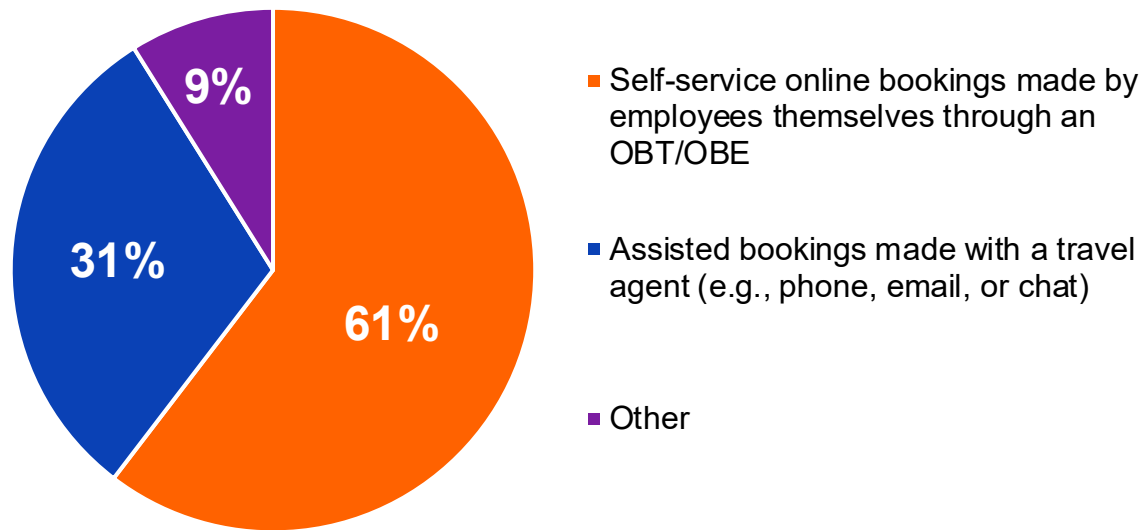


Q. If you were to choose a new TMC, what weight would you give to technology vs. servicing capabilities in your evaluation? Please enter a number. Total must add to 100%.

Self-Service vs. Assisted Bookings: The Current Picture

- On average, buyers say 61% of their program's bookings are self-service and 31% are "assisted" by an agent
- AI has the potential to "blur the lines" between the two types of bookings

What percentage of your travel program's bookings are...?
averages based on open-end responses



19% of programs are **"high-adoption"** with at least 90% self-service bookings

17% of programs are **"high-touch"** with at least 50% assisted bookings

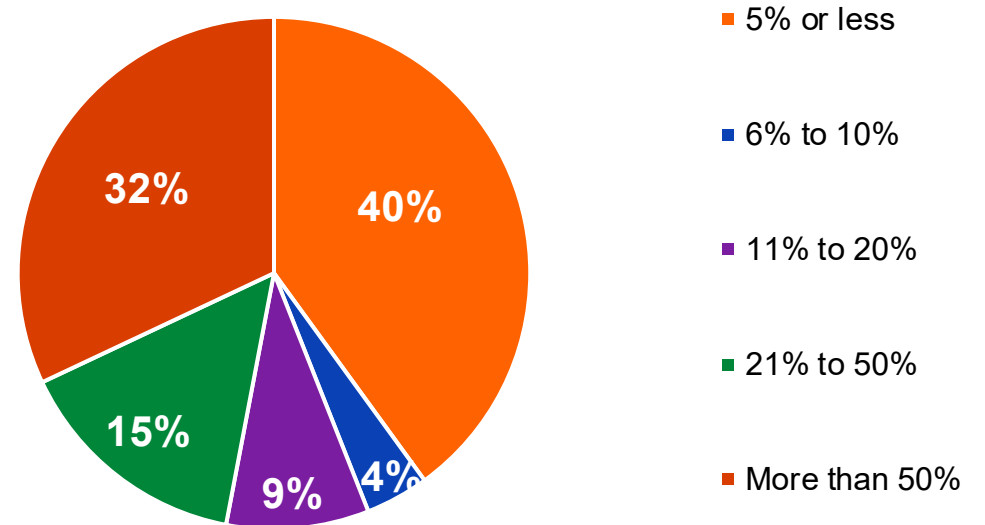
Most Air Ticket Exchanges Are Handled Manually by Travel Agents

- On average, buyers estimate only 35% of their company's exchanges are self-service
- AI has the potential to dramatically increase the number of self-service exchanges

35%

Average percentage of air exchanges handled via self-service without an agent's assistance

% of self-service air ticket exchanges handled without agent assistance



For Travel Programs, Content Remains a Challenge

- “Content” is the amount/quality of options available to book through “managed” business channels (i.e., TMC or OBT)
- More than half of buyers (54%) say content remains a “major” or “moderate” challenge

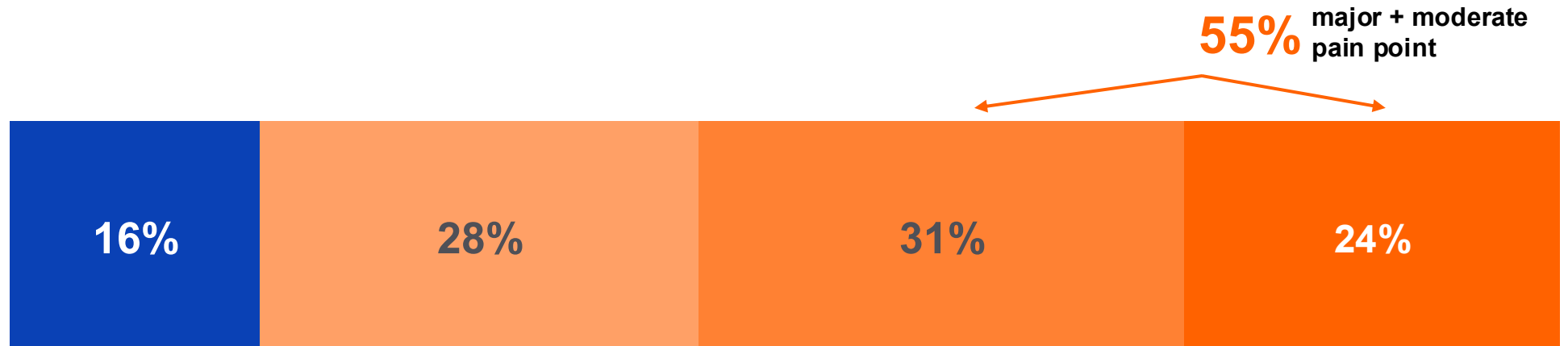
How would buyers characterize the “content” (i.e., options available to book) through their TMC/OBT?

■ Not a pain point

■ Slight pain point

■ Moderate pain point

■ Major pain point



Q. How would you characterize the “content” available through your TMC/OBT? For purposes of this question, “content” refers to the flight, hotel, and ground options available to book (n=201).

The Challenges of Managing a Global Program in a Fragmented Travel Ecosystem

Managing Travel Globally Is Viewed as a Challenge

- 61% of buyers say it is a “major” or “moderate” challenge
- Only 39% say it is a “minor” challenge or “not a challenge at all”

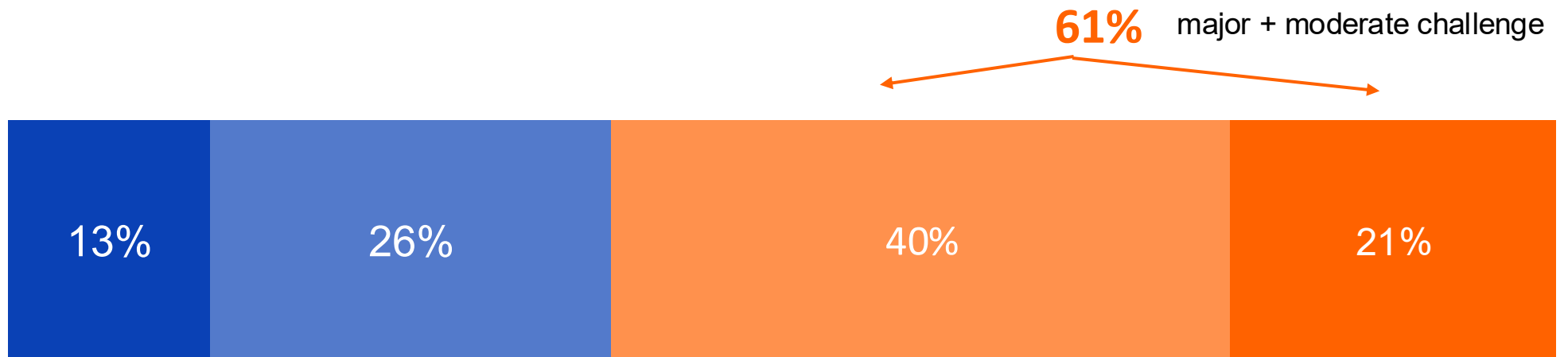
Is managing a global travel program...?

■ Not a challenge at all

■ Minor challenge

■ Moderate challenge

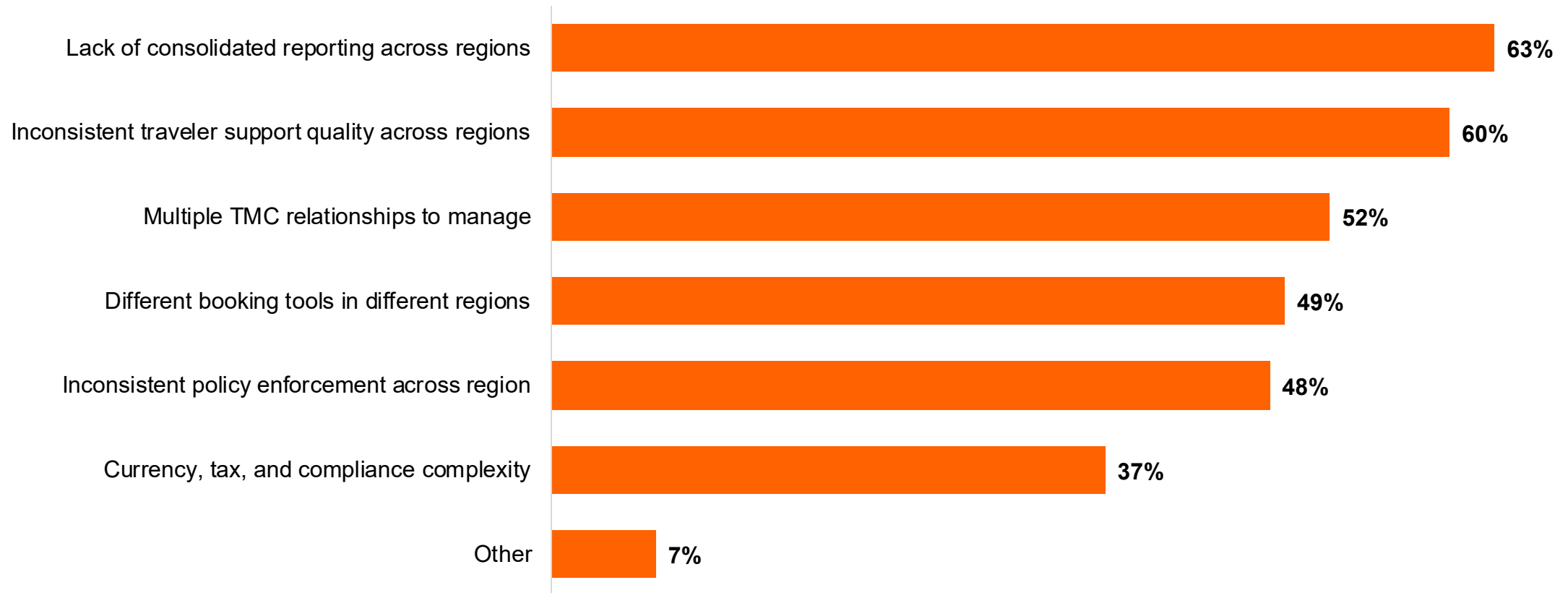
■ Major challenge



Q. How significant a challenge is managing your travel program across different regions with different tools, policies, or TMCs? Note: Question only displayed to buyers at global/multinational companies (n=156)

Siloed Data, Inconsistent Service, and Multiple TMCs Are Among the Challenges Faced by Global Travel Programs

Why is managing travel globally a challenge?
among those who indicated it is a challenge; multiple answers allowed



Q. You mentioned that managing travel across different regions is a challenge. What makes it a challenge? Please select all that apply.

Note: Question only displayed to buyers at global/multinational companies who indicated managing travel globally is a major/moderate challenge (n=95)

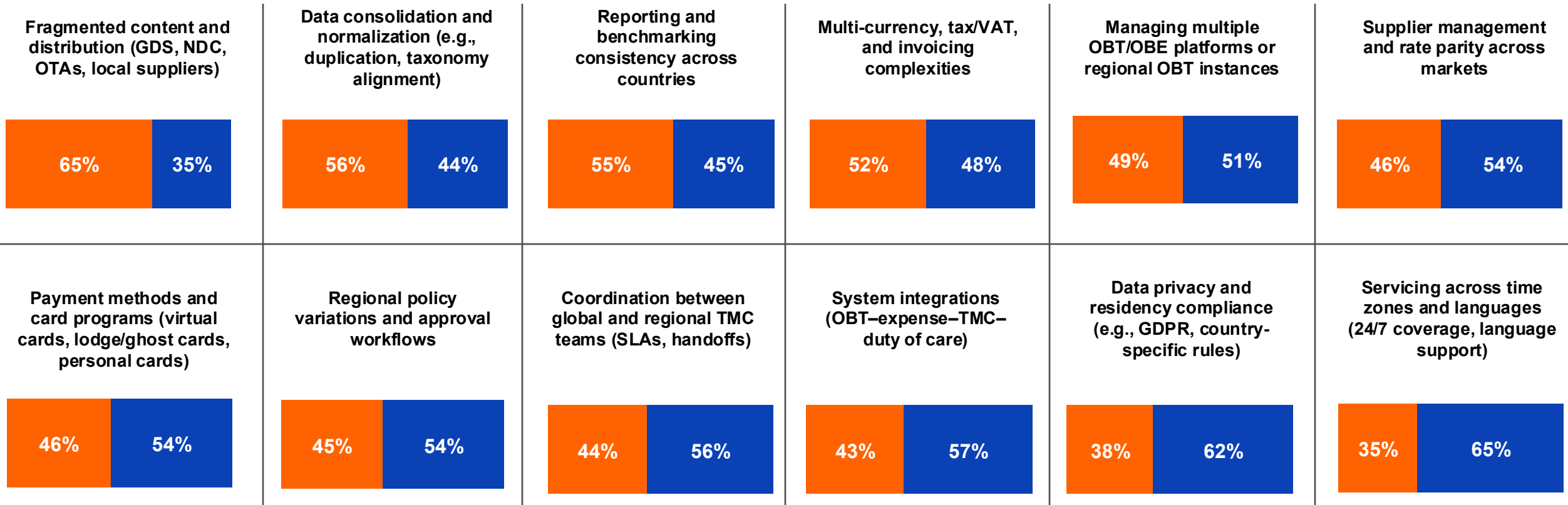


Global Travel Programs Face Challenges

- We asked Global Buyers if different aspects of their global program are difficult or easy to manage
- Out of 13 aspects tested, 12 are rated as difficult by at least one-third of buyers; five are rated as difficult by at least half

■ Very/Somewhat Difficult

■ Very/Somewhat Easy



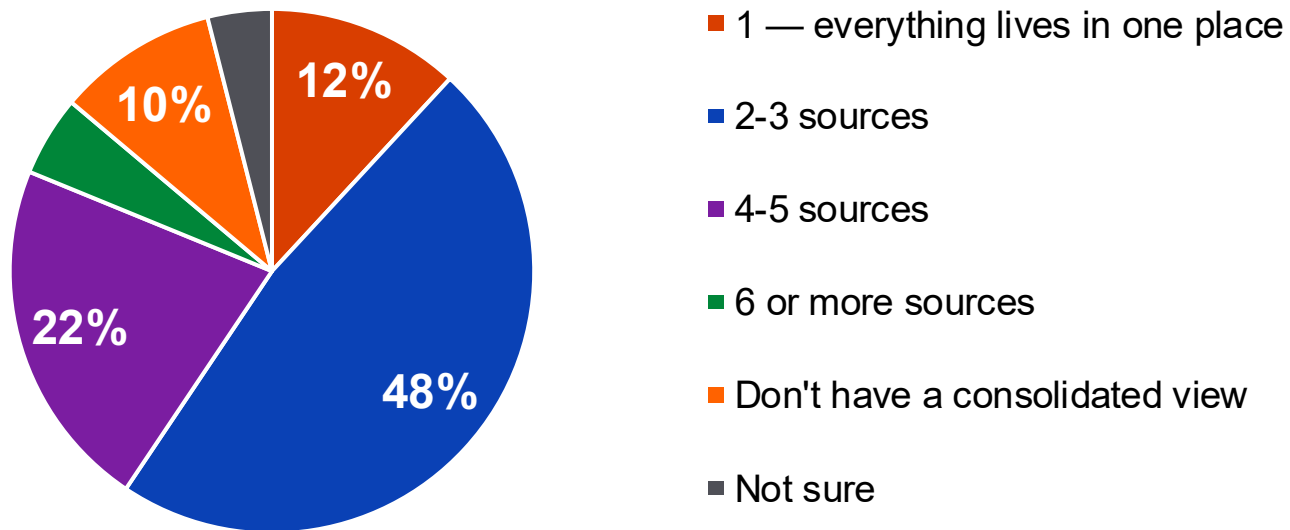
Q. If your travel program operates across multiple countries or regions, how would you rate your current experience with the following areas?

Note: Question only displayed to buyers at global/multinational companies (n=96-14)

Few Global Travel Programs Have a Consolidated View From a Single Data Source

- Most rely on multiple data sources

How many separate data sources do you pull from to get a consolidated view of your global travel program?
buyers at global/multinational companies



ONLY 12%
of global
companies have a
consolidated view
of the travel
program from a
single data source

Q. How many separate data sources do you pull from to get a consolidated view of your global travel program?

Note: Question only displayed to buyers at global/multinational companies (n=187)

Fragmented Tech: Global Programs Use Numerous Tools/ “Application Instances”

- Global travel programs often use different technology in different regions
- Or, they use the same tech but have separate configurations/ “application instances” – leading to redundant administrative work and siloed data

 **5.3**
average

Online Booking Tool
(OBT/OBE)

 **5.3**
average

Expense management
system

 **2.6**
average

Reporting/ BI / data
warehouse environments

 **2.7**
average

Duty of care/traveler
tracking platforms

 **3.1**
average

Supplier rate
management/contract
repositories

 **4.0**
average

Price assurance/fare
auditing tool

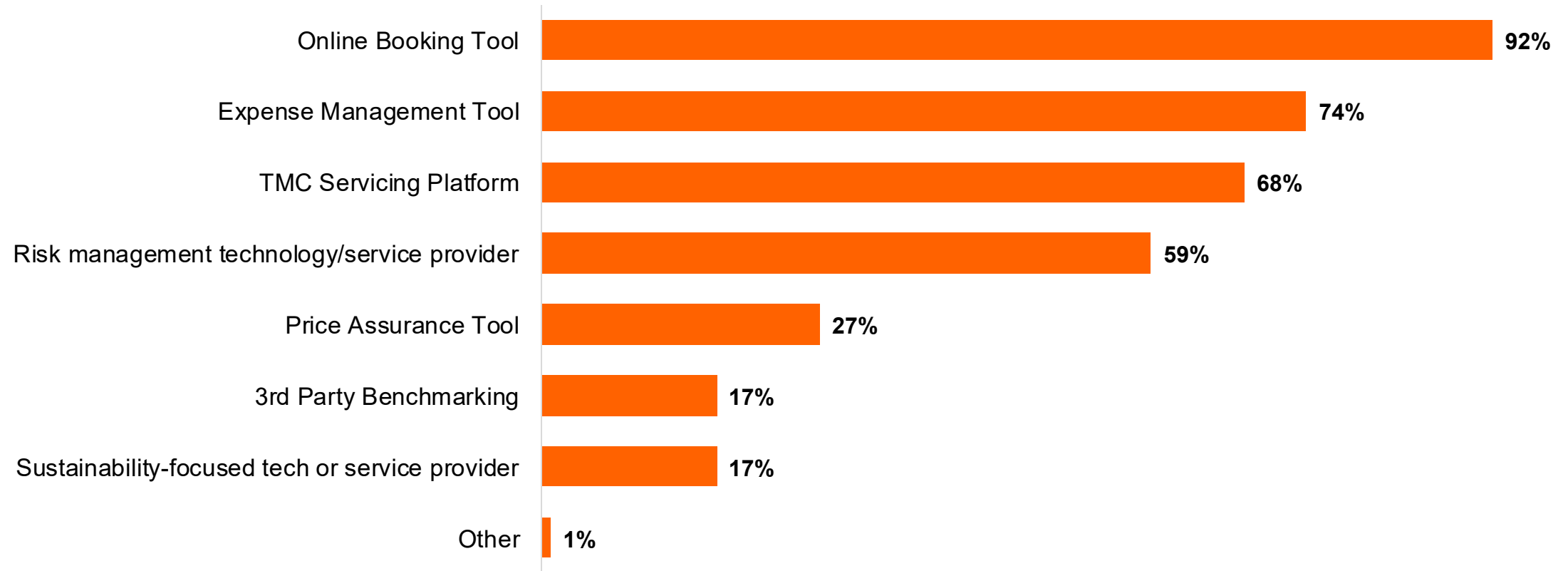
 **1.7**
average

Sustainability tracking
platforms

Q. For your entire global travel program, how many separate application instances (distinct environments/logins) do you access for the following travel applications and data systems? For instance, if your company has two different booking tools and five country-specific configurations/log-ins for each tool, the total number would be 10. **Note: Question only displayed to buyers at global/multinational companies (n=66-152)**

While Core Tech Is Widely Adopted, Other Tech Is Less Common

Which tech tools do travel programs use? *multiple answers allowed*

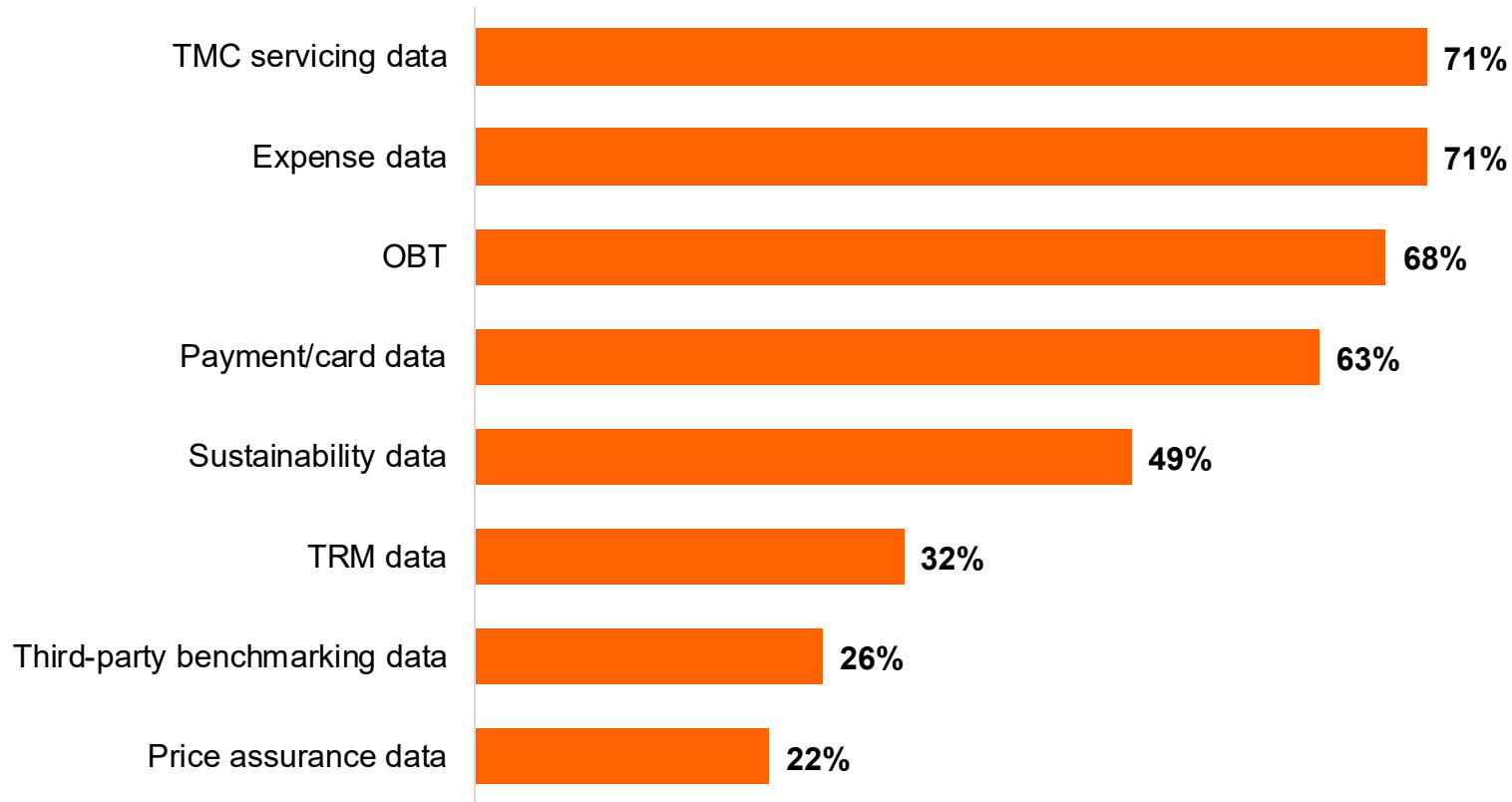


Q. Thinking about your travel program, which of the following does it currently use? **Please select all that apply (n=202).**

Tech Tools Often Don't Feed Into a Centralized Analytics Platform

Which data sources feed into a centralized analytics platform?

Percentages are only for respondents who indicated using the specified tool(s).



Travel programs use different tech. Yet, the data from these tools doesn't always feed into a centralized analytics platform.

Of those who use an OBT, **only 68%** say the data flows into a centralized analytics platform.

Only 32% say data from their TRM tool flows into a central platform.

Only 26% say data from their third-party benchmarking tool flows into a central platform.

Q. Does your company incorporate the following data sources into a centralized analytics and reporting environment? Please select all that apply. Note: Buyers only asked about platforms they indicated using (n=34-186)

New Models of Hotel Retailing

Self-Reported Hotel Leakage

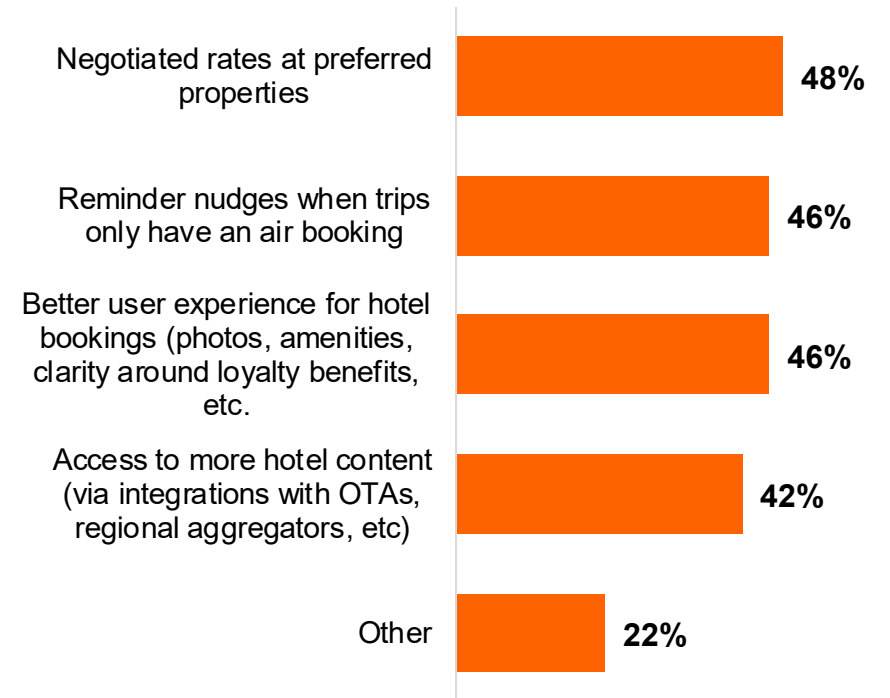
- On average, buyers report hotel “leakage” of 32%
- There is no “silver bullet” to stop leakage; buyers are split on which measures would have the most impact



On average, buyers estimate **32%** of their company’s hotel bookings are made outside of “managed” channels (i.e., TMC or OBT)

Q. What percentage of hotel bookings do you estimate occurs outside your company’s online booking tool or TMC resulting in leakage ? (n=178)

What would move the needle most for reducing leakage?



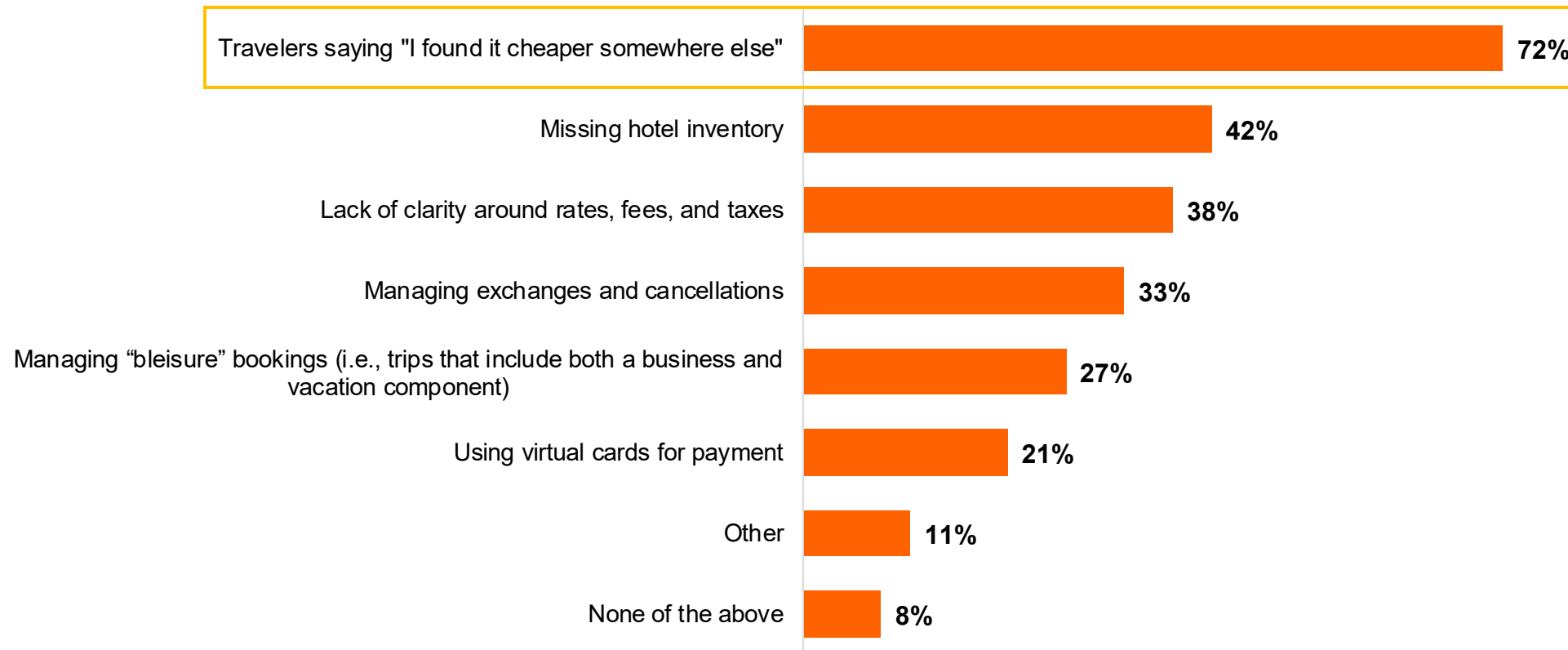
Q. Thinking about your travel program, which tactics would move the needle the most for reducing hotel leakage? Please select all that apply. (n=184)

Hotel Self-Booking Pain Points

- “I found it cheaper somewhere else” – the top pain point by a large margin

What are the biggest pain points for self-service hotel bookings?

Please select all that apply.



Q. What are the biggest pain points for self-service hotel bookings? Please select all that apply. (n=209)

“I found it cheaper somewhere else:” A (not so) obvious problem with a (not so) obvious solution?

- **The obvious problem — and solution:** The obvious problem is that cheaper rates exist outside of the managed program. The obvious solution is to offer more rates – and better rates – through the program. In the past couple years, the industry has made significant strides toward this end. OBTs and TMCs have widely adopted APIs that allow them to access non-traditional rates—such as OTA rates (e.g., Expedia and Booking.com) — and make these available through their own channels. These efforts have given employees greater choice – and probably reduced leakage. Yet, the “I found it cheaper somewhere else” problem not only persists; it continues to eclipse all other pain points.
- **The (not so) obvious problem – and solution:** The problem might **not only** be hotel content. It might also be **the way content is displayed**. When using a TMC or OBT, it can be difficult for employees to understand the true “value” of the offers they see and compare these against other offers in an apples-to-apples way. For instance, an employee might see a “company-negotiated” rate that is more expensive than a comparable rate found outside of the program. The employee might **not** understand that the negotiated rate includes amenities (e.g., breakfast or parking) and favorable cancellation terms that the cheaper rate does not include. Even if the employee does understand this, they may not know what these additional “value adds” are actually worth. They might book the cheaper rate but pay for amenities and upgrades when checking-in at the hotel. A solution might come from new models of hotel retailing (see next page). **These have the potential to allow employees to purchase add-ons through the OBT/TMC at the time of booking.** This could allow for greater transparency about what a hotel stay will cost before the employee actually books.



Alternative Models of Hotel Retailing

What's in it for travel programs?

Add-ons available for purchase

Today, bookings made through “managed” corporate channels (e.g., OBT or TMC) often come with pre-determined add-ons. If an employee wants to purchase additional add-ons—such as breakfast or late check-out — they typically do so at the property during their stay.

New retailing models might allow employees to purchase specific add-ons or amenities—which are not already included with the rate— at the time of booking through the TMC/OBT. This could have several advantages including:

- **Greater visibility:** It will be easier for travel managers to see which amenities employees purchase. Today, this largely depends on invoices and e-Folio data - often gathered through expense reports.
- **Greater control:** Travel programs might be able to configure their OBT to only allow in-policy add-ons or amenities. Or, they might allow out-of-policy amenities using “split payments” (see next page). This can prevent employees from misunderstanding the travel policy and purchasing non-allowed amenities at the property during their stay.

Price transparency

If employees can purchase add-ons through the OBT/TMC, they will have a better understanding of the “full cost” of hotel stays *before* they actually book.

They might be able to compare options against each other in a more transparent way.

For instance, the OBT might be able to show employees which specific amenities are included with the corporate negotiated rate – and how much these would otherwise cost. An employee might be able to “test” how much it would cost to book a cheaper rate – or an alternative property – and purchase the same add-ons a-la-carte.

Back-end processes

New retailing models might save time on expense reporting and reconciliation – as well as compliance monitoring.

- If employees purchase add-ons and amenities through the booking path, these might automatically feed to expense systems.
 - Employees would spend less time filling out expense reports
 - Companies would spend less time reconciling expenses and policing non-compliance

“Split Payments”

What Is It?

Split Payments

A feature that could come into play when purchasing hotel amenities through the OBT/TMC. Employees would be able to use a corporate credit card to pay for the room, and a personal credit card for amenities or upgrades. This could allow employees to purchase amenities that are allowed *and* not allowed by the travel policy at the same time – but only receive reimbursement for the allowed amenities.

On average, buyers estimate that **32%** of their company’s travelers would be interested in using split payments.

Buyers Are Interested in Making Hotel Add-Ons Available for Purchase Through the OBT



85%

Interested including **21%** only interested if “split pay”

Breakfast (if not included in rate)



85%

Interested including **23%** only interested if “split pay”

Early check-in



83%

Interested including **17%** only interested if “split pay”

Parking



83%

Interested including **25%** only interested if “split pay”

Late check-out



54%

Interested including **15%** only interested if “split pay”

Meeting room



28%

Interested including **24%** only interested if “split pay”

Spa passes



20%

Interested including **18%** only interested if “split pay”

Golf



35%

Interested including **9%** only interested if “split pay”

Other

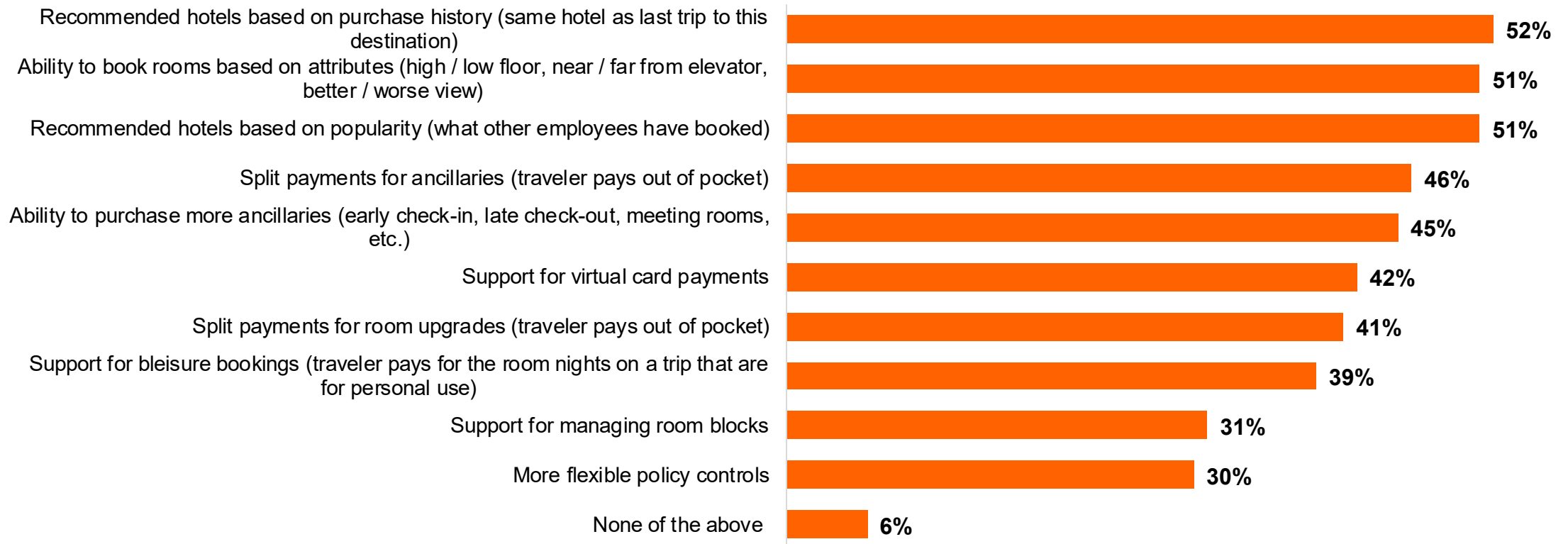
Q. Please rate your interest in having the following hotel amenities available for purchase through the OBT/OBE at the time of booking (n=187-204).

Interest in Personalization and Attribute-Based Booking

- Buyers say personalized recommendations and attribute-based booking would improve the hotel booking experience

Which new features would improve the self-service hotel booking experience?

Please select all that apply.

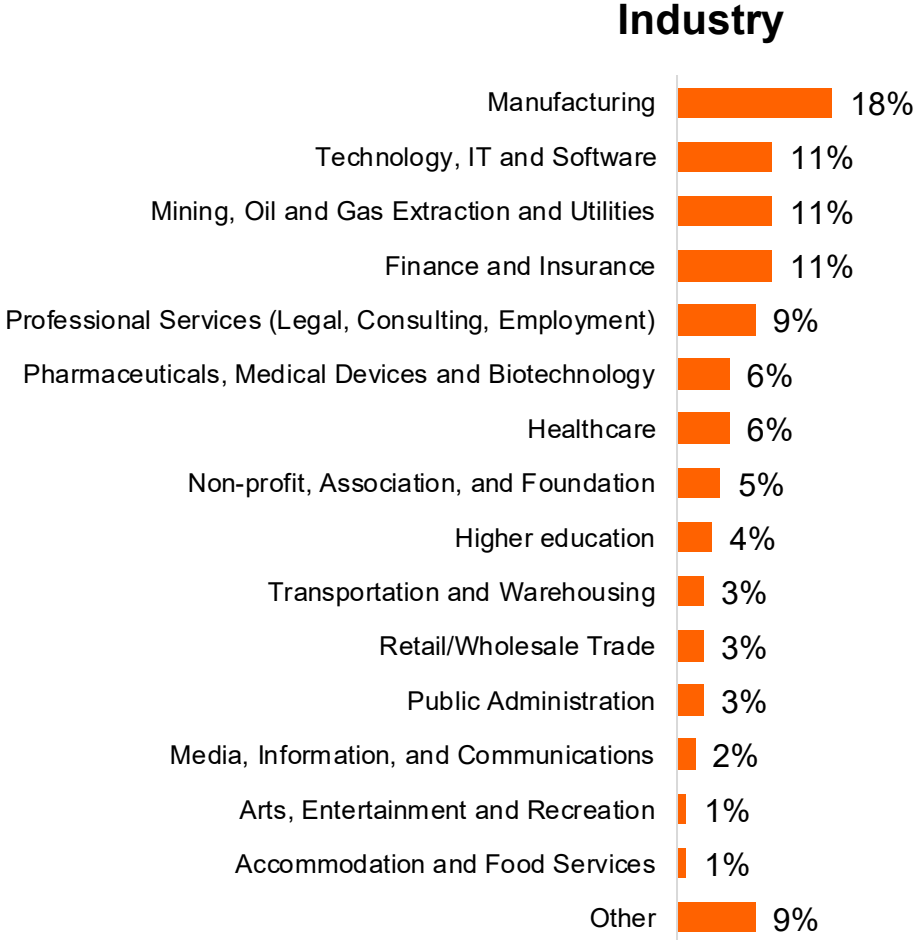
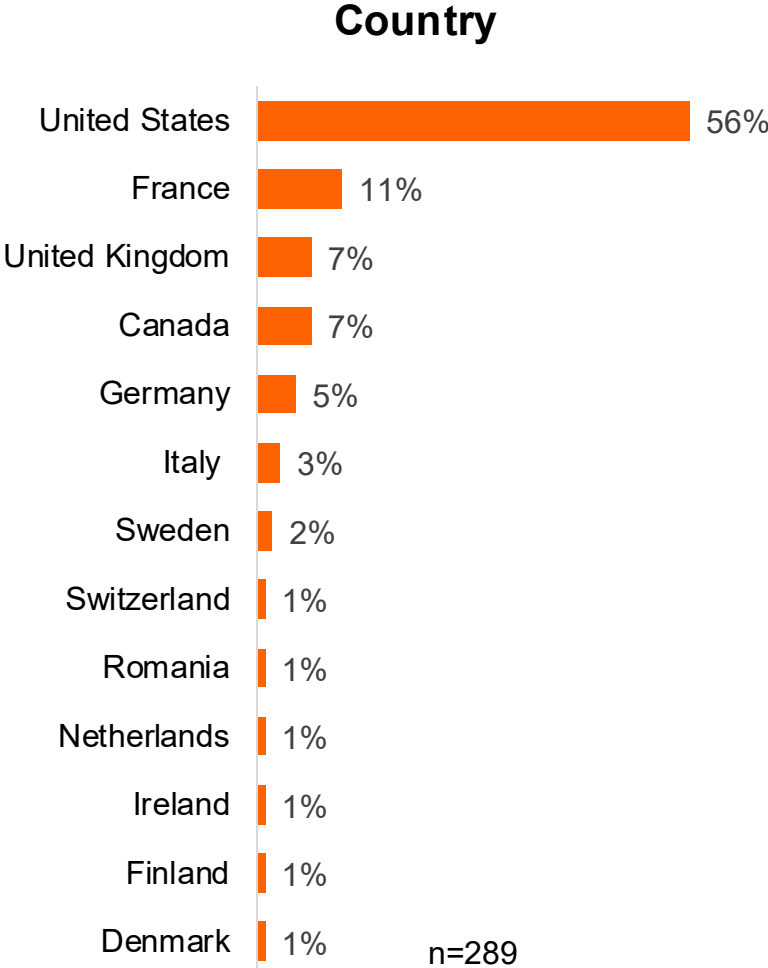


Q. Which new features are most desired for improving traveler self-service experiences for hotel bookings? Please select all that apply (n=204).



Respondent Profile

Respondent Profile



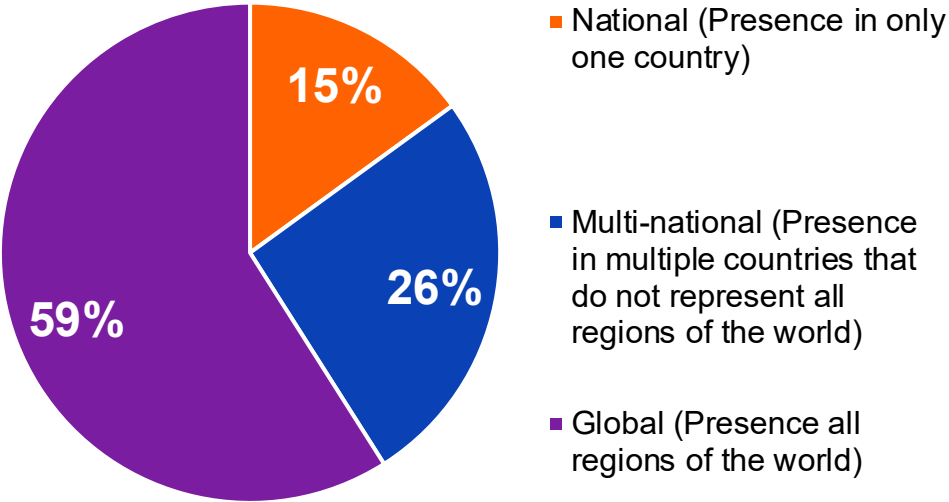
n=187



Other countries accounting for less than 1% of respondents include Austria, Belgium, Croatia, Iceland, Lithuania, Luxembourg, Poland, Singapore, and Spain

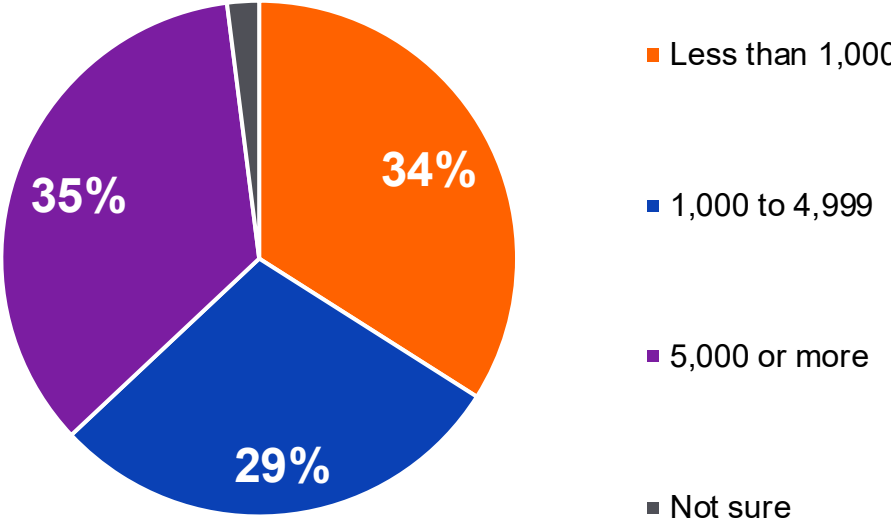
Respondent Profile (Cont.)

Company Reach



n=269

Number of Employees Who Regularly Travel for Work



n=187