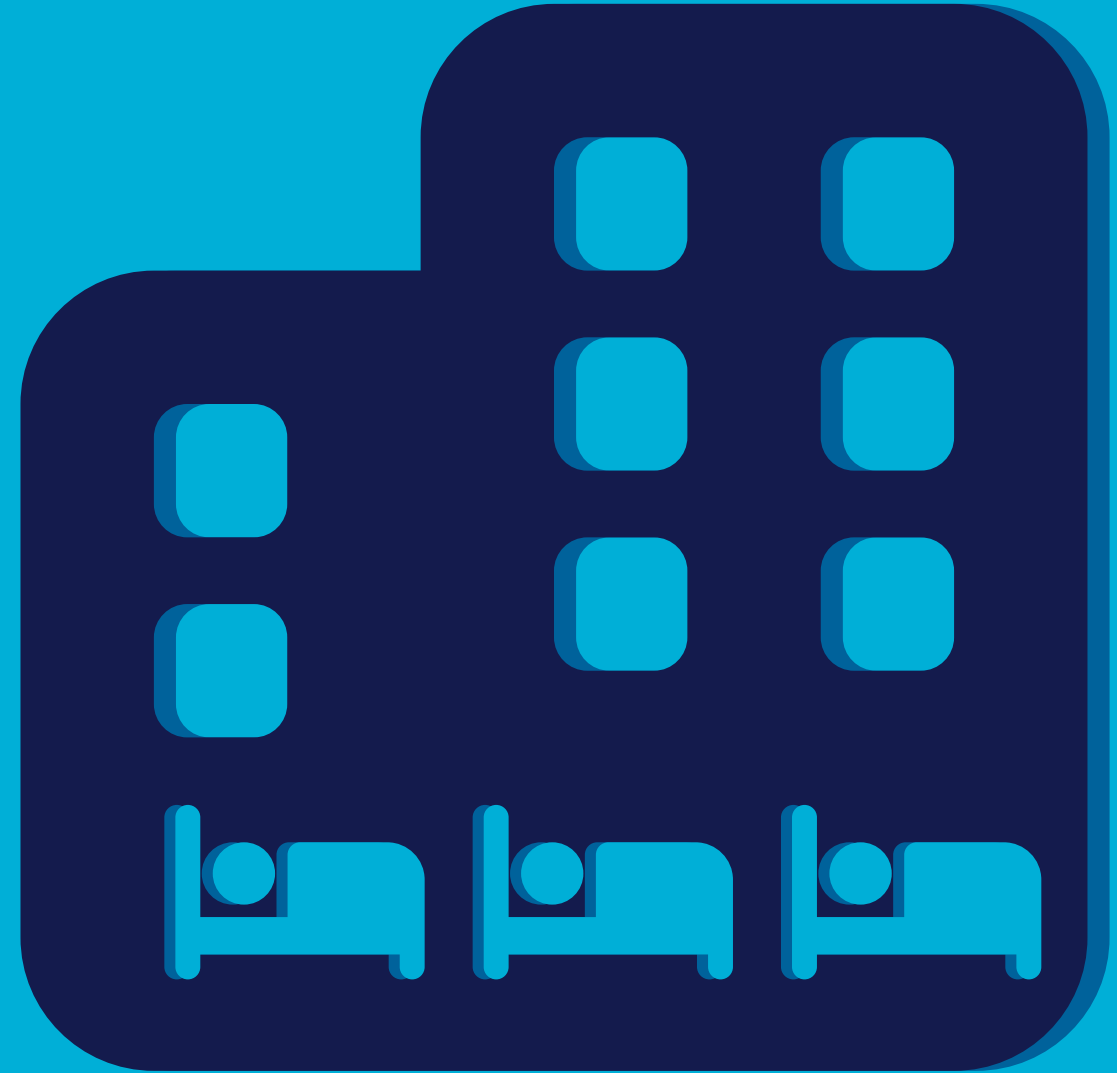


Traveler insights:

HOTEL BOOKING TRENDS

BY BCD TRAVEL RESEARCH & INTELLIGENCE



About the survey

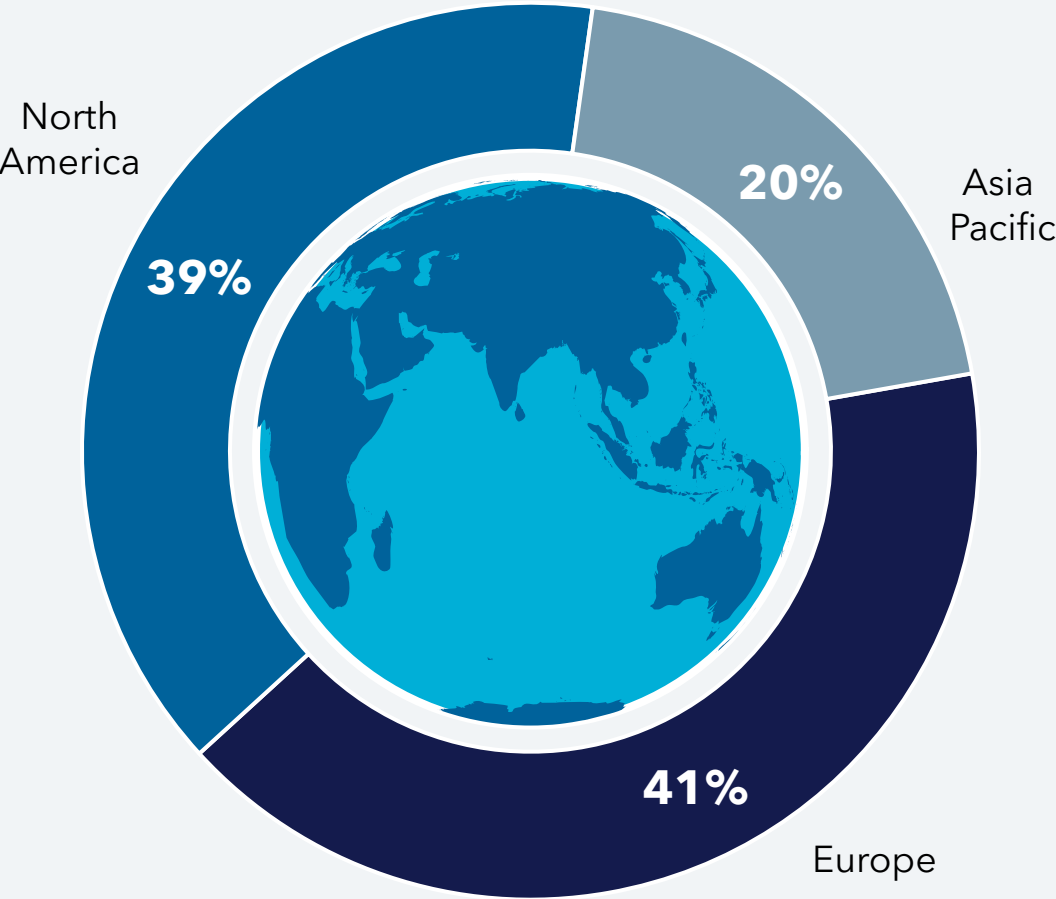
In this survey, we explore travelers' choice of hotels and other types of accommodation when traveling for business, as well as their booking behavior and the experiences during hotel stays.

The results are based on an online survey of 1,035 business travelers in North America, Europe and Asia Pacific. The survey was conducted in May 2025.

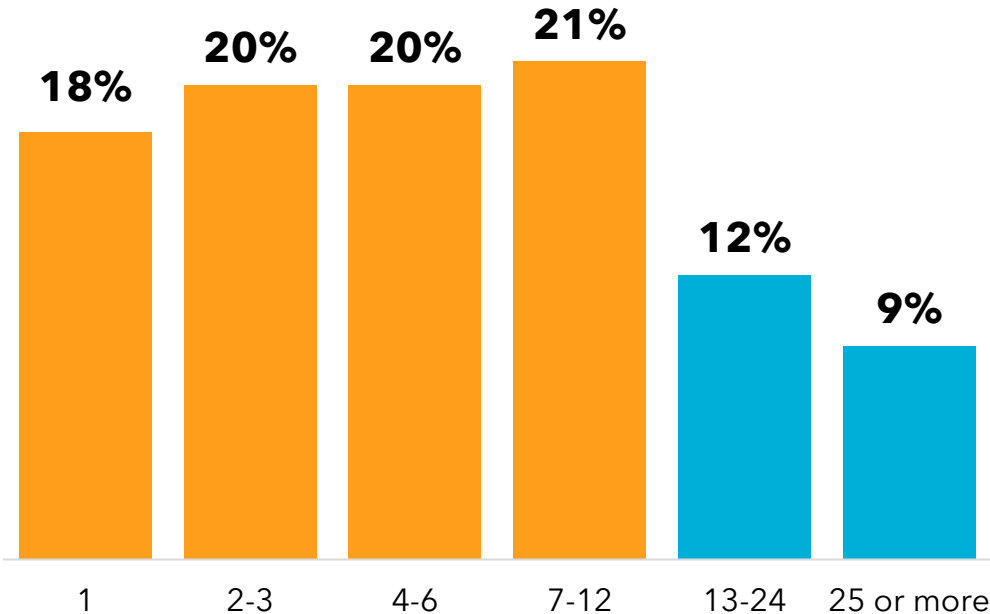


Who we surveyed

Where they're based

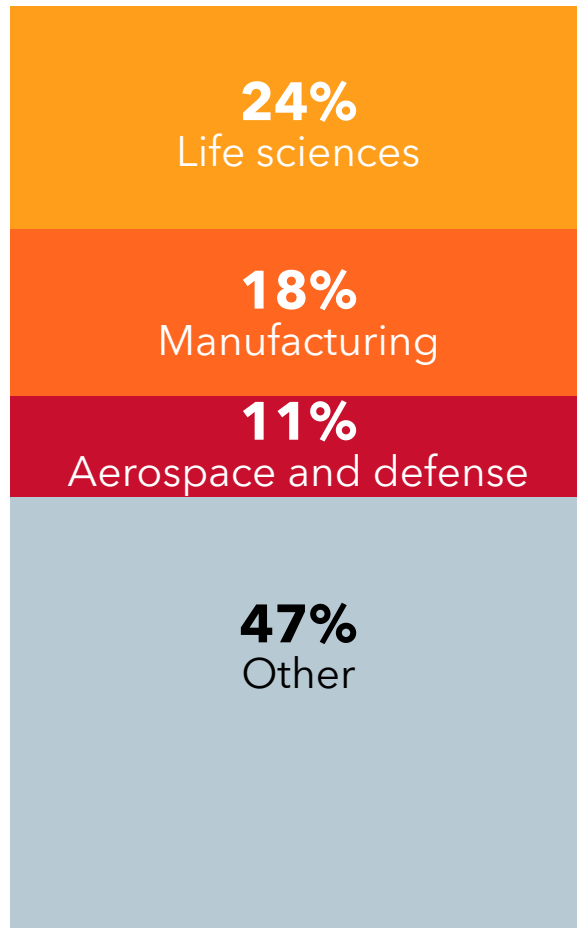


How often they traveled for business in the past 12 months

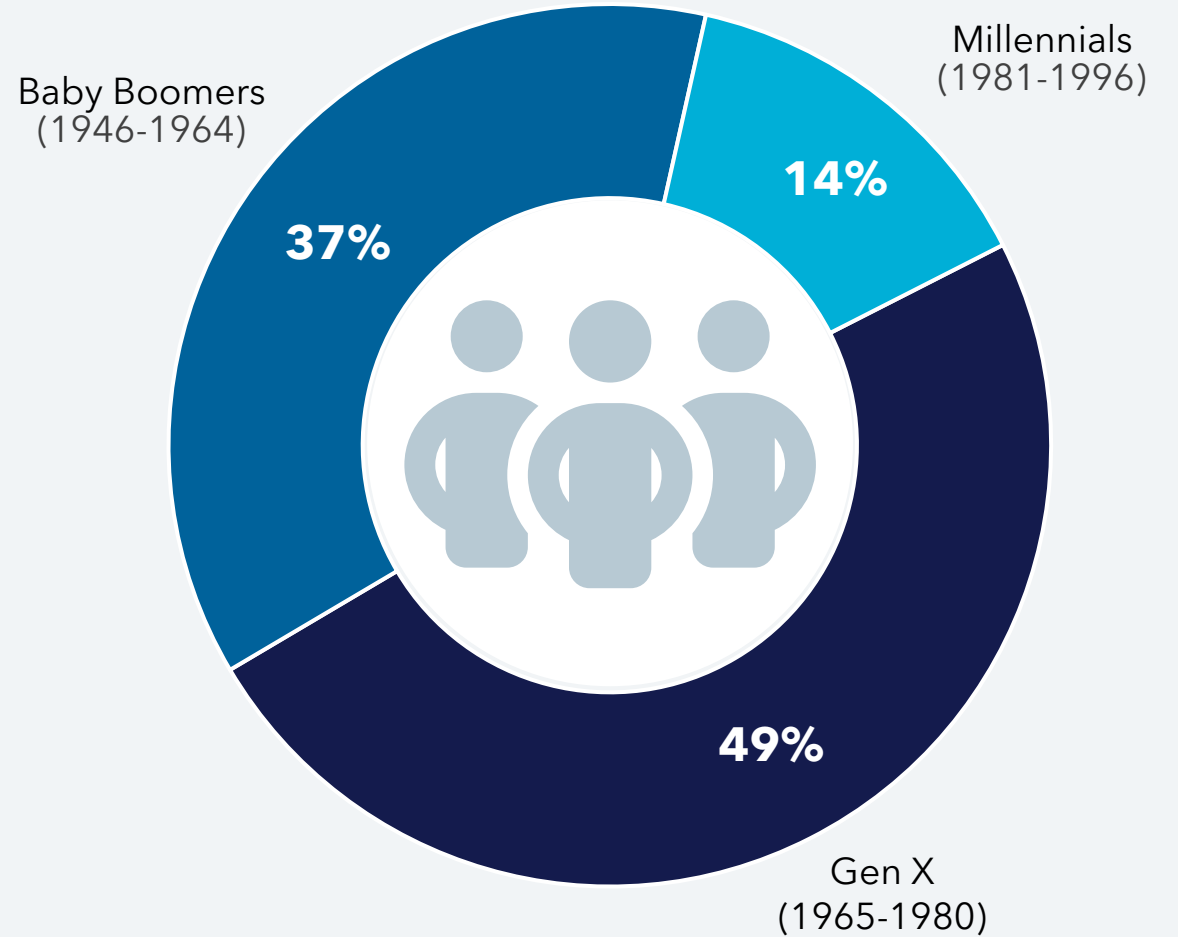


Who we surveyed

Industries

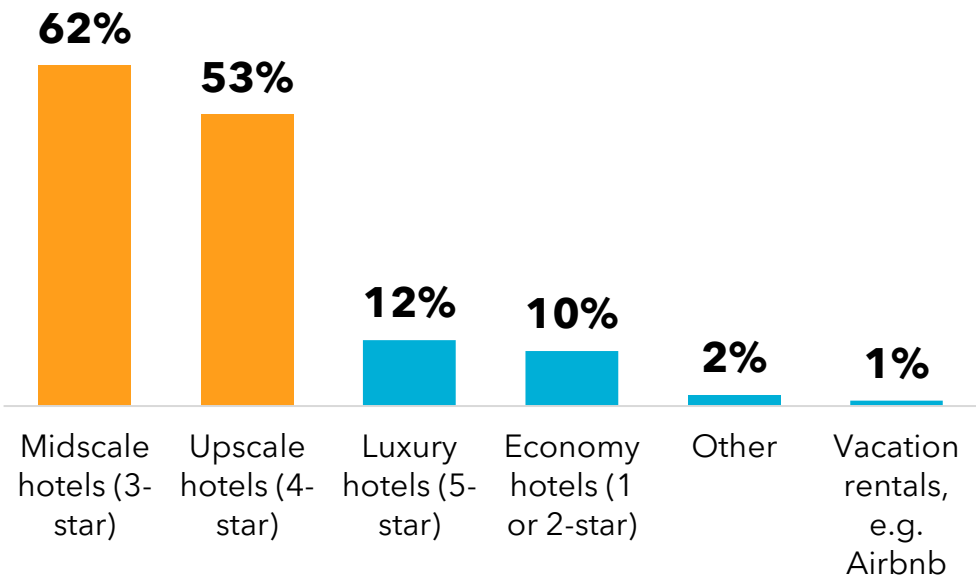


Age



Frequently used accommodation

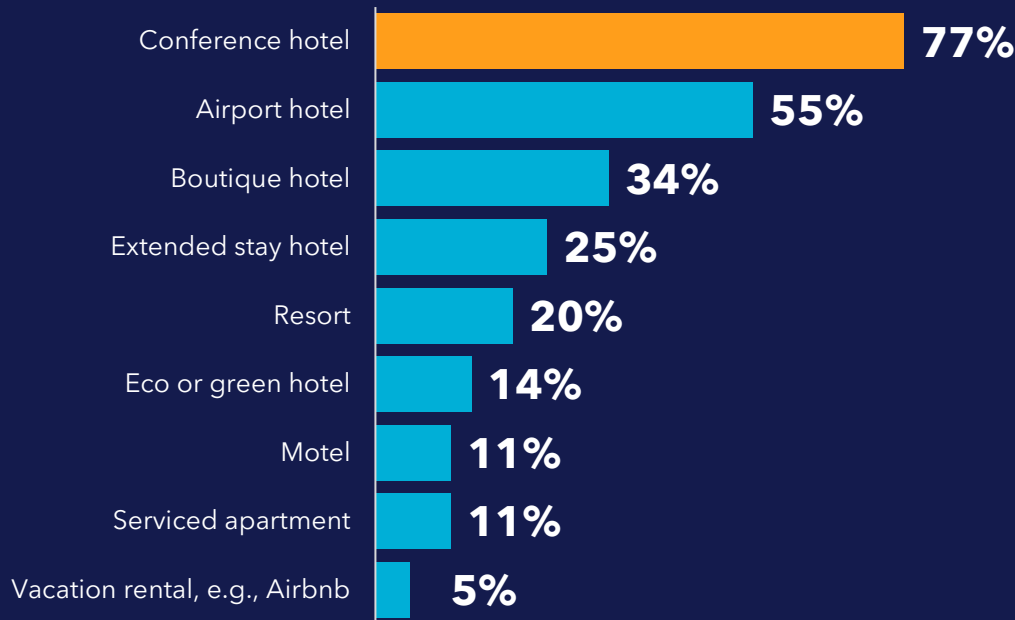
On business trips, most travelers opt for midscale (3-star) or upscale (4-star) hotels, which they choose based on specific characteristics.



Q: What type of accommodation do you typically stay in when traveling for business? Select all that apply.

Occasionally used accommodation

Of the various hotel types, over half of business travelers from time to time stay at conference accommodation and airport hotels.

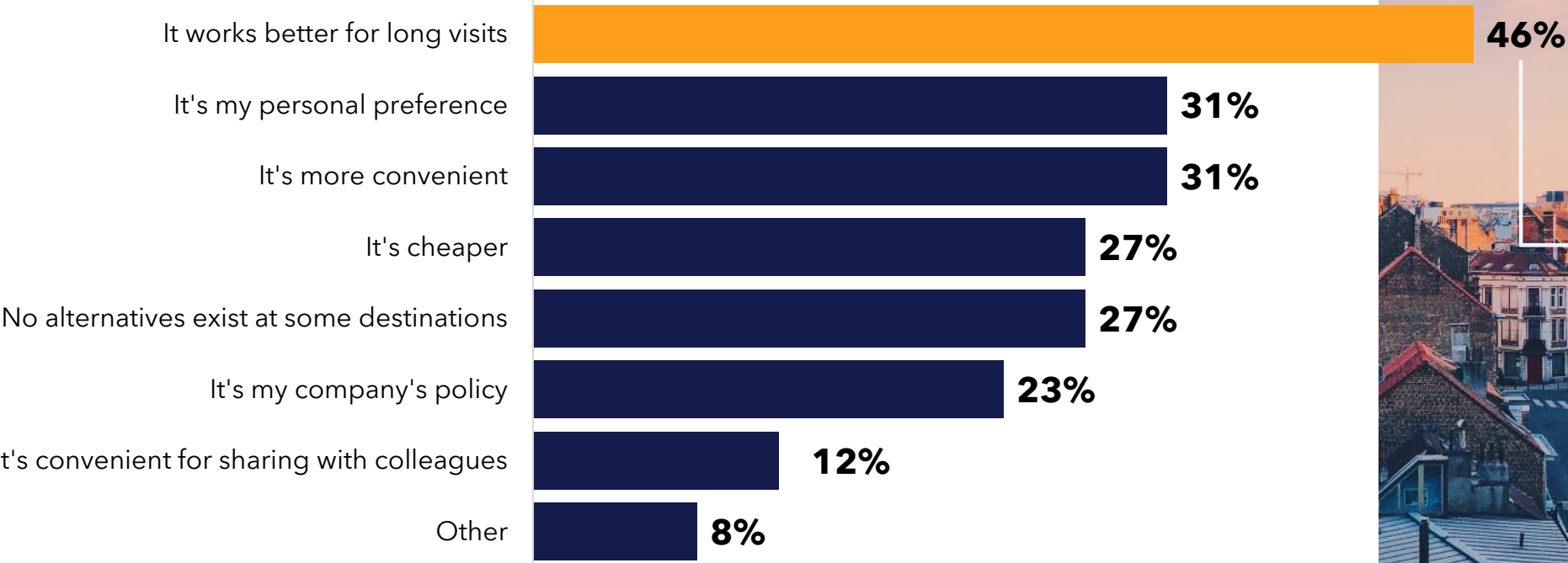


Q: Which of the following types of accommodation have you ever stayed in when traveling for business? Select all that apply.

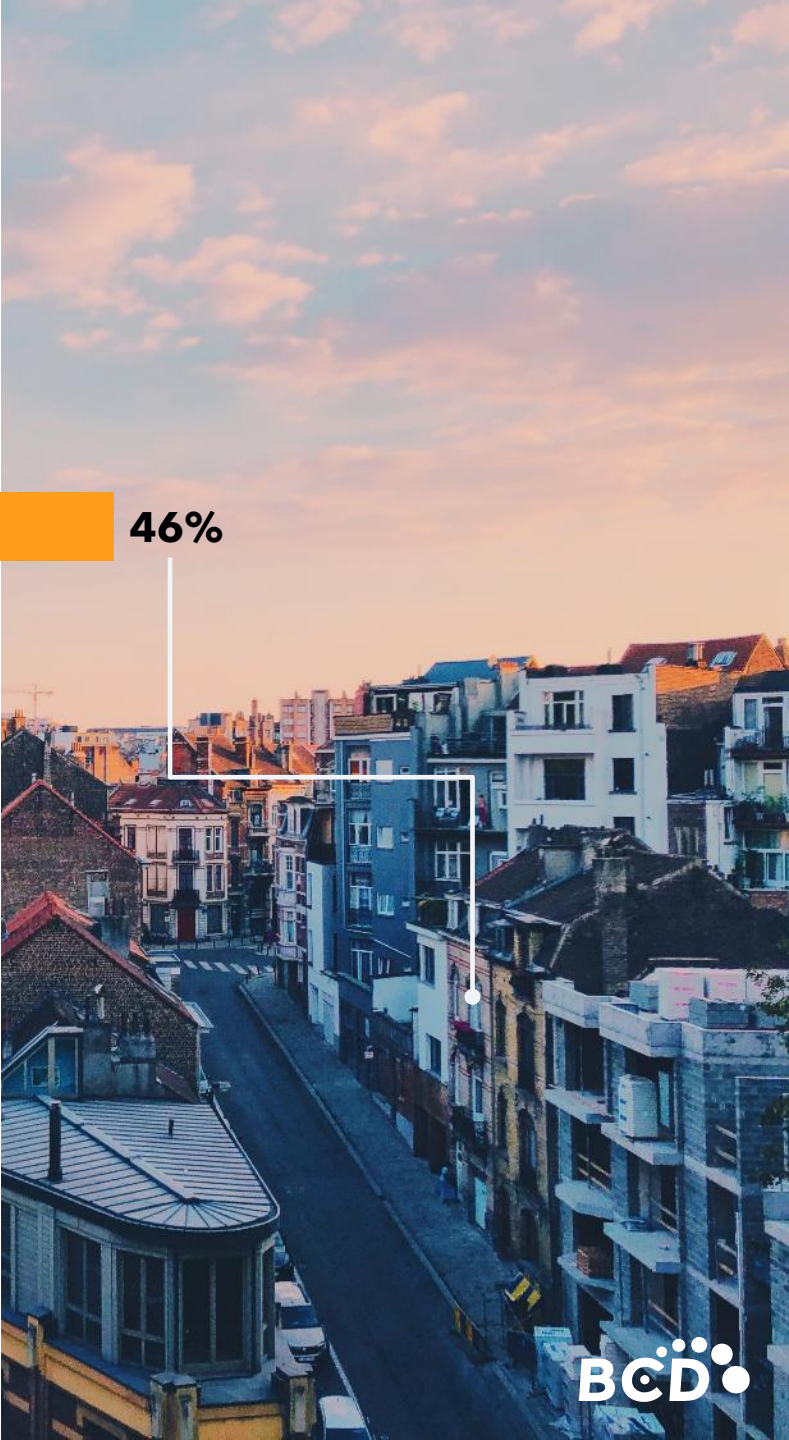


Reasons for selecting apartments

Among travelers who stay in apartments, around half say this type of accommodation is more convenient for long visits.

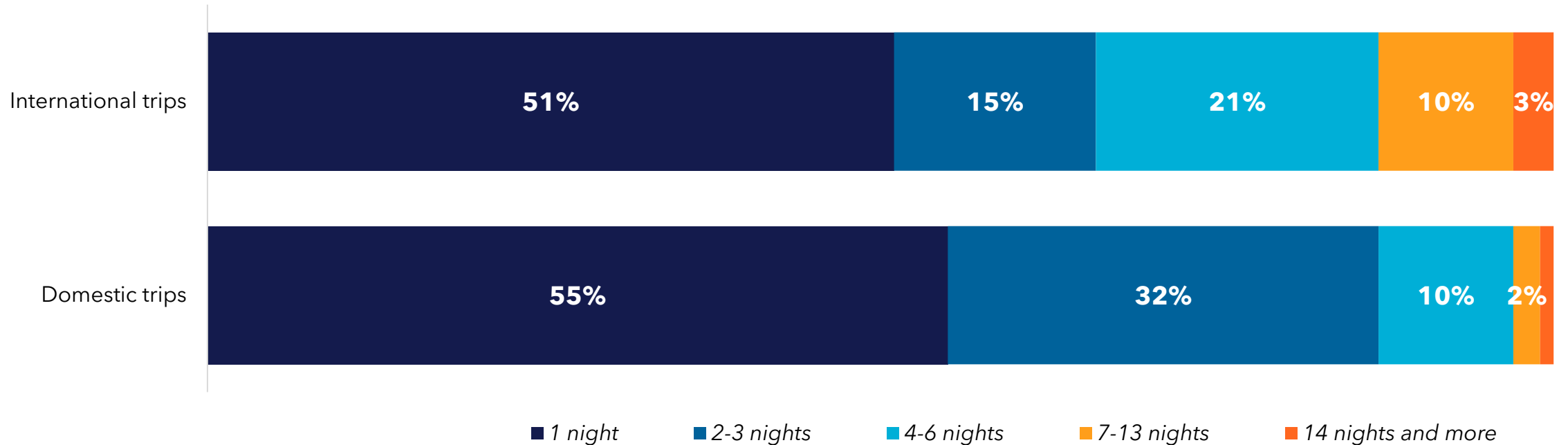


Q: What are your reasons for selecting an apartment instead of a hotel when traveling for business? Select all that apply.



Length of hotel stays

Around half of travelers spend one night in a hotel on a business trip.
Length of hotel stay is shorter on domestic trips compared to international.



Q: What's your average length of hotel stay on domestic and international business trips?

Researching accommodation

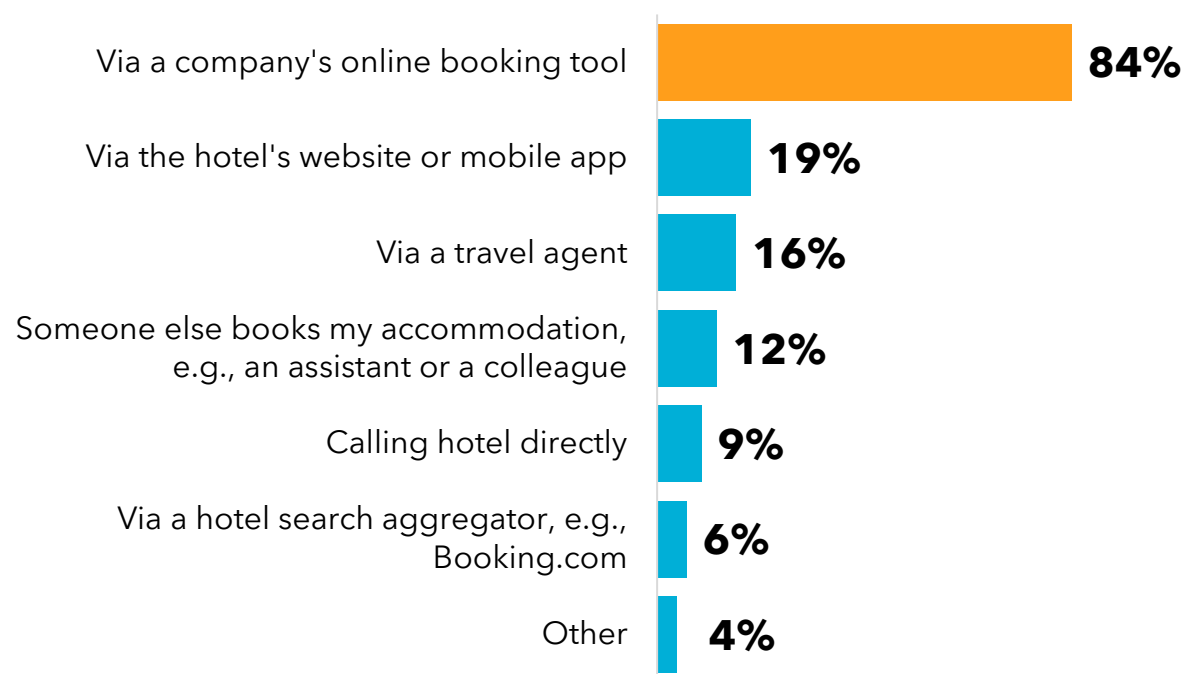
Over three-quarters of travelers use online booking tools (OBTs) to research accommodation for their business trips. A third visit hotel websites.



Q: How do you research what accommodation to book when traveling for business? Select all that apply.

Booking accommodation

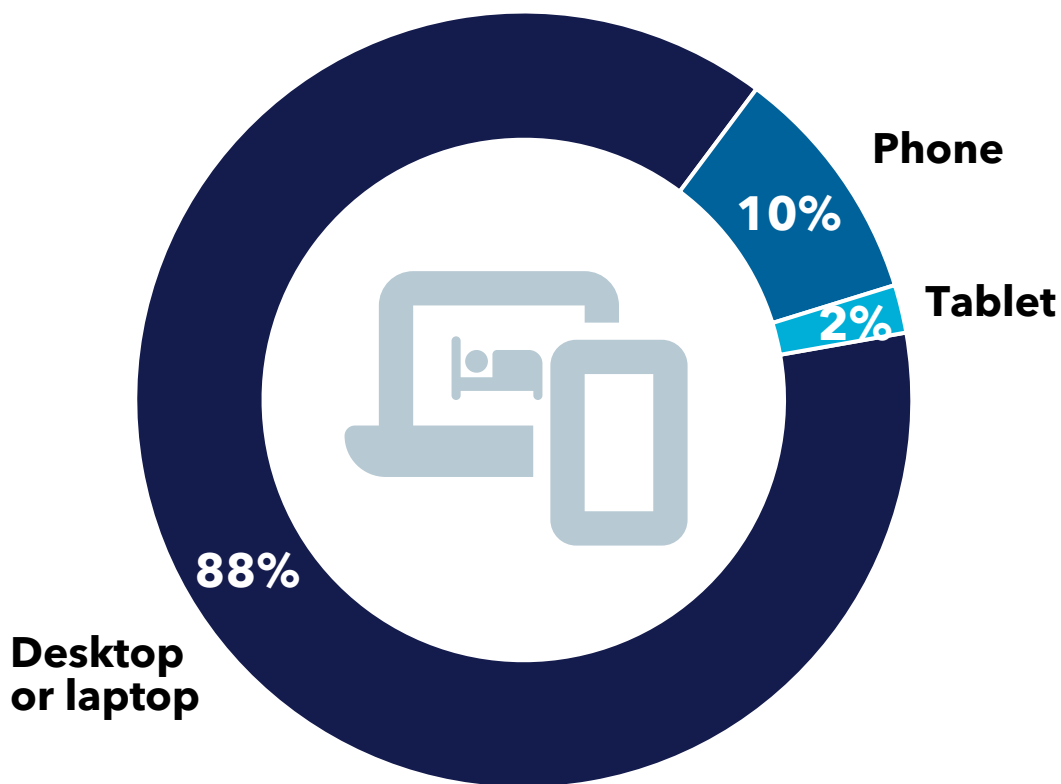
While over four out of five travelers book accommodation via an OBT, one in five use supplier websites.



Q: How do you book your accommodation when traveling for business? Select all that apply.

Booking device

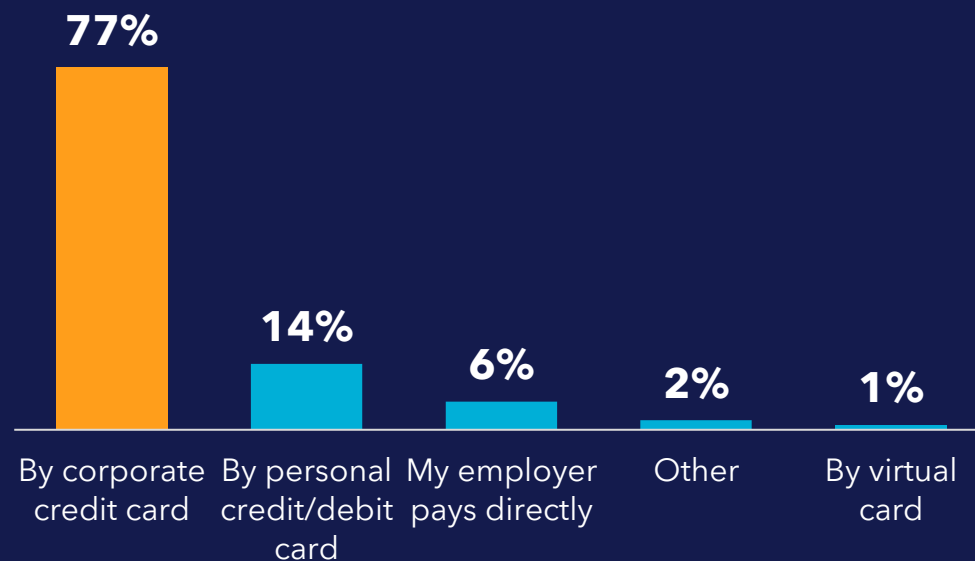
While nine out of 10 book accommodation on a desktop or laptop, only one out of 10 use a mobile phone to reserve a hotel stay.



Q: On what device do you typically book accommodation?

Paying for accommodation

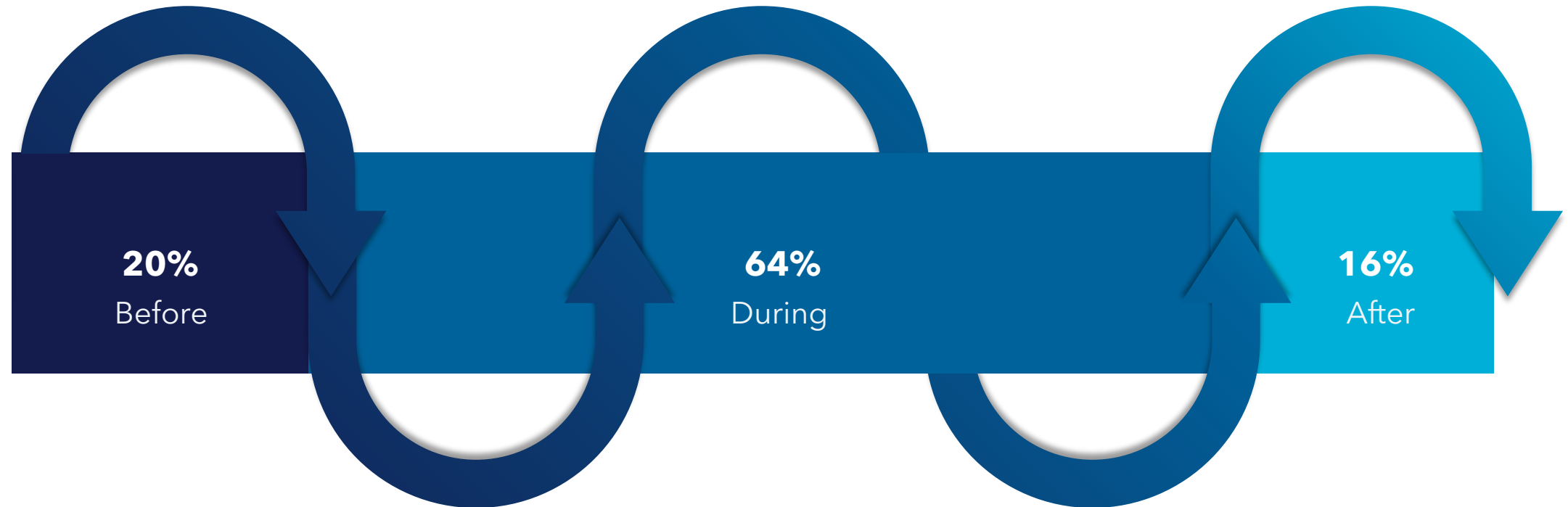
Corporate credit card is by far the most popular method of paying for accommodation with three-quarters making use of it.



Q: How do you pay for accommodation on a business trip?

Booking accommodation vs. transportation

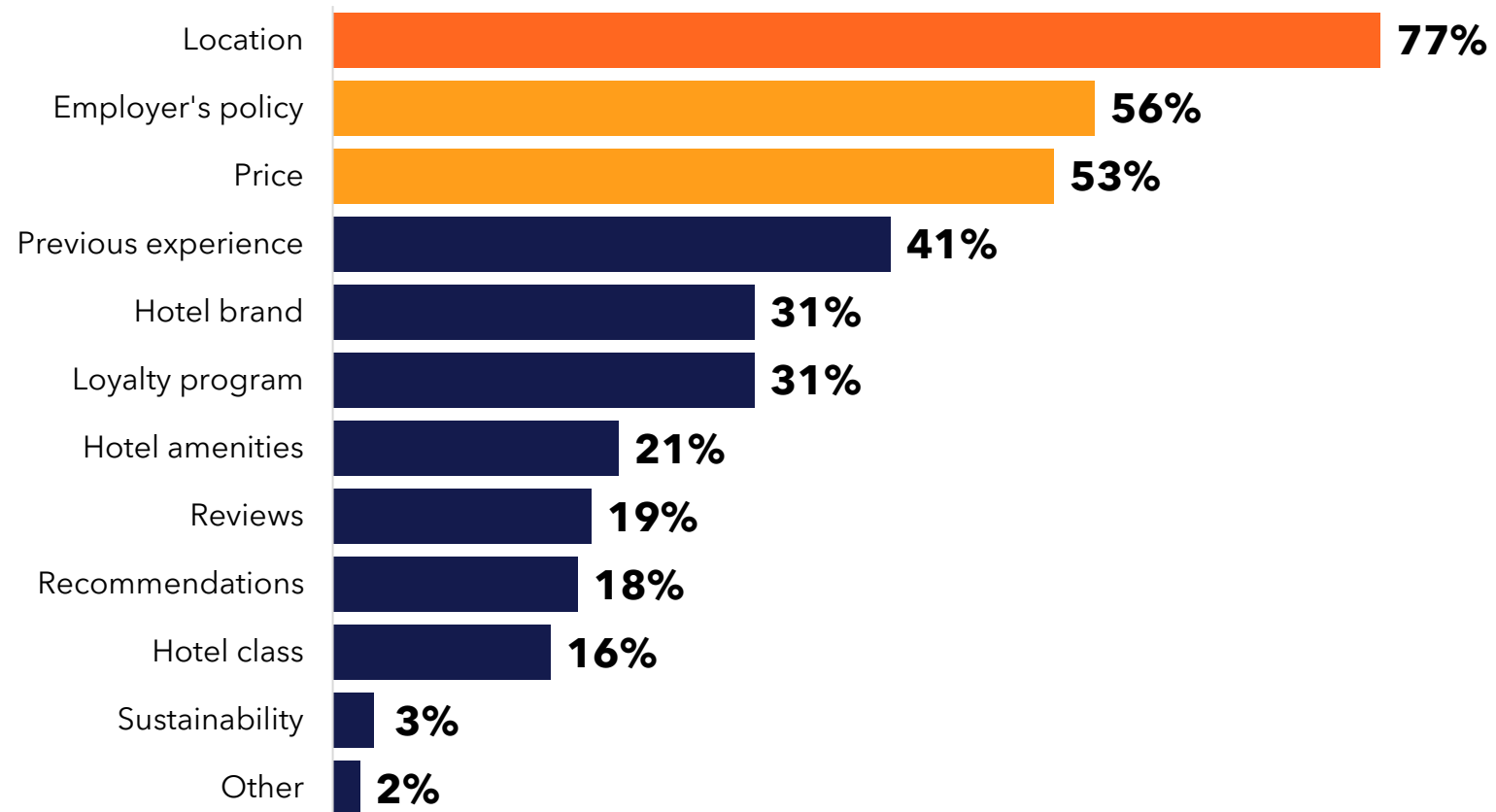
Two-thirds of travelers book accommodation and transportation for business trips at the same time.



Q: When do you book accommodation relative to booking transportation?

Factors influencing accommodation choice

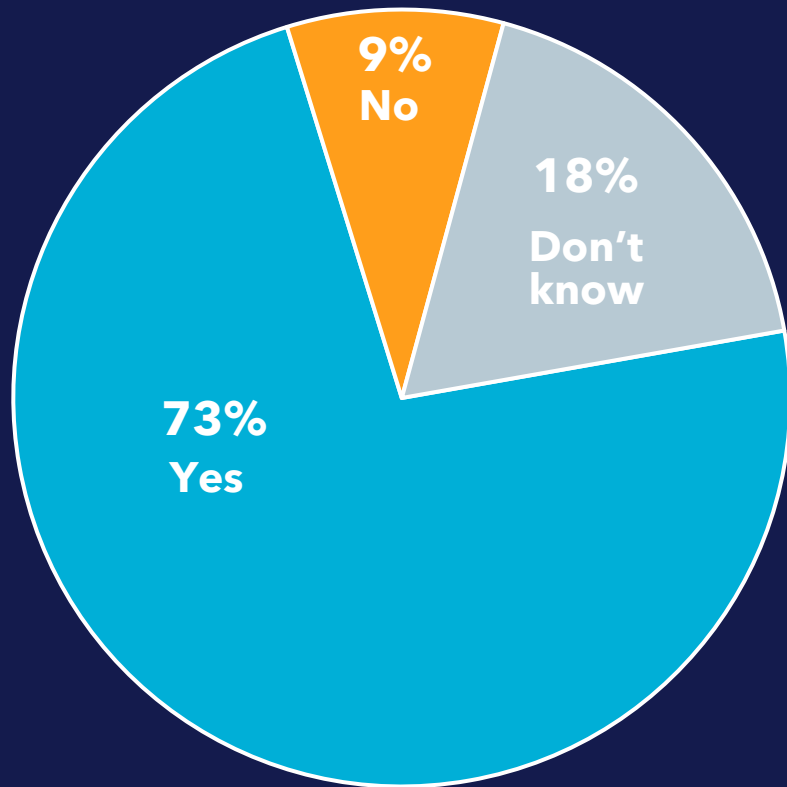
Location plays a major role in influencing hotel selection by travelers: Three-quarters of survey respondents consider it important. Employer's policy and price are in the top three.



Q: What factors influence your choice of accommodation for business? Select the top three.

Rate limits set by employer

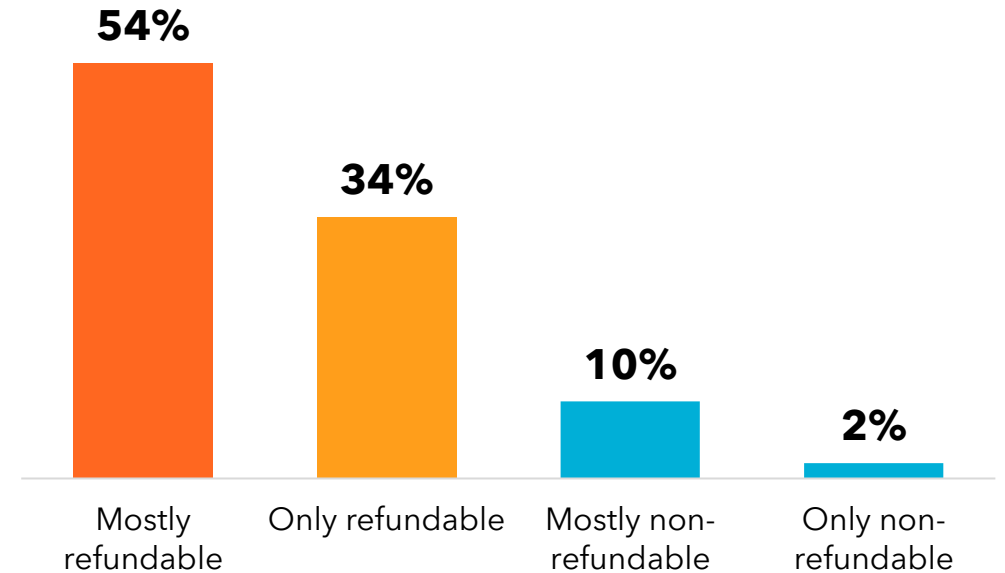
Three-quarters of travelers say their employer defines hotel rate limits. One out of 10 say the opposite, and 18% aren't sure.



Q: Does your company set hotel rate limits?

Cancellations and exchanges

Most travelers – around nine out of 10 – book refundable hotel rates with the possibility of cancellation.



Q: When it comes to cancellations and exchanges, what hotel rate do you book?

Traveler portrait

77% prefer chain hotels with familiar standards of service rather than unknown hotel brands

20% prioritize staying at large hotels with extensive amenities to avoid leaving the hotel at unfamiliar destinations

5% stay at eco-certified hotels, when possible



73% repeatedly stay at the same hotel when visiting a destination multiple times

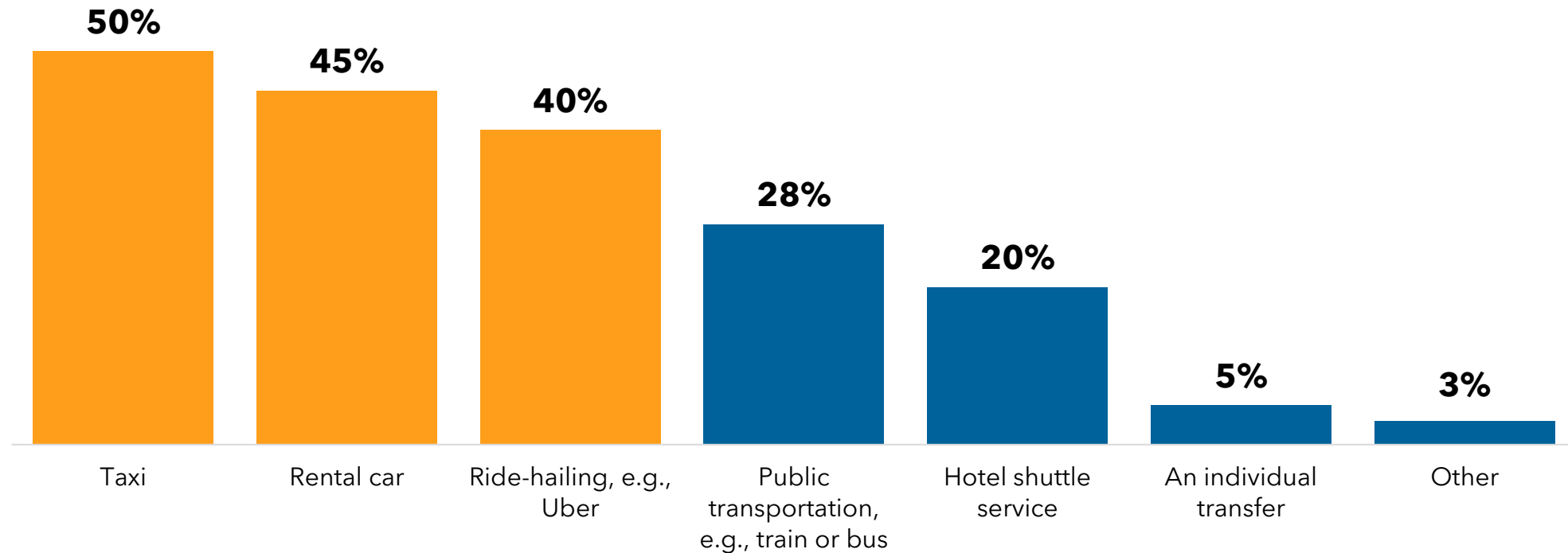
13% choose hotels with the lowest rate

10% would rather book a local boutique hotel that isn't part of a chain

Q: Which of the following statements apply to you?

Getting to the hotel

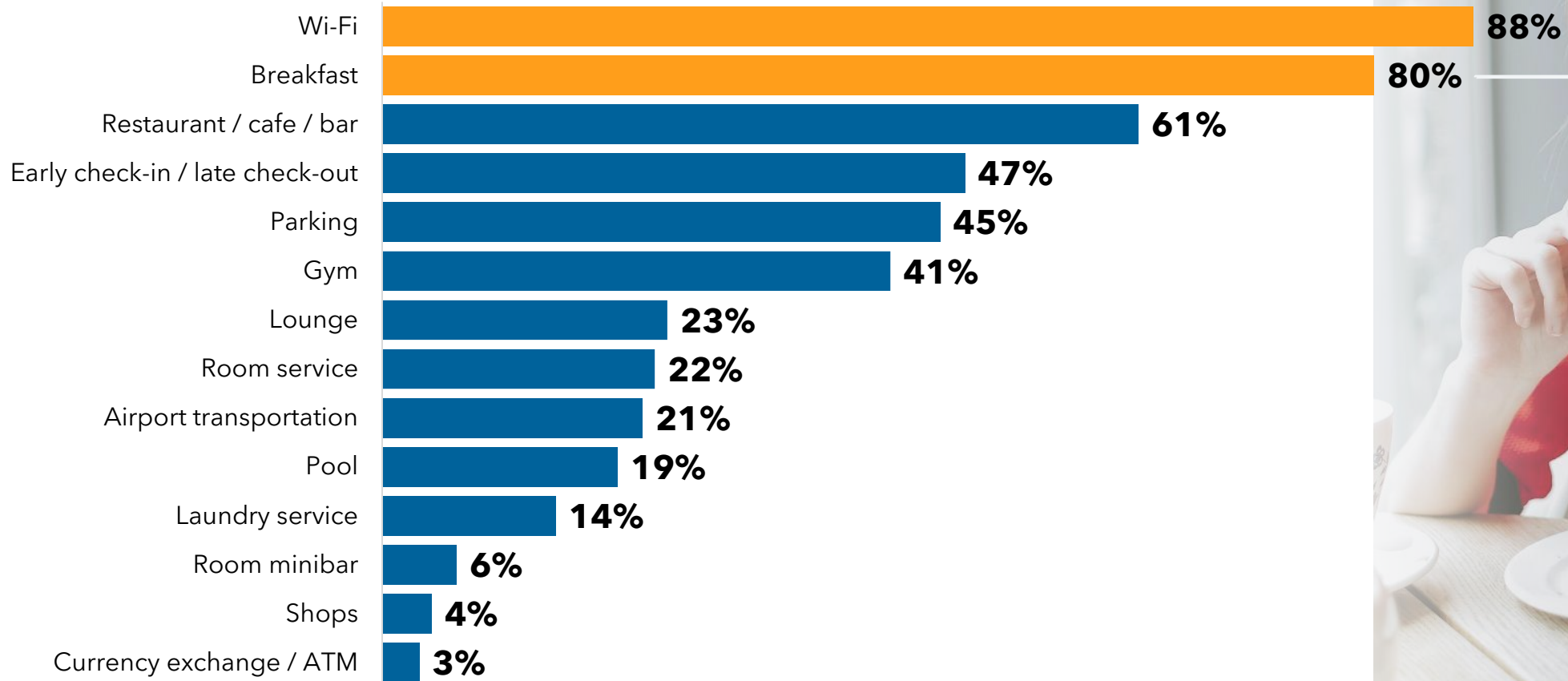
Travelers frequently use taxi, rental car and ride-hailing services to get to their hotel at a business destination.



Q: How do you get to your hotel from an airport or a train station? Select the most frequently used modes of transportation.

Hotel services used

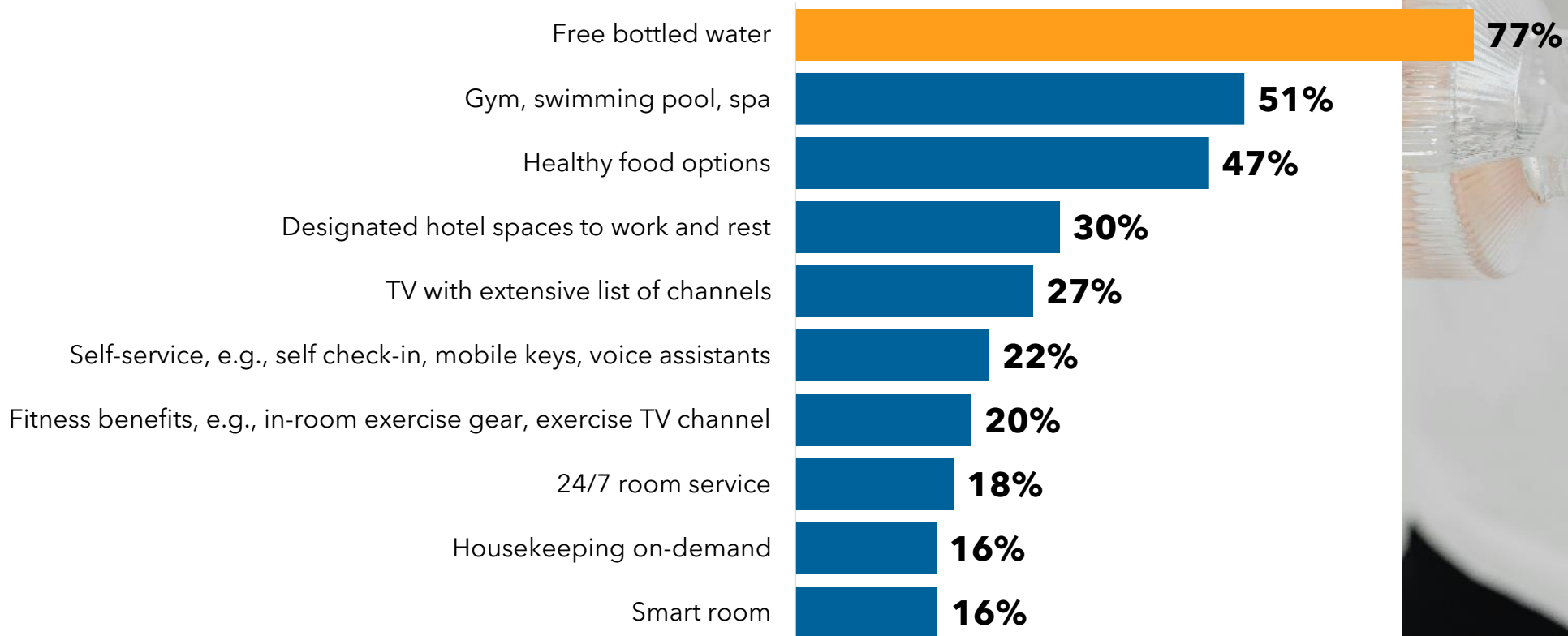
Hotel Wi-Fi and breakfast are among the most commonly used services, with about eight travelers out of 10 taking advantage of them.



Q: What services or amenities do you normally use at a hotel? Select all that apply.

Hotel services contributing to wellbeing

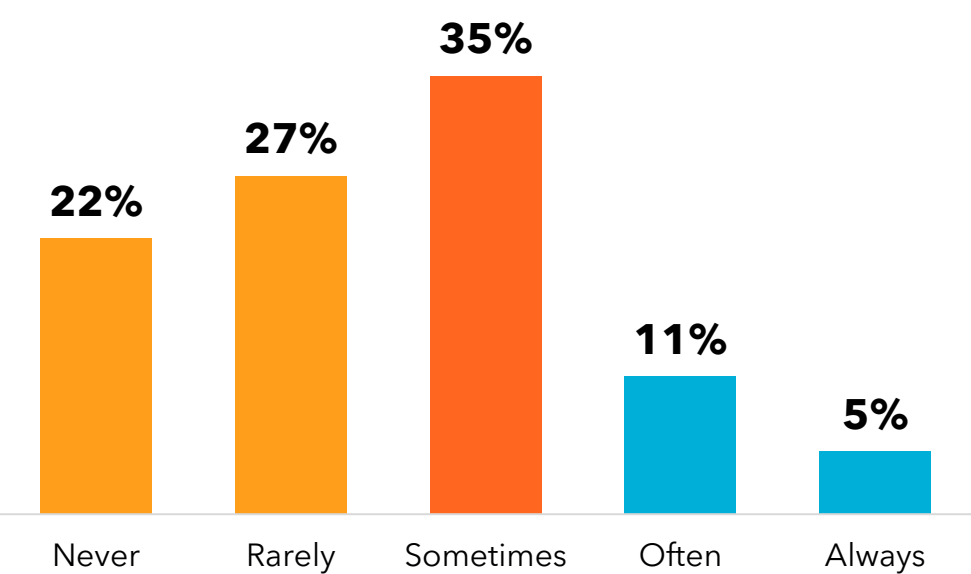
When asked which hotel amenities contribute to their wellbeing, three-quarters highlight complimentary bottled water. Half value access to gym, pool and spa, as well as availability of healthy dining choices.



Q: What hotel amenities contribute to your wellbeing? Select all that apply.

Impact of sustainability on the choice of accommodation

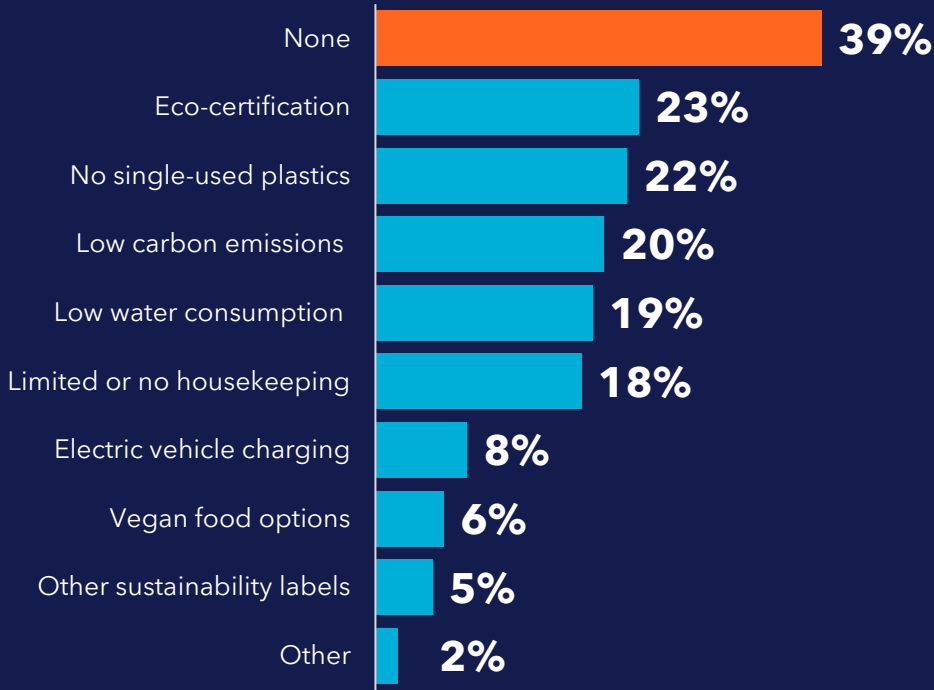
Half of travelers never or rarely take into account environmental considerations when booking accommodation.



Q: How often do you take into account environmental considerations when booking hotel?

Sustainability attributes searched for

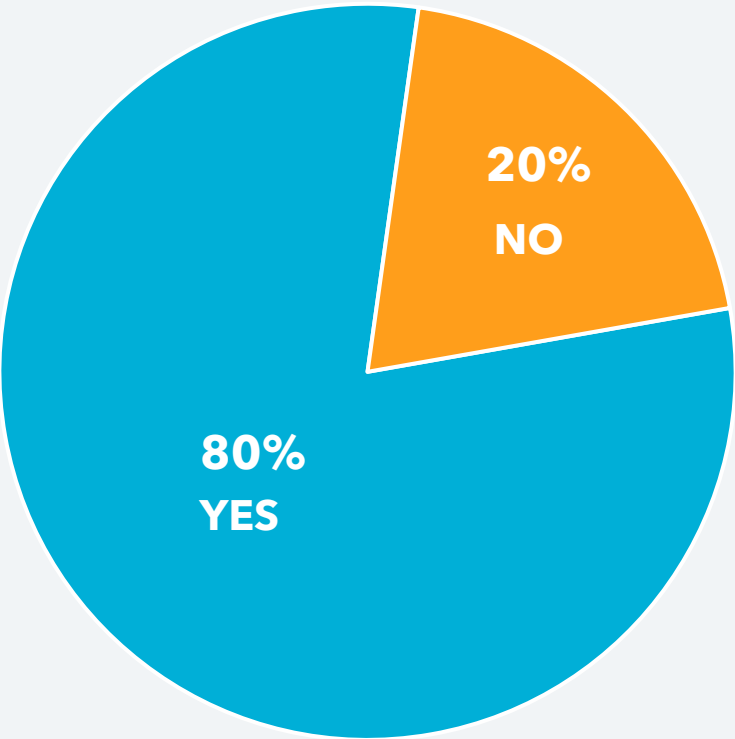
Four out of 10 do not consider any sustainability attributes when booking accommodation.



Q: What sustainability attributes do you look for in an accommodation?

Loyalty program membership

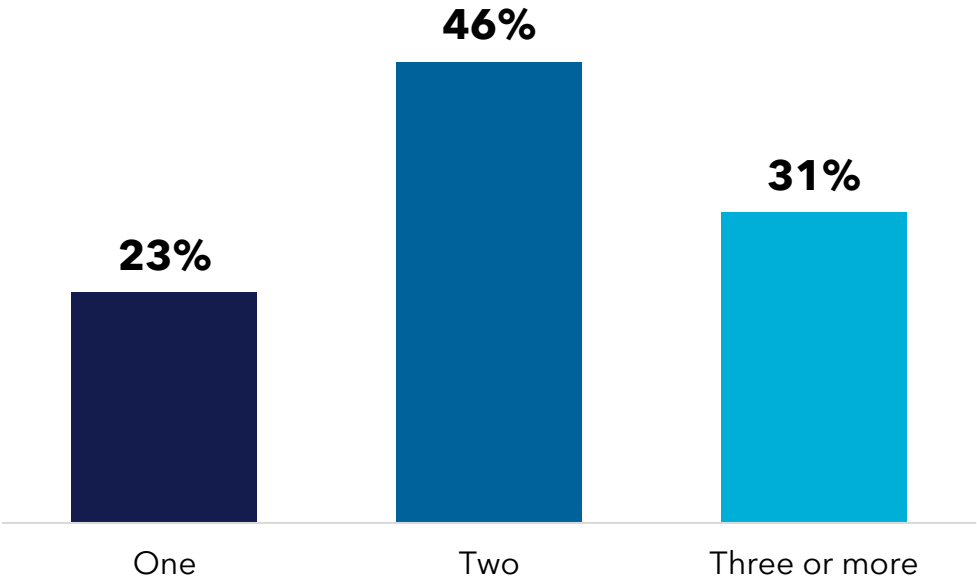
A significant 80% of surveyed business travelers are members of hotel loyalty programs.



Q: Are you a member of a hotel loyalty program?

Number of supported programs

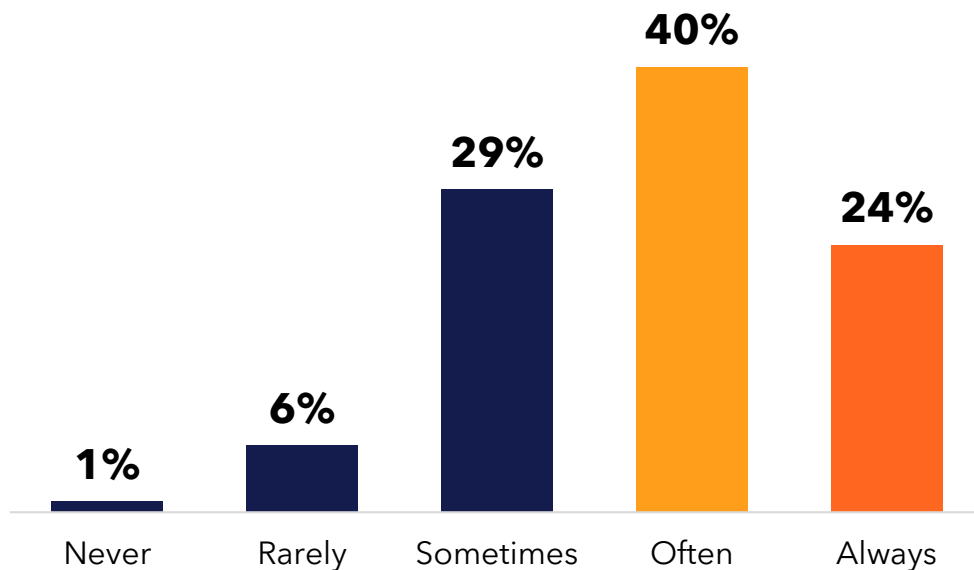
Three-quarters of travelers join two or more hotel loyalty schemes.



Q: How many loyalty programs do you normally support staying for work at the corresponding hotels?

Loyalty programs and hotel stays

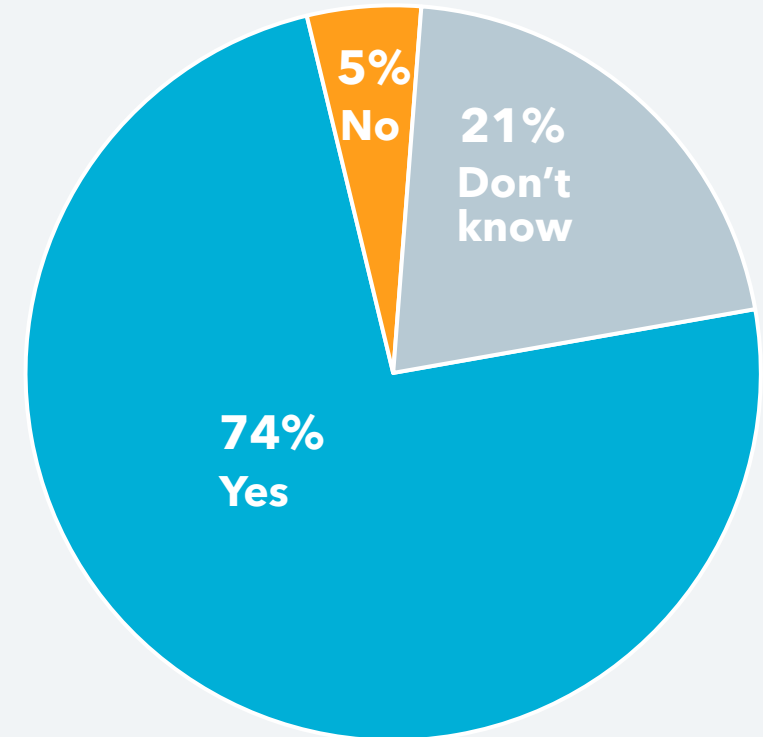
Two-thirds frequently stay at hotels affiliated with the programs they support.



Q: When traveling for work, how often do you stay at hotels belonging to the loyalty program(s) you participate in?

Keeping loyalty points

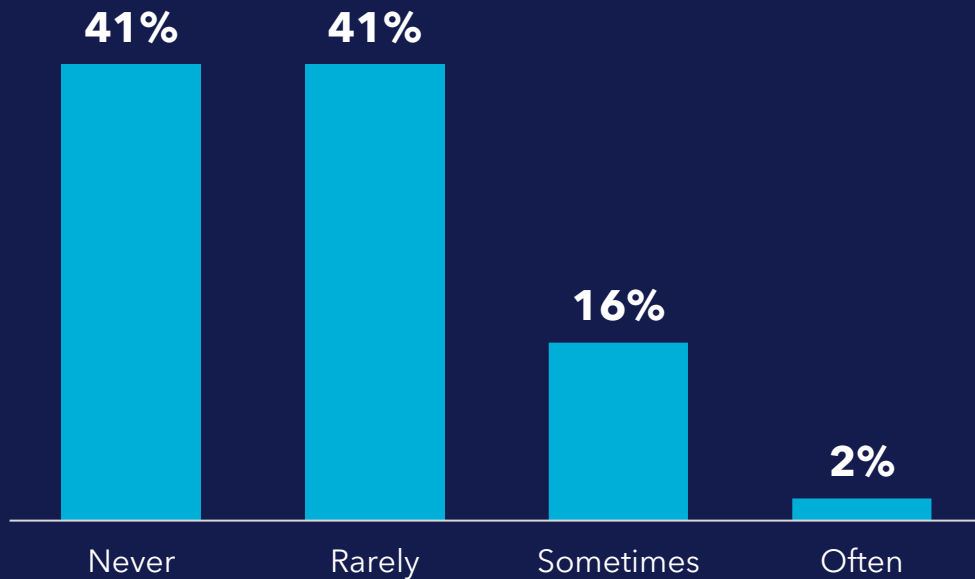
Three-quarters say that their employer allows retaining points earned from accommodation on business trips.



Q: Are you allowed to keep hotel loyalty program points earned on business trips?

Blending business and leisure

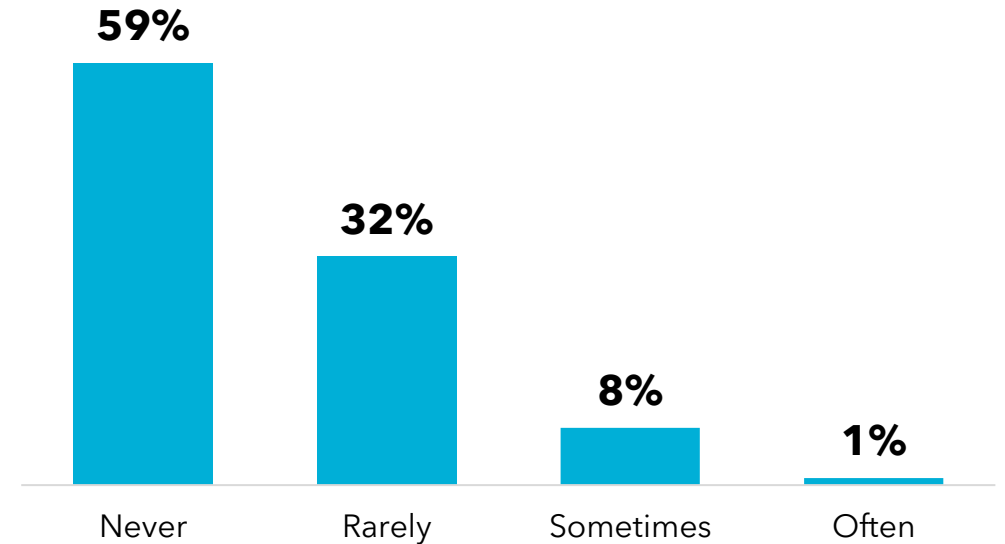
Six travelers out of 10 occasionally combine business trips with leisure.



Q: On a business trip, how often do you extend your stay for leisure?

Traveling with a companion

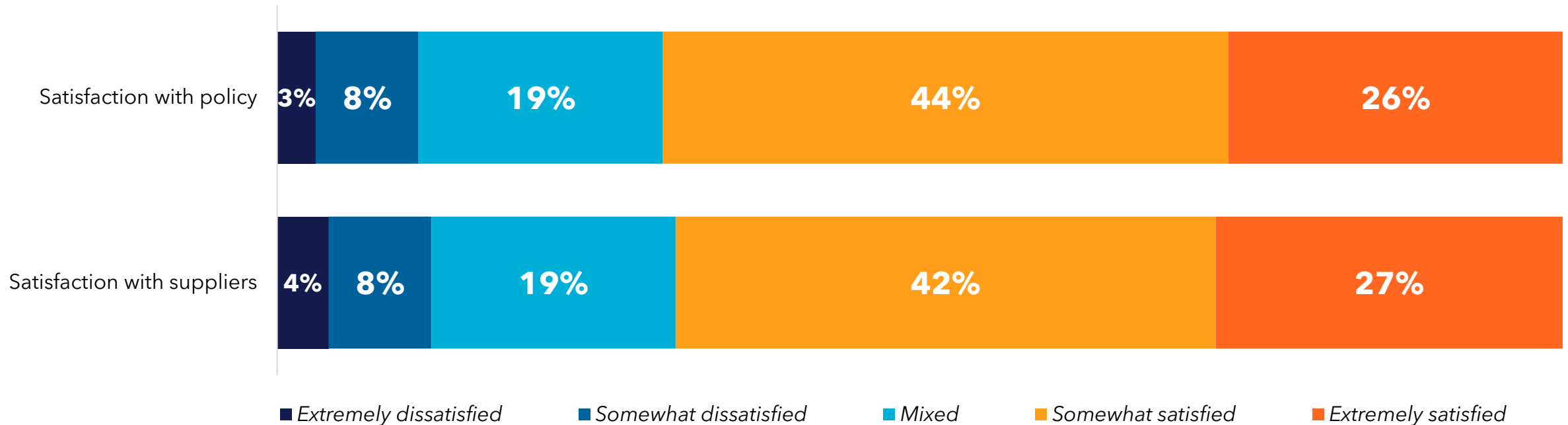
Four out of 10 occasionally bring their partners, family, or friends on business trips, most of them rarely doing so.



Q: How often do bring your partner, family member or a friend on a business trip?

Satisfaction with hotel policy and suppliers

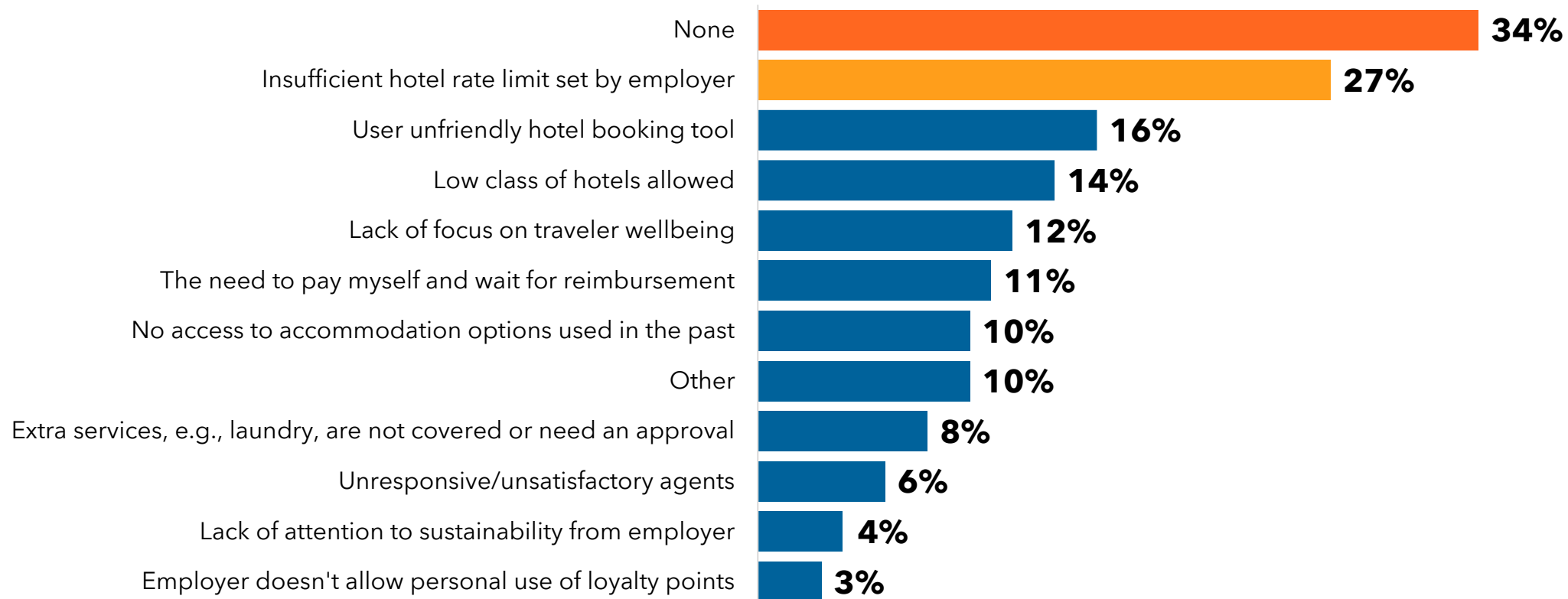
Seven travelers out of 10 are satisfied with their company's hotel policy and available accommodation suppliers.



Q: How satisfied are you with your employer's hotel policy and the preferred hotels available to you?

Challenges when booking accommodation

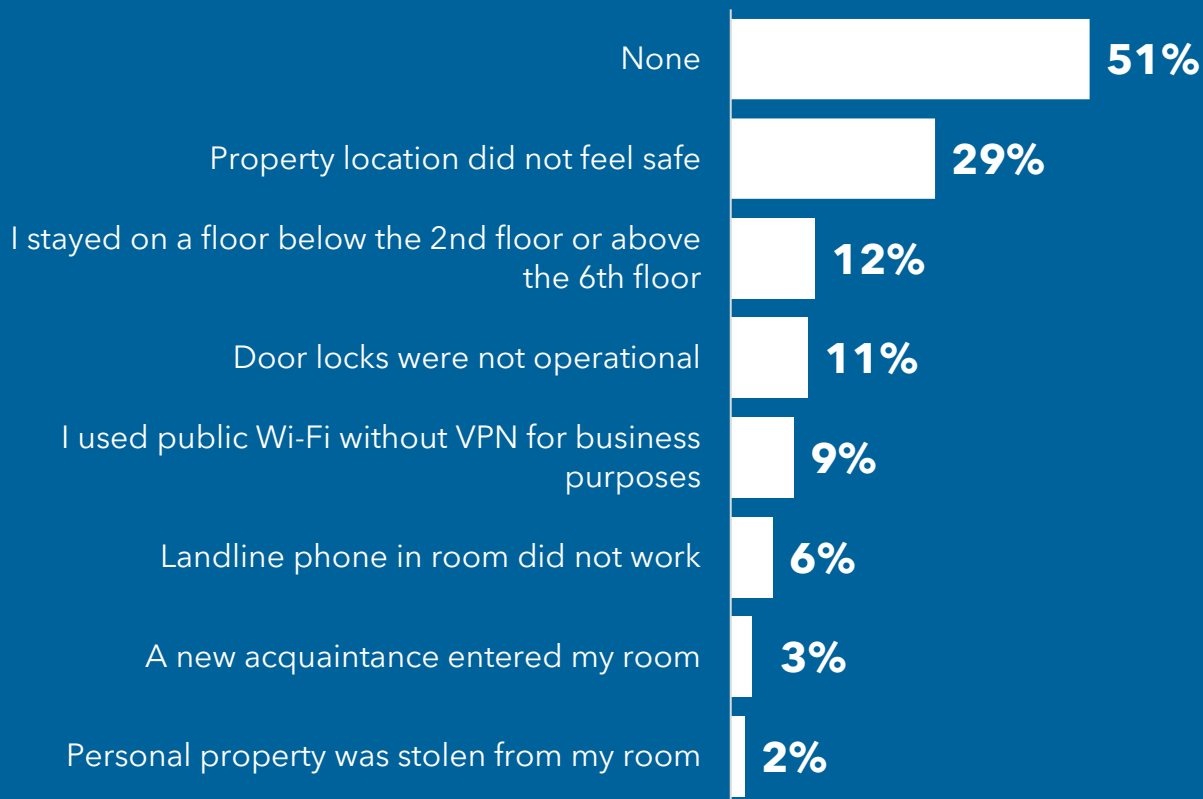
Insufficient hotel rate limits set by the employer is the biggest challenge travelers face when booking accommodation. One in three see no significant issues during booking process.



Q: What are your major challenges when booking accommodation? Select all that apply.

Risky situations

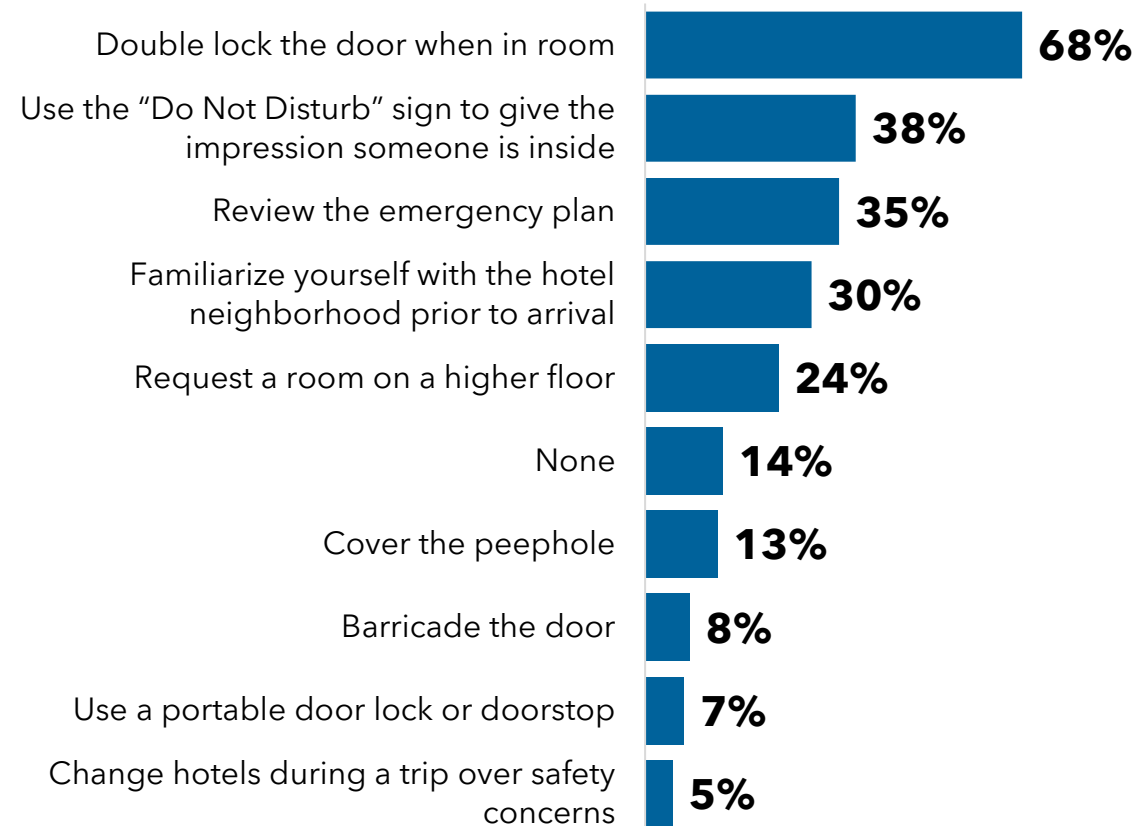
Around half of business travelers encounter safety concerns during hotel stays.



Q: What risky situations have you experienced during a hotel stay? Select all that apply.

Safety precautions

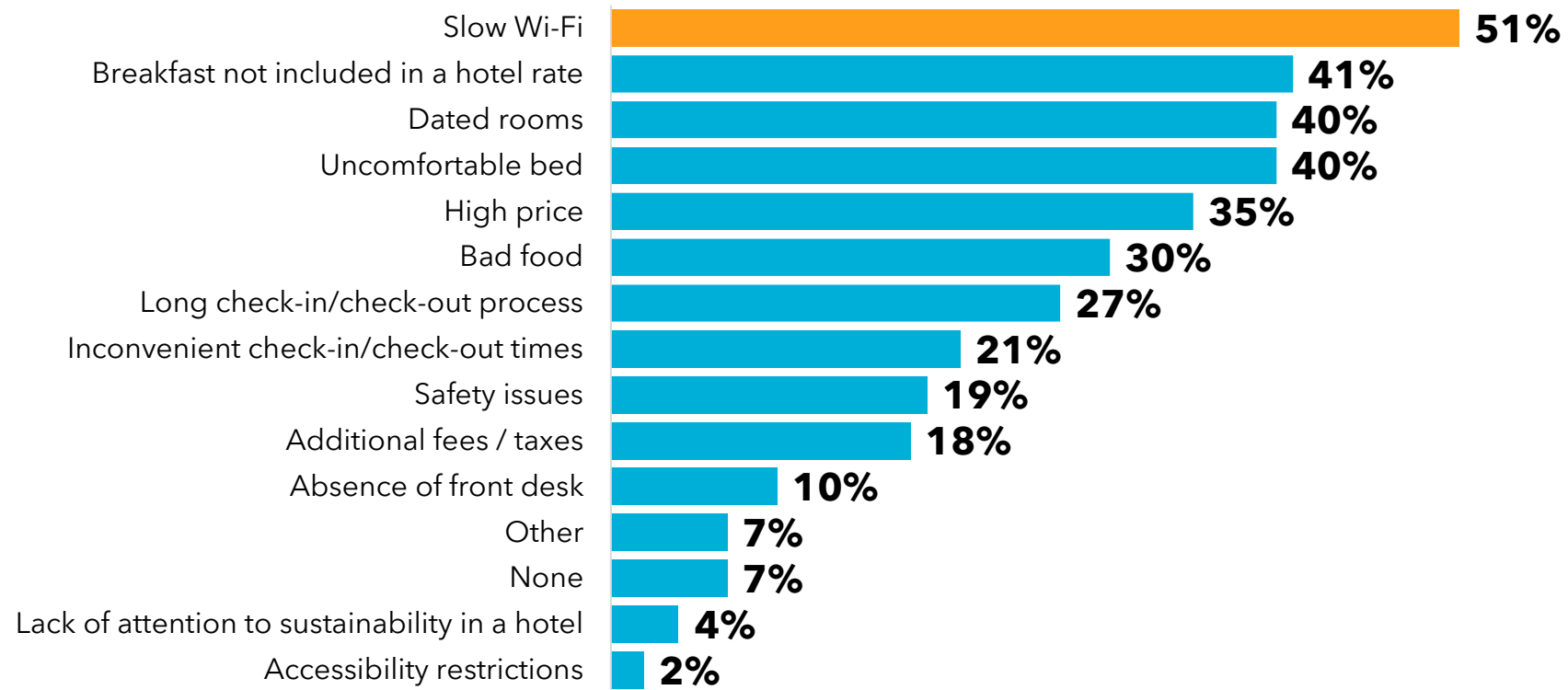
Double locking the door is the most common practice, reported by two-thirds of respondents.



Q: What safety precautions do you normally take when staying at a hotel? Select all that apply.

Points of traveler friction

During hotel stays, slow Wi-Fi is the leading source of frustration, according to half of the respondents. Four out of 10 aren't happy with breakfast not being included in a hotel rate, outdated rooms and uncomfortable beds.



Q: What issues related to a hotel stay cause the most friction? Select all that apply.

How BCD Travel can help

[TripSource®](#) is BCD Travel's total booking and trip management solution. From search to stay, TripSource empowers travelers with the power to book smarter, stay organized and travel with confidence.



Built-in policy guidance ensures travelers see options that align with company travel policies – no guesswork needed.



Smart Choice label highlights the best options based on price and policy, taking the uncertainty out of booking.



Loyalty program details and points awarded are clearly displayed at rate selection, helping travelers make informed choices and maximize rewards.



Location-aware recommendations show properties near office sites, landmarks, or airports.



Nearby alternatives appear when a selected hotel is sold out, so travelers can stay close without compromising on policy or quality.



Security-vetted property identifiers help travelers book with confidence, knowing accommodations meet duty of care standards – especially for high-risk destinations.



Hotel images and amenity details are displayed upfront, making it easy to compare and pick the right fit.



Flights, cars, or additional hotels are easily added to the itinerary after booking, keeping all travel details in one place.



After booking, **hotel contact info is just a tap away in the app**, making it easy to confirm details, ask questions, or notify delays – no searching needed.









Quick sentiment surveys after hotel stays gather traveler feedback and make improvements to the travel program as needed.

How BCD Travel can help

ADVITO

[Advito](#) is BCD Travel's consulting division with solutions designed to help you build and optimize your managed hotel program. Our solutions are powered by data and driven by people with the expertise to take your program to new levels of savings, sustainability, and satisfaction.

-  **Increase your negotiation leverage** with a strong, data-driven strategy to guarantee you're getting the best deals.
-  **Build a best-in-class hotel program** with our team of sourcing experts who will help you save time and resources, leading the entire process from building a solicitation list to final negotiations and beyond.
-  **Stay ahead of changing market conditions** with our always-on Dynamic Performance Management approach. Don't set it and forget it; monitor and optimize your hotel program throughout the year, making decisions based on data-driven insights.
-  **Drive savings beyond sourcing** with access to on-demand data visualizations, including market-rate and rate availability audits, day-of-week analysis, room type patterns, advance purchase patterns, amenities spend, and more.
-  **Influence traveler booking behavior** with our industry-leading traveler engagement techniques. We'll build omnichannel marketing campaigns designed to educate and influence your travelers.
-  **Reduce hotel-related carbon emissions** by sourcing preferred suppliers that align with your sustainability goals, and nudging travelers to book more sustainable properties when they're on the road.

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About BCD Travel

BCD Travel helps companies travel smart and achieve more. We drive program adoption, cost savings and talent retention through digital experiences that simplify business travel. Our 15,000+ dedicated team members service clients in 170+ countries as we shape a sustainable future for business travel. BCD's leading meetings and events management and global consultancy services complete our comprehensive suite of solutions for all aspects of corporate travel. In 2024, BCD achieved US\$22.9 billion in sales. For more information, visit www.bcdtravel.com.

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