

□ **What Travelers Want: Americans want to stay productive while on the road and more than half of travelers choose a hotel that allows them to do so.**

- 78 percent of Americans feel they need to be as productive when traveling as when they are in the office
- 80 percent of business travelers choose hotels that have the technology they need to be as productive on the road as they are in the office
- The majority of American travelers (80 percent) want their hotel guestroom to be designed around the way they really live
- 84 percent of travelers want a hotel that allows for multi-tasking on the road exactly how they do at home
- 33 percent of men and 31 percent of women would drive at least 10 miles out of their way to stay in a hotel with free high-speed wireless internet access in guestrooms and public areas
- 83 percent of frequent business travelers said that staying connected to friends and family is a top priority when traveling

Need For Flexibility: A combination of high-tech and high-touch service is very important to hotel guests. More than 70 percent of travelers would rather stay at a hotel that has check-in options, such as kiosks and front desks.

- More than 95 percent of Americans say their ideal business hotel provides quick service
- Nearly 100 percent of business travelers want their hotel staff to be knowledgeable of services offered at the hotel and in the neighborhood and surrounding area
- 81 percent of travelers prefer to make their own travel arrangements (hotel, flight, car, etc...) rather than trust this to someone else

Design Meets Demands: Cancelled flights, bad airport food and missed meals en-route are just some of the reason why more than half of Americans desire round-the-clock access to freshly prepared meals while staying in a hotel.

- 71 percent of travelers will only consider hotels whose guestrooms have up-to-date technology and more than 60 percent would only consider a hotels whose guestrooms had state-of-the-art technology
- 68 percent of travelers want the option to have freshly prepared meals 24/7
- 17 percent of men would drive at least 10 miles out of their way to stay in a hotel room with a 42-inch high definition TV, while only nine percent of women would

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