

Travel Means Business

LONDON & NEW YORK



In order to define and better understand the behaviours of business travellers, Blis looked at those audiences staying at global hotel chains in London and New York, and cross-referenced them with those visiting popular shared workspaces.

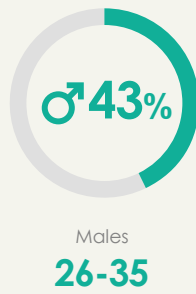
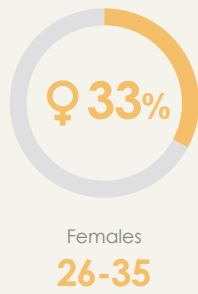
Office spaces: **weWork** **SPACES**. Global Hotel Chains: **W** **Hilton** **Four Seasons**

KNOW YOUR HOTEL AUDIENCE

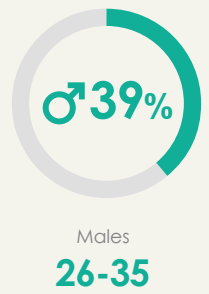
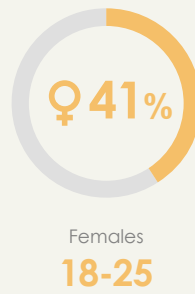


Hotel visitors tend to be young, with **26-35** being the most popular age, closely followed by **18-25**.

London



New York



CONTENT

Most travellers were seen viewing



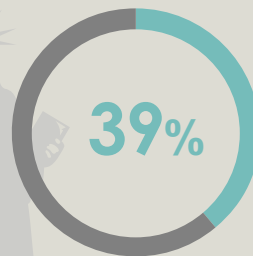
1. Business



2. Arts & Entertainment

SO WHO WERE THESE BUSINESS TRAVELLERS?

New York



of New York hotel visitors were also seen at a **WeWork or Spaces**.

London



of London hotel visitors were also seen at a **WeWork or Spaces**.

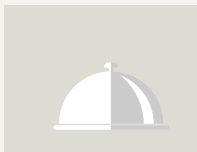
BUSINESS OR LEISURE?... OR BOTH?

New York

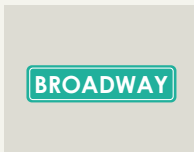
Business travellers in New York were also seen at:



Pubs & Bars



Fine Dining Restaurants
i.e. 4 Star, Michelin



Broadway

London

Business travellers in London were also seen at:



Pubs & Bars



Fine Dining Restaurants
i.e. 4 Star, Michelin



Oxford Street

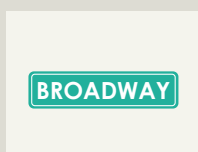
60%

of millennial business travellers have someone join them when extending a business trip for leisure*

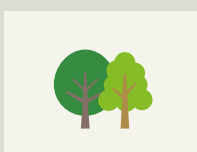
TAKING IN THE SIGHTS IN BETWEEN MEETINGS

New York

We saw that business travellers in New York were also seen at:



Broadway



Central Park



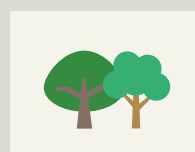
Madison Avenue

London

We saw that business travellers in London were also seen at:



Oxford Street



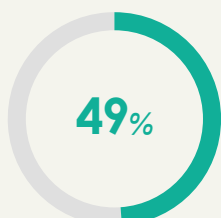
Hyde Park



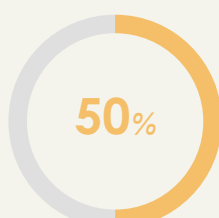
Sloane Street

LEISURELY LOCATIONS

For those traveling for leisure, we saw lots of foodies:



Visiting a fine dining restaurant



Visiting pubs & bars

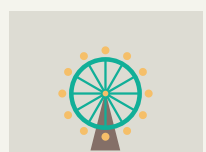
When they aren't fine dining they can be seen in:



Pubs & Bars



Shopping districts



Tourist attractions

Implications & Observations

The make up of hotel guests doesn't vary greatly between business or pleasure travellers based on demographics alone, but behavioural location data can help segment this group so that we may better understand the purpose of their stay and better serve the needs of the visitor.