

The Rise of **Female Business Travelers**

Get inspired to adapt to this growing movement & deliver an excellent experience.



Hello.

Put a face to our names



Maddy, Content Creator



Jill, Marketing Manager



Compass Furnished Apartments



Our Mantra.

Collaboration Over Competition



"The only way for us to thrive in our shared space is to work together and collaborate."



Maddy
Compass Furnished Apartments

Today's Rundown.

Buckle up, and get your pen and notepads ready



Getting Analytical

Rapid fire statistics, the world today, and it's changing expectations...



What This Means to You

How do these changes affect you?
Four guidelines to use and new price points...



Staying Ahead

What changes do you need to make? How to start the conversation and ask those key questions...



Wrap Up

Open Discussion
Q&A

RAPID FIRE STATISTICS

40%

**of all business travelers
are women**

60% of wealth in the
USA is represented
by women

80%

**of all travel decisions are
made by women**

RAPID FIRE STATISTICS

85%

of all purchasing decisions
are influenced by women

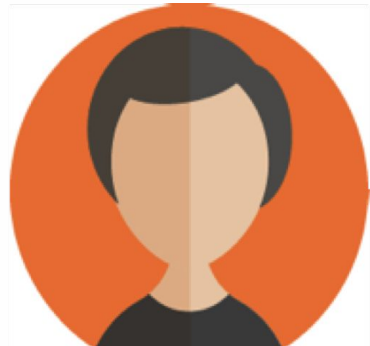


\$125 billion

The amount women business travelers are
expected to spend in 2020

The World As We Know It.

Differentiating expectations of what a travel experience should be



TRADS
1928-1944

Traditionalists

Loyalists
Prefer Print
Long form copy / print
ads



BOOMERS
1945-1964

Baby Boomers

Workaholics
Have FB or LinkedIn
Targeted social ads
optimized for PC



GEN X
1965-1980

Generation X

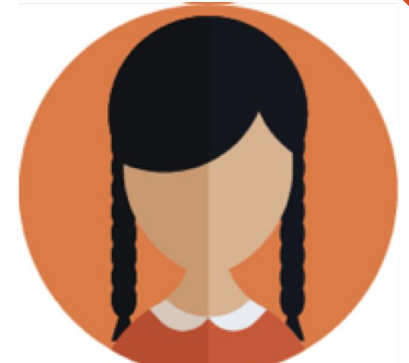
Work life balance
Social & online videos
Social media, google ads,
and blogs



GEN Y
1981-1996

Millennials

Goal oriented /Optimistic
Tech Savvy
Prefer to create content
Social and content creation
platforms



GEN Z
1997+

Generation Z

Digitally Native
Impulsive
Social Apps / Youtube
Digital on newer
platforms. Differ from
the norm

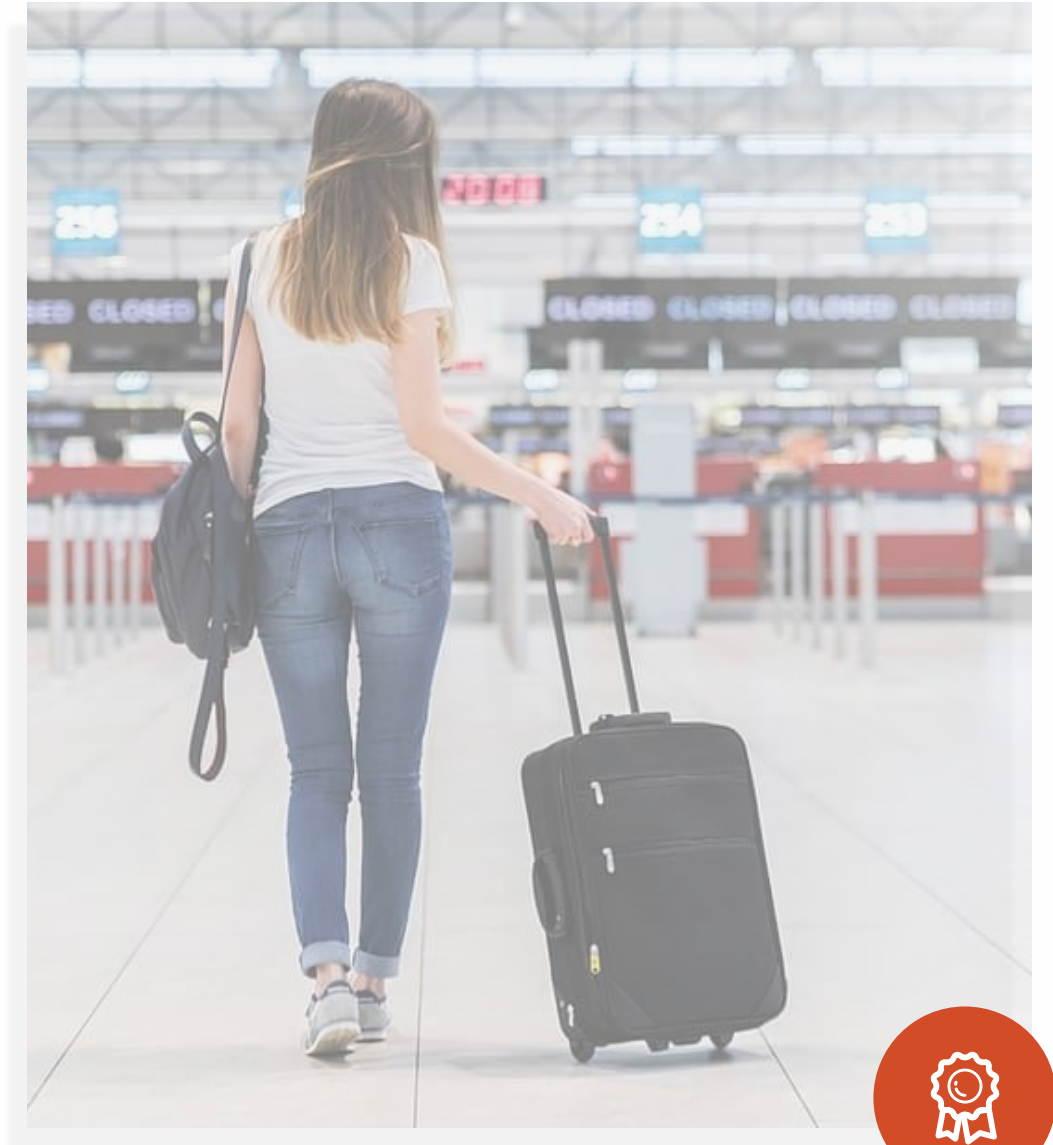
Now Picture This.



Growing Demand.

What this means to you & how this affects your business

1. Duty of Care
2. Frictionless, Informative, Flexible
3. Experience
4. Privacy





Duty of Care.

Making travel safe for your female travelers

- Communication to clients
- Partnering with the best
- Technology
- Goal to empower the female traveler



What You Can Do

Making travel safe for your female travelers.

- Prepare your female travelers
- Provide local destination guidance & info
- Offer emergency travel service resources
- Share critical behavioral tips

Create a full template with all this information and adjust accordingly. Have this be a go-to when sending pre-travel information.

“

It may not matter if you're covered by the most comprehensive travel risk management program out there. What matters is that you know how to immediately respond if a security incident or threat jeopardizes your safety and well-being

”



Kim Albrecht

Sap Concur - a travel & expense management company

Frictionless.

Informative & Flexible

The old way of sales is over

Women business travelers value more information about what to do and what to expect in their destination cities.

81% of millennials associate business travel with happiness and job satisfaction





Experience.

Immersive, Localized, Curated

Embracing the FOMO life...

Giving more than just four walls and a roof.

"I have the WORST FOMO...and guess what, I travel, I'm female, and I'm a millennial. So, I'm constantly preaching to my own choir."



Joanna

Compass Furnished Apartments

Privacy.

Keeping it all locked up

Secure vendors

Individual space

"Once you start weaving in personalized features like this, the experience you're building will be a complete game changer."



Jill

Compass Furnished Apartments



HOW ARE WOMEN SAVING MILLIONS?

Harvard Business Review did a survey looking at the differences men and women make when booking travel

Result 1: Women book flights an average of 2 days earlier than their male counterparts

Result 2: Women are spending an average of \$113 less per plane ticket



Forget this.



THE RISE OF FEMALE ROAD WARRIORS





Stay Ahead

Don't get lost in the craziness

- Inbound Marketing & Education
- Travel Platforms - OTA's & Travel Management
- Continuously Surprising
- Be Agile

"If you ain't first, you're last" - Ricky Bobby



Inbound Marketing.

Education = Power



Reduce Friction

Creating an inbound methodology within your team and building information for your female road warriors.



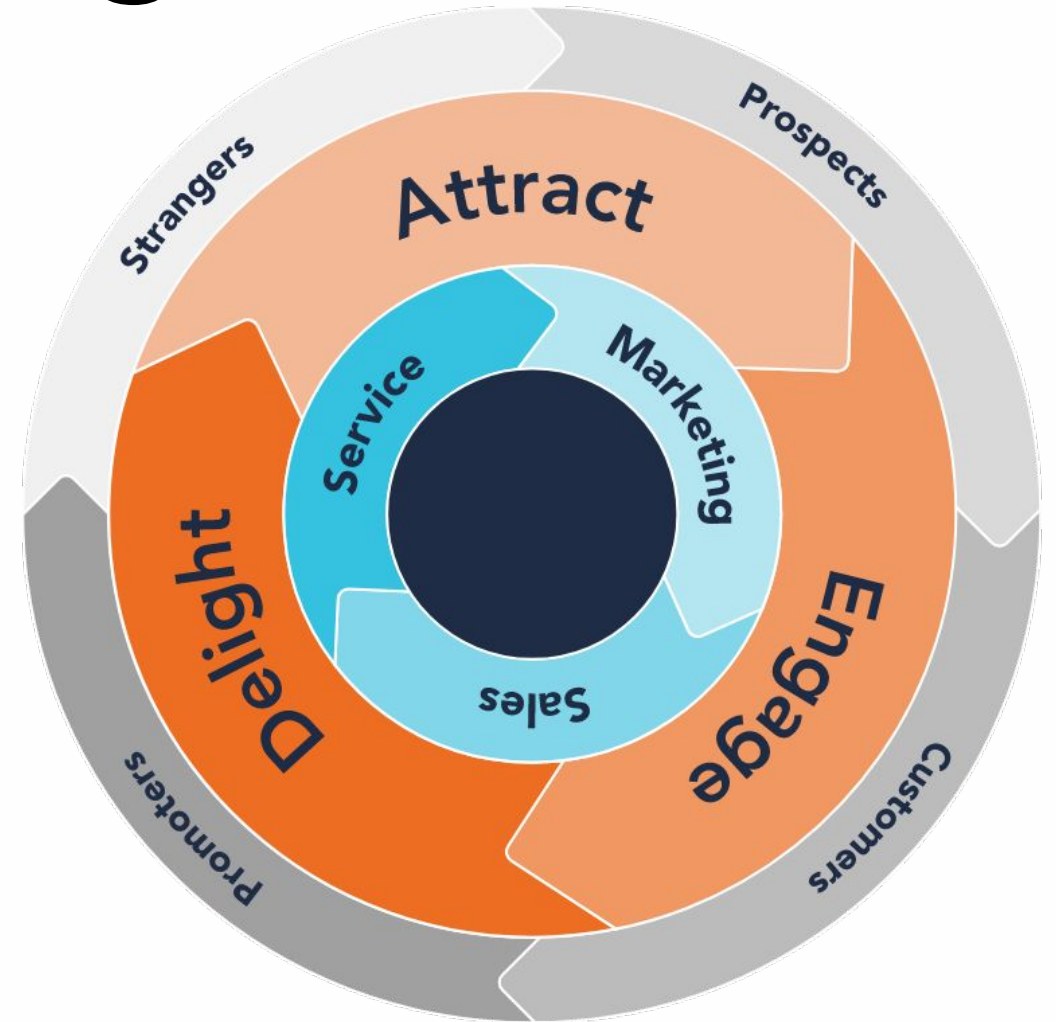
Online Booking

Real time booking, online, when they want it. Simple & Easy



Customer Experience

From education as a prospect to streamlined communication - we need to delight our clients beyond the sale



Stay Ahead

Don't get lost in the craziness



DISCOVERY

Prospect

Attract your clients through education.



SALES PROCESS

Resources

Build trust through resources for your team and clientele.



PRE STAY

Validate

Support emotional decisions with logic based facts.



DURING STAY

Delight

Relevant information is tailored to amplify experiences.



POST STAY

Nurture

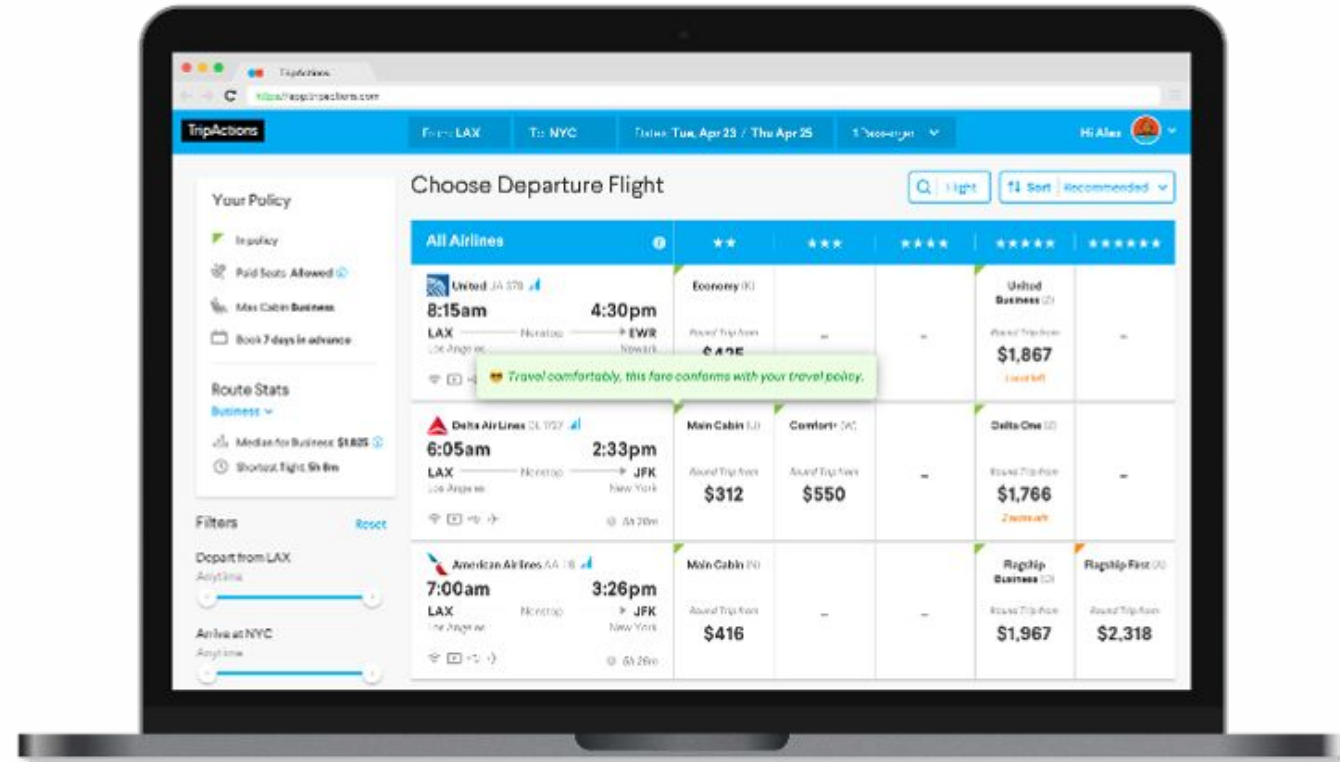
Continue to stay relevant by providing insight - engagement



Travel Platforms.

OTA's & Travel Management Tools

- Booking Sites (OTA)
- Aggregators
- Corporate Travel Management
- Go where your clients are.



Be Agile.

Bend your back and be flexible

- Always let your data dictate your decisions
- Test your market
- Be an aspirin not a vitamin





Thank You!

Questions? Comments?

Make sure to follow us:



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