Business Traveler Design Exploration 2018

By Vianka Aloras

1.1M

Business travelers stay in a sterile and cold hotel rooms **daily**

PLUS

They have to deal with tedious expense reports right after their trip.

SAP Concur: Expense report software used by the top consulting groups.

SAP Concur

Requests   Travel   Expense   Invoice   Approvals   Reporting ▾   App Center

Administration ▾ | Help ▾

Profile ▾

SAP Concur

Hello, Global

| + New | 00 Required Approvals | 01 Purchase Requests | 06 Invoices | 00 Available Expenses | 06 Open Reports |

TRIP SEARCH

ALERTS

ℹ You haven't signed up to receive e-receipts. ❓ Sign up here

👤 Booking for myself | Book for a guest

Mixed Flight/Train Search

| Round Trip | One Way | Multi City |

From ❓
Departure city, airport or train station
Find an airport | Select multiple airports

To ❓
Arrival city, airport or train station
Find an airport | Select multiple airports

Search

Show More

MY TASKS

00 Required Approvals →
Great! You currently have no approvals.
✓

00 Available Expenses →
You currently have no available expenses.
✓

06 Open Reports →
04/17 **Business Meal** $179.40
09/15 **Mileage Report** $23.01
09/15 **15.9.17 Report** $66.55
07/10 **Sales Conference** $2,561.99
10/20 **Sales Meeting**

MY TRIPS (0) →
You currently have no upcoming trips.

U.S. residents logged

463.6 M

trips for business purposes in 2018

Today's Business Traveler

- Average **45.9** years old

- Books **10 - 100** nights a year

- Long for the non-corporate, **boutique**, business-friendly experiences
  - **Home-away-from-home**
  - Extra comfy bed
  - Food & beverage variety
  - Workout facilities
  - Easier way to deal with **expenses**

Top 10% of business travelers spend an average of

$176,000

a year on lodging **per person**

Customer Quotes

"If only I could easily book my business travel through my **phone**, then I could book on my downtime."

_____

"Booking is the easy part, **expensing** is the worst!"

_____

" I want **good food, good bed,** place to workout - I get suggestions primarily from co-workers who have been there before - I also focus on how far is the commute to work. "

" I am on business so I can't spend too much, but I do want to have a nice place so I take the time to search on **my laptop and phone**"

_____

"I dislike when hotels don't have room service, there are def times **I don't want to leave** the hotel. I just want to lie in the bed and order room service." - Also, not being able to check-in right away."

_____

"I tend to heavily rely on my **hotel loyal accounts** and see where I get best bang for my buck "

Customer Motives

PROXIMITY

Lodging must be near or easy commute to work meetings and events.

SERVICE

Top customer service and cleanliness is important. Attentiveness to their daily needs and schedules is a plus.

INCENTIVES

Loyalty programs are a strong contributing factor for where business travellers book their lodging.
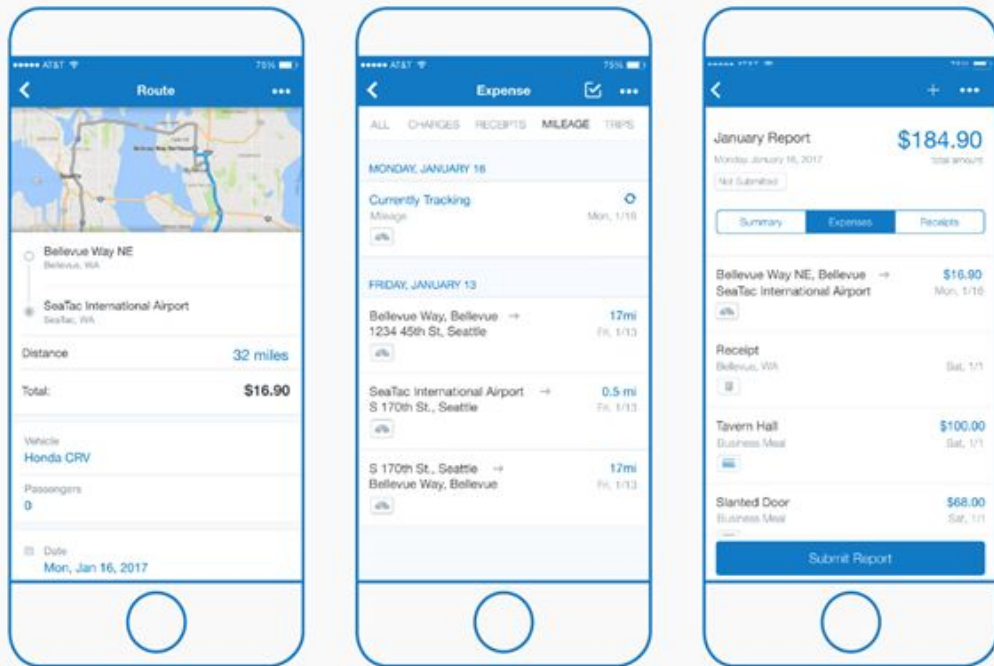
Comparison Matrix

Criteria	AIRBNB	Google Search	Booking.com	Kayak	Traditional hotel loyalty programs
Save Preferences		●	●		
Map with location proximities	●	●		●	
Price comparison		●	●	●	
Loyalty incentives			●		●
Downtime activities	●		●		●
Expense report integration					

Our Opportunity

Criteria	AIRBNB	Google Search	Booking.com	Kayak	Traditional hotel loyalty programs
Save Preferences		●	●		
Map with location proximities	●	●		●	
Price comparison		●	●	●	
Loyalty incentives			●		●
Downtime activities	●		●		●
Expense report integration					

MAIN PAIN POINT

Having to deal with expense reports through both desktop and mobile while toggling between hotel platforms.

Business Traveler Design Exploration 2018

How might we incentivize business travelers to book through Airbnb by providing a seamless expensing and loyalty program experience that delivers convenience and a craving to stay with our hosts again.
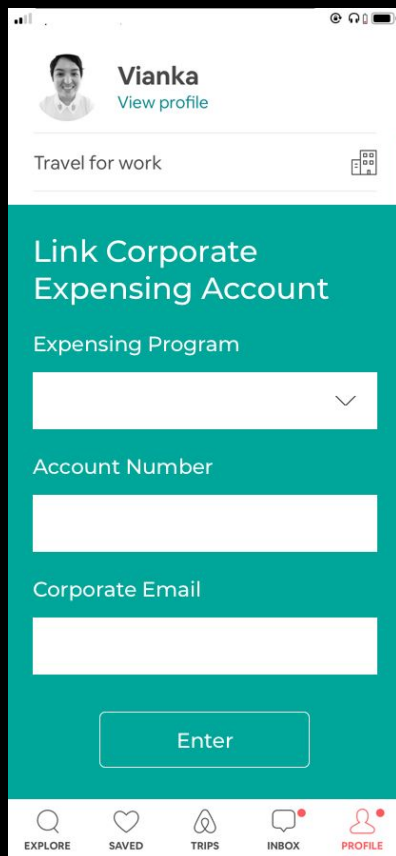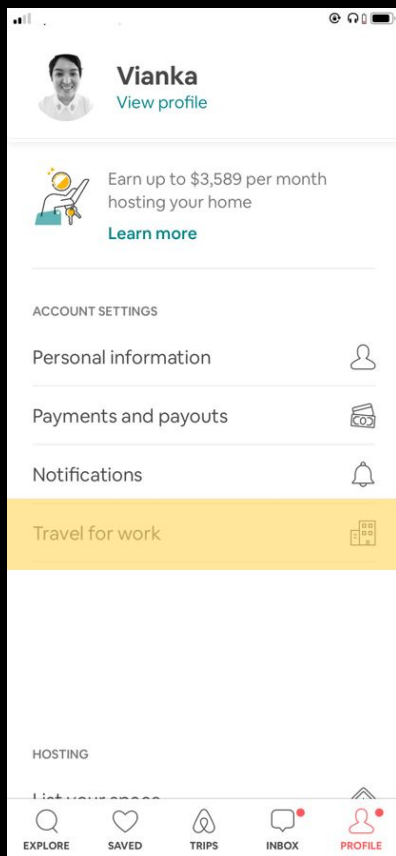
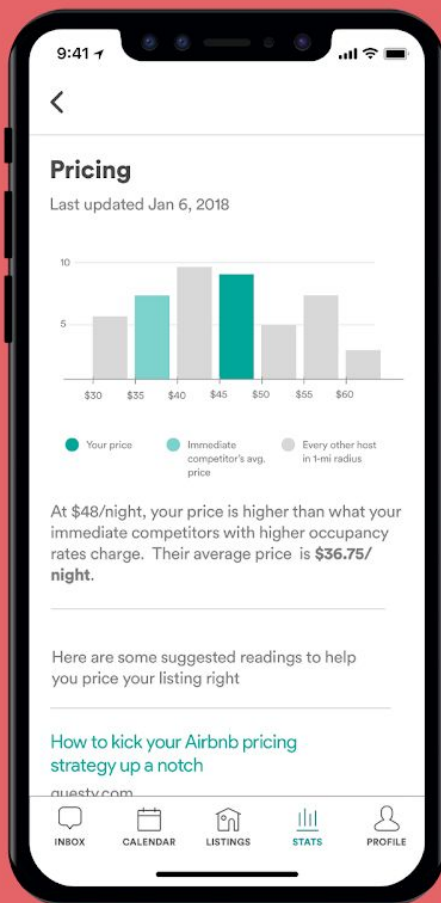Where we provide the home-away-from-home and **seamless expensing** experience.
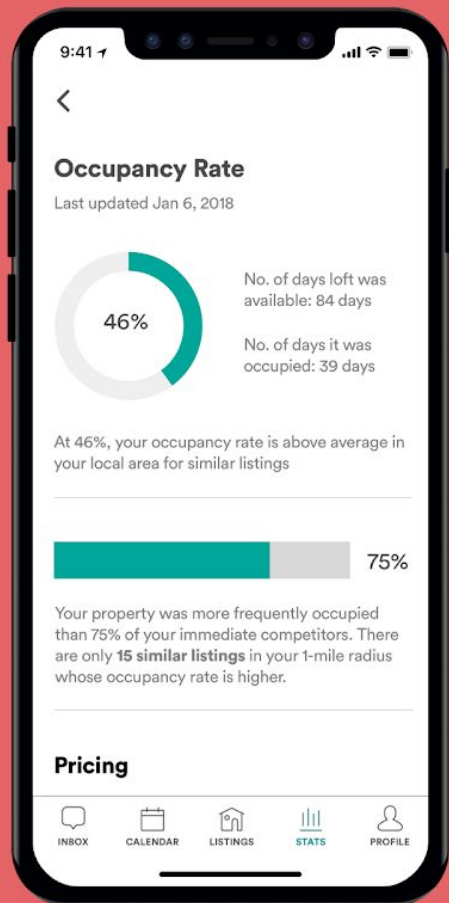
MVP

Phase 1

Phase 2

Measuring Success

- The growth of the number of corporate accounts linked

- Tracking the number of business travel nights booked

- Usage rate of the corporate verified bookings

- Positive feedback reviews towards seamless expensing reports

This is the only option you are giving business travelers if we don't do something about it now.

Are you in?