



Tips for Positively Influencing the

Start Date: Sep 5, 2019 9:00 AM

End Date: Sep 5, 2019 10:00 AM

Tips for Positively Influencing the Traveler Experience

Thursday, September 5th

9:00am ET 60 minutes

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The GBTA Business Traveler Sentiment Index™, in partnership with RoomIt by CWT, aims to understand how business travelers feel about their travel experience and how those feelings affect their actual behaviors related to travel. The research identifies the key drivers of business traveler satisfaction while examining trip behaviors, experiences, preferences and challenges.

GBTA and RoomIt by CWT will share how business travelers feel about their travel experience and how those feelings affect their actual behaviors related to travel as uncovered through the new proprietary, data-centered GBTA Business Traveler Sentiment Index™. The index addresses the key drivers of business traveler satisfaction while examining trip behaviors, experiences, preferences, and challenges. In addition, we also explore the importance of health and wellness to travelers on the road.

At the end of the session, participants should be able to:

Understand what drives traveler sentiment

Learn what amenities and wellness benefits travelers want when staying at hotels

Discover policy updates you can make to positively influence satisfaction, even if budgets are tightened

Identify ways to reduce traveler stress

Presenters: