



Reservations

by Peter Yesawich, Ph.D.

A quick overview of life on the road: The female business traveler perspective

*Another great article from The Rooms Chronicle, the #1 journal for hotel rooms management! ***Important notice: This article may not be reproduced without permission of the publisher or the author.*** College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

Notice: The ideas, opinions, recommendations, and interpretations presented herein are those of the author(s). The College of Hospitality and Tourism Management, Niagara University/The Rooms Chronicle assume no responsibility for the validity of claims in items reported.

Female business travelers continue to grow in numbers and now account for over 40% of demand for commercial lodging accommodations. Not surprisingly, however, their lodging preferences differ from those of male business travelers in a number of interesting ways.

Women now represent the majority of college graduates and will account for an estimated six out of ten recipients of baccalaureate degrees by the year 2010. It should therefore come as no surprise they now represent just over 40% of active business travelers, as more have elected to pursue full-time careers upon graduation. But their preferences for certain attributes of lodging accommodations differ from those of their male counterparts in a number of interesting ways.

As revealed in our 2006 National Business Travel Monitor™, female business travelers are significantly more likely than male business travelers to rate the following “basic” attributes of hotels “very/extremely” important:

- Clean, well-maintained rooms (99%);
- Extra security measures in place to insure personal safety (88%).

They also place a premium on convenience, particularly as it relates to the availability of complimentary transportation services from/to the hotel and around the local area:

- Offers express check-in/check-out (87%);
- Free local phone calls (83%);
- Complimentary shuttle from/to the airport (82%);
- Complimentary hotel-area shuttle service (71%).

Information on local events, activities, dining and entertainment is also of significantly greater interest to female than male business travelers, particularly when accessed through an interactive system on the in-room television (53% for female business travelers versus just 38% for males).

And perhaps not surprisingly, female business travelers are also significantly more interested than male business travelers in certain hotel “creature comforts” as reflected in the table below:

Hotel Creature Comforts Rated Important by Female Business Travelers	
Feature	% Rating Very/Extremely Important
Diversity of restaurants on premises	73
Casually elegant atmosphere and décor	68
Specially equipped rooms for female travelers	64
Microwave in guestroom	56
24-hour room service	56
Spa services	44

Finally, female business travelers are significantly *less* interested in having a mini-bar in the guestroom. ✧

(Dr. Peter C. Yesawich is Chairman and Chief Executive Officer of Yesawich, Pepperdine, Brown & Russell (YPB&R), America's leading marketing, advertising and public relations agency serving travel, leisure and lifestyle clients. The agency represents clients in every category of the travel industry through seven offices across the United States and Europe. YPB&R is an integrated marketing communications company that is known for its strategic thinking, breakthrough creativity, and innovation in marketing practice. The firm's Research and Brand Strategy Group is also regarded as one of the most respected sources of insights on the emerging travel habits, preferences and intentions of Americans, and co-authors the widely-acclaimed National Business Travel Monitor™ survey with Yankelovich Partners. YPB&R has conducted research and published analyses on affluent travelers, meeting planners, American gamblers, Canadian leisure travelers, and more. Internet: www.ypbr.com)