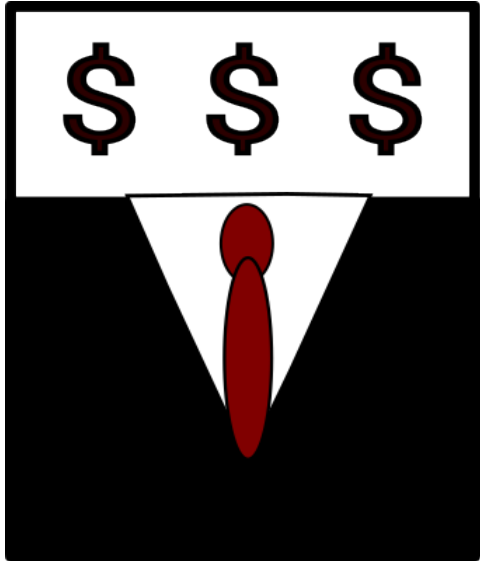


BUSINESS CUSTOMER



The business customer is someone who is affiliated with a medium or small enterprise of sorts. It is usually a manager, a supply chain person, or a procurement agent.

In short, it is someone with the main — and usually the only — goal of doing some business-related work and leaving right away. Their time is limited, and like so is their budget since all of their expenses on a business trip is covered by the company.

Common Traits

Budget: Limited

Duration: Short

Interest in Luxury features: Yes

Interest in 3rd party contracts: Yes

Interest in multi-hotel stays: No

Interest in part-time stays: Yes

Interest in group matching: No