

Skift + American Express:

# Lifestyle Habits of the 24/7 Business Traveler



**Skift Team + American Express**



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# About Us



## About the Hilton HHonors™ Surpass® Card from American Express

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Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,300 managed, franchised, owned and leased hotels and timeshare properties, with more than 715,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

Visit [news.hiltonworldwide.com](http://news.hiltonworldwide.com) for more information and connect with Hilton Worldwide at:



# Executive Summary

The needs of today's business travelers are changing. From on-demand WiFi and keyless check-in to healthy meals and 24/7 gyms, the on-the-go executive is focused on hotels that allow him to work more efficiently, provide amenities tailored to his helping him stay healthy on the road, and allow for perks that take away some of the sting of frequent corporate travel. With North American business travel spending set to rise six percent this year, from the \$292.2 billion spent in 2014, according to the Global Business Travel Association, hotels would be smart to listen to the evolving desires of the modern executive and implement strategies to engage him and ensure his loyalty.

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## About Skift

Skift is a travel intelligence company that offers news, data, and services to professionals in travel and professional travelers, to help them make smart decisions about travel.

# Introduction

There's a reason why frequent business travelers are called "Road Warriors." That's because time spent on corporate travel can be fraught with minefields: flight delays, spotty Web connectivity, unhealthy food and energy-sapping jet lag.

Hotels know this. They also know the competition for the \$310.2 billion dollars expected to be spent on business travel this year is fierce.<sup>1</sup>

That's why many are adapting their services to meet the needs of the business traveler with little time and an increasing desire for autonomy and personalized services.

That translates to a rash of amenities aimed at making the business traveler's stay the most productive it can be. They encompass mobile and in-room technologies like remote check-in and temperature controls so he doesn't have to spend the little time he has waiting on line at the front desk or arriving to a stuffy room for an afternoon conference call. Some hotels are designing rooms especially around the needs of the business traveler, with ergonomic desks and chairs, office supplies and proper lighting.

Staying healthy is another area to which hotels are devoting resources, by re-engineering their food offerings to accommodate executives with special diets, and placing fitness gear in-room so the late-arrivals don't have to wait until the gym opens in the morning to get a work out in post-flight. Others are taking this idea a step further by leaving their fitness centers open 24/7.

What's more, "feel-good" perks like customized mini bars, and enhanced social amenities are cropping up. These features – comfortable, coffeehouse-like lobbies, lush rooftop spaces and recreational offerings like early-morning guided runs – show hotels are becoming more attuned to a business traveler's need for downtime in a pleasant environment.

Finally, with telecommuting becoming more prevalent, and hotels offering competitive loyalty programs, business travelers are seeing the benefit in tacking on a day or two to their trips. This so-called "Bleisure" trend is prompting hotels to layer in perks aimed not only at the solo traveler looking to spend an afternoon exploring the area, but activities for families who may be appearing post-stay.

And as this is all happening, Millennials are increasingly in the mix. With a unique spin on what they expect from the business-travel experience, coupled with a facile relationship with technology and expectation of "on-demand" everything means that hotels need to take this growing demographic into consideration now and in the future.

# The 21st Century Business Traveler



▲ Almost one in five Americans report traveling for business each year, and half of business travelers take four or more trips a year, according to a survey sponsored by the Hilton HHonors™ Surpass® Card from American Express.

## Who is the Modern-Day Business Traveler?

Today's on-the-go executive is savvy and always connected, whose time is a precious resource. He views his hotel as a home away from home and expects it to deliver all the amenities he is used to accessing when not on the road.

He relies greatly on tech to do his job efficiently. That means he expects WiFi to be automatic, and, being used to working in an information-rich environment, requires problems to be solved swiftly and with little fuss.

Maintaining his health is important, even if it means squeezing in a quick workout before he starts a conference call, or being able to choose a smoothie over a bacon and eggs breakfast.

And since he's often using his room as his base, it needs to be outfitted to make sure he's most productive.

"They don't just want to have a home away from home," says Chekitan Dev, Associate Professor, Service Marketing, at the Cornell School of Hospitality. "They also want to have an office away from the office. A lot of

time the business traveler ends up working in their room two, three, four times a day. They need it to be as efficient as if they were in their own office."

Female business travelers – 47% of women who travel do so for business—require that too. But they have other needs, most often to do with security measures, reliable and empathetic personnel, healthy options and cleanliness. Assistance in areas of the world where she is expected to conform to social restrictions is also top of the list.

Finally, Millennials and their travel habits are shaping corporate travel like never before. They greatly depend on technology and use mobile devices more than their colleagues. In a recent survey, of the 75% of travelers (over multiple age groups) who said that they use smartphones for business and personal reasons while on the road, those 18–30 years old were the most likely to do so.<sup>2</sup>

Since they are used to tapping into their devices for services like groceries, instant music downloads and sundry deliveries like dry cleaning and household goods, Millennials expect to be able to do the same at their hotel. They are also more apt to extend a business trip into a vacation and use loyalty points on their journeys.

# THE 21<sup>ST</sup> CENTURY BUSINESS TRAVELER

Nearly

## 1/5

of Americans report traveling for business a year.



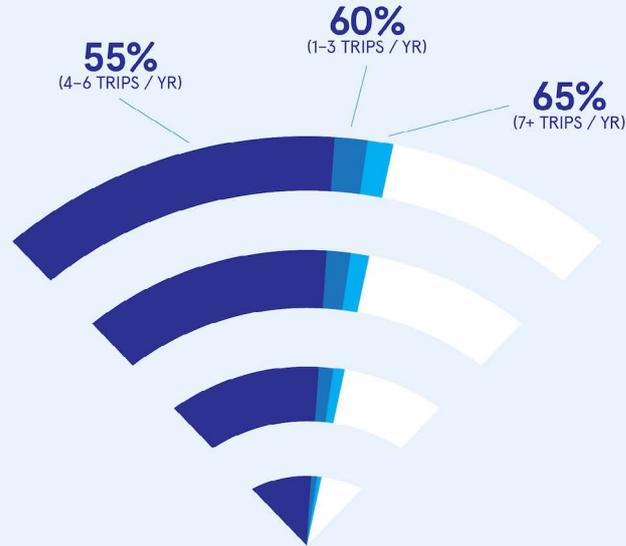
## 1/2

Of business travelers take 4 or more trips per year.



## Wi-Fi

Wi-Fi is reported as the No. 1 amenity among frequent business travelers, surpassing free breakfast and exercise facilities.



Source: Skift Trend Report sponsored by The Hilton HHonors™ Surpass® Card from American Express

# WELLNESS HABITS OF THE 24/7 BUSINESS TRAVELER

### SLEEP HABITS

Among frequent business travelers, 36% report worse sleeping habits while staying in hotels on the road.



### FITNESS HABITS

65% of business travelers either exercise less, or will only exercise depending on the state of hotel facilities.



### LEISURE ACTIVITIES

Almost 1/3 of business travelers add leisure activities to their business trips on every, or nearly every trip.



Source: Skift Trend Report sponsored by The Hilton HHonors™ Surpass® Card from American Express

# How Hotels and Airports are Catering to the 21st Century Business Traveler

No matter the age or gender of the road warrior, they share a common desire to save time.

in their request. They can also access the Internet and social media through it anywhere on the property, and leave com-

“ In prior decades, the business travelers were of a generation where they learned to spend time but save money. Now they are prepared to spend money but save time.

— **Chekitan Dev**

Associate Professor, Service Marketing, at the Cornell School of Hospitality

”

That philosophy is apparent from the moment they step through security all the way to the end of their trip when they are accepting their keys from the hotel valet.

## Efficiency Amenities on the Rise

The Four Seasons recognized the need for time-saving amenities several years ago. It was first to market when it created its mobile app in 2013, working with Intelity on software that would allow guests to communicate with staff, place orders and request amenities from any location.

This type of technology is priceless to today's business traveler. Need your car? No need to call the front desk, or wait while a valet retrieves it. By using the app, your car could be waiting for you at a time you request.

The same applies to room service ordering, spa reservations, housekeeping requests, wake-up calls and luggage assistance.

Instead of waiting on hold to ask for an extra pillow while you could be on a conference call, guests can use the app to put

ments and feedback. A bonus? Guests need their last name and room number to access the app; no need for password retrieval. This is handy for the multi-tasking executive.

“My expectation as a consumer has changed very rapidly,” says Mark Hollyhead, SVP, Egencia, of today's business traveler, “to the point where I have little tolerance for things that don't work. The need for me to fix where I see a problem in a hotel? I expect technology to be able to assist me in fixing it.”

Indeed, since business travelers are very comfortable with digital devices – 95% own a smartphone, 64% own a tablet and on any given trip, some bring as many as four devices<sup>3</sup> – other brands are launching technologies that allow them to use their devices to communicate their needs to hotel staff.

Since a business traveler spending one night downtown might not be able to find a laundry service before it closes, or have time to hit the lobby bar for a burger before heading to bed, Hilton's Conrad Hotels

## ▶ The Key to Efficiency

Perhaps the biggest time-saver of all? Free, reliable WiFi.

When asked which hotel amenity was most important to them, 61.5% of heavy business travelers (or those taking seven or more trips) said free WiFi. Of light travelers, or one to three trips, 60% reported valuing free WiFi, while 55% of moderate business travelers (four to six trips) reported doing so in a survey sponsored by the Hilton HHonors™ Surpass® Card from American Express.

“They want always-on WiFi,” says Dev, “like you do at home. Turn on your machine and it's there.”

created an app that lets her do that on her own time, before she's even arrived. Called "Concierge," it allows her to use her phone to request services she'd normally rely on the front desk for, plus order the next morning's breakfast and set her wake-up call. This means she can focus exclusively on her work when she checks into her room.



Virgin Hotels' new mobile app, Lucy, takes it a step further. It lets users book spa appointments, and works as a remote control, streaming content to in-room televisions, and allowing guests to remotely adjust their room's temperature. Running out of juice but forgot your charger? Executives can use Lucy's livechat feature with hotel staff to request an extra one.

With this in mind, it's no secret that the simplest form of communication – the text – is perhaps the most valuable to the business traveler since it frees her to be able to control her stay without spending excessive time communicating with hotel staff. Enter Zingle ([www.zingle.me](http://www.zingle.me)). Its mobile-based platform is allowing hotels like Loews and the Four Seasons to tap into the "on-demand" needs of the business traveler without completely revamping their PM systems. Need an extra blanket? Guests can text a mobile concierge number, get an immediate response and then return to what they were doing. The beauty for business travelers is that they can make their request while en route, or in a meeting,



further decreasing the time they have to spend explaining their need to someone on the property.

Other hotels are focusing on in-room workspaces, and making sure the business traveler has every tool he needs the moment he sits at his desk.

Choice Hotels International offers business travelers staying in its Cambria Suites separate living, sleeping and work areas that are 25 percent larger than the industry standard. Each features an in-room media hub, that can accommodate a host of devices including a laptop, mp3 player and provides AV connections to the television in the living area.

## Health and Wellness Gets Attention

But productivity goes beyond being able to review a Power Point presentation in-room. Today, the executive is just as focused on what he is eating and where he can squeeze in a workout as he is making sure his report can be downloaded on the hotel's WiFi.

"The demands of the business traveler are particular," says Mia Kyricos, Chief Brand Officer at Spafinder Wellness Inc. "Since

their stays are not always that long and they are arriving at odd hours, hotels are finding they need to cater to them with access to spa and fitness facilities. Many of them are twenty-four seven now with keycard access. Spas are at a point where they need to evaluate their hours."

That's already happening in several markets. The hotels that are recognizing that spa treatments are no longer a luxurious treat, but a key part in shaking off jet lag and increasing energy levels, include the Emiliano in Brazil's Sao Paulo. It ushers just-arrived guests into their full-service spa for a complimentary 15-minute massage. Oberoi Hotels and Resorts keeps their spas open continuously for guests who arrive after traditional business hours.

Still, they've got a while to go to catch up to the health and wellness amenities offered by hotels worldwide.

Westin has long been the leader in providing guests who forgot to pack their shorts and sneaker fitness equipment through their partnership with New Balance. Now others are doing the same, benefitting business travelers who don't want to haul gear in their carry ons. Loyalty club members at all Fairmont properties have access to Reebok sneakers and clothing. Those staying at Trump Hotels will find kits with iPods and Under Armour fitness gear.

Other hotels, understanding the popularity of classes like spinning, TRX and Barre, are partnering with local studios to offer a la carte access to guests, and even building such classes into their on-site offerings. The Crossfit-addicted executive used to squats, heavy weights and burpees won't be satisfied with the treadmill at the hotel gym. So he may choose to stay at the Fairmont in Washington, DC's Georgetown. Its guests have access to CrossFit workouts

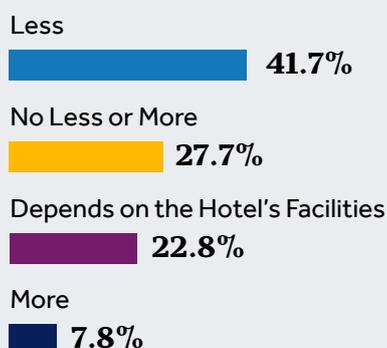
at the Balance Gym adjacent to the hotel. At New York City's Refinery Hotel, guests don't have to travel far to get on a spin bike; classes are held on the rooftop. And W Hotels' FIT with Tara Stiles, an instructor and owner of Strala Yoga, features an in-room workout video and accompanying tip cards for executives hoping to shake off jet lag or get their stretches in pre-dawn.

These types of amenities are important to the business traveler. When asked in a survey sponsored by the Hilton HHonors™ Surpass® Card from American Express how often they exercise on a business trip, 22.8% said it depends on the hotel's facilities. An estimated four in ten, or 42%, say they exercise less when on the road, 7.8% said they exercise more, and 27.7% said they exercise no less and no more.

Food is also taking on greater importance, with many executives adhering to gluten-free, vegan and Paleo diets.

"You're starting to see greater food sensitivities now," says Spafinder's Kyracos. "People have really started to understand the connection between nutrition and performance." Perhaps no other brand understands this better than Even Hotels.

### When Traveling for Business, I exercise:



SOURCE: Skift Survey 2015



After studying the demands of the modern business traveler, the Intercontinental Hotels Group-owned brand last year launched its series of hotels specifically focused on enabling her to be her most productive. The includes in-room Fitness Zones with workouts of different lengths so she can exercise when it's convenient, proper in-room lighting and ergonomic furniture, premium mattresses, bedding and linens, and white noise machines.

It also offers executives a range of healthy eating options. Business travelers staying at these locations can dine at the Cork & Kale restaurant, which features hearty salads, flat breads and cheese and hummus platters, as well as numerous Vegan and Gluten-Free meals, or grab a meal from a lobby kiosk. There, they'll find healthy snacks like Chobani yogurt, edamame, dark chocolate, smoothies, almonds and Food Should Taste Good chips.

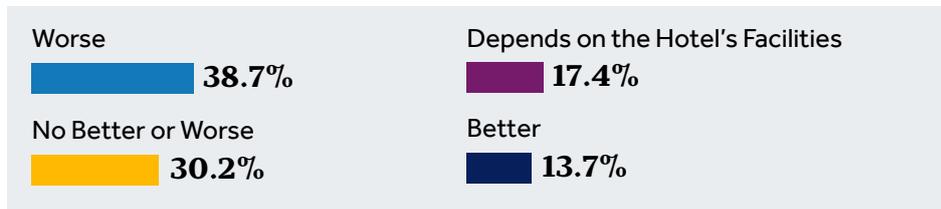
"We did research specifically with our target guest audience to take a look at what was the big opportunity that was missing in business travel," says Jason Moskal, Vice President, Lifestyle Brands, The Americas, Intercontinental Hotels Group. "They were looking for an experience that would help them stay on track. So we developed Cork & Kale with two components. There is a sit-down opportunity where they can order or they can do the grab n go for a bite to eat when they are heading out or when they come back."

This thinking carries over to in-hotel meetings and conferences. Kyricos says many are adding healthier fare to their catering menus. Instead of relying on donuts and pastries to fuel attendees mid-morning, many can expect to see granola, fruit and yogurt instead.

A good night's rest is also an important factor in a road warrior's productivity level.

When asked in a survey sponsored by the Hilton HHonors™ Surpass® Card from American Express about their sleep habits on the road, 38.7% said they were worse than at home, 13.7% said they were better and 17.4% said it depends on the hotel. Just under a third – or 30.2% - said they slept no better or worse while traveling for business.

## When Traveling for Business, My Sleep Habits are Generally:



 SOURCE: Skift Survey 2015

While hotels can't force a road warrior to tuck in at a certain time, they are offering amenities to promote peaceful sleep.

They include bedding tailored to the guest's preference, back-supporting headboards and noise machines. Road warriors are increasingly finding iPads in room from which they can place a room service order the night before, or notify the valet before they turn down for the night when they'd like their car ready in the morning. The end result? A few more zzzzs.

### On-Site Perks Make the Most of Downtime

Even the most harried executive finds few minutes of downtime. But who wants to hang out in the room, no matter how nice it is?

Hotels are beginning to understand this and are creating pleasant, dynamic spaces for executives to enjoy a drink with colleagues, catch a few rays at the end of a long day and liaise with others during their stay.

"Some of the larger companies have realized that they have to create urban resorts," says Cornell's Dev. "Imagine going to a nice resort but you are in the city. You can feel relaxed and you feel like you are having a mini vacation. You bring that resort sensibility into the city."

He says Rosewood's properties are a perfect example of this trend. The Rosewood Mansion on Turtle Creek in Dallas, for example, features plush indoor sitting areas, an intimate, leather-lined bar, an outdoor pool with food and beverage service and sauna, and outdoor seating areas with open-pit fireplaces and couches.

The MGM Grand in Las Vegas also offers on-the-go executives easy to access downtime including four pools with private cabanas, daybeds, outdoor cafes, a salon and spa and golf.

“

They make it feel more like a resort but in a city setting,” says Dev. “We are not living in box A or box B, it is a flow between two boxes.

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## Expanded Leisure Travel

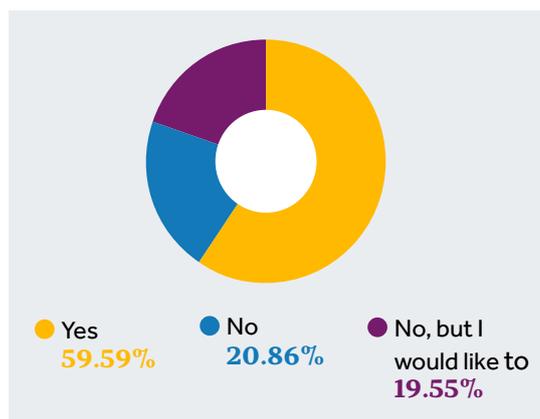
Many executives are clueing into this and extending their stays to include time with local friends, solo sightseeing or a few days with the family who may fly in on the tail end of his trip.

There's a name for it: Bleisure, or mixing business travel with leisure activities.

When asked in a survey sponsored by the Hilton HHonors™ Surpass® Card from American Express, more than one in three business travelers indicated adding leisure activities to their business trips on every or nearly every trip. Light and moderate travelers (39% of those who travel 1-3 times a year and 40% of those who travel 4-6 times a year) said they add leisure activities nearly every or every trip at a slightly higher rate than those who travel 7+ times a year (30%).

### Have You Taken 'Bleisure' Trips While Traveling, Blending Business Travel with Leisure?

Nearly 80% do add, or would like to add, 'bleisure' trips while traveling for business. 25% of those that answered 'No' cited lack of time.



SOURCE: <http://skift.com/wp-content/uploads/2014/10/BGH-Bleisure-Report-2014.pdf>

Millennials are helping drive this trend. With more free time than a more seasoned executive or business traveler with a family at home, these folks are taking every opportunity to maximize the time they are spending on the road.

"They think nothing of, 'I am going to Istanbul for a company meeting, how much time do I have there to have fun?'" says Dev.

In fact, 66% of millennial high-frequency travelers say "unique rewards" is an important factor in choosing a hotel loyalty program, according to a new Deloitte study, *Winning the Race for Guest Loyalty*.<sup>4</sup> Of their older counterparts, 43% value unique rewards.

Hotels, wise to this trend, are offering special rates extended only to loyalty program members. Travelers may find they can choose to have comped nights after a pre-set number of stays, or smaller perks like complimentary wine, beer, and fruit and cheese in their rooms, late checkout times or access to an on-call concierge service.

To make their stays worthwhile, hotels are providing extra services. These include arming concierges with knowledge of local attractions and providing guests with a list of nearby activities.

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### 3 Key Strategies for Harnessing the Business Traveler

- **Save Her Time.** Do what you can ahead of time to make her stay problem-free. This includes reaching out to see what they might need ahead of their arrival, including dinner reservations, directions to nearby locations and anything extra in the room from mini bar options to extra-firm pillows.
- **Get Staff on the Same Page.** If your aim is to treat the business traveler like a VIP, make sure you are disseminating this message to all staff with appropriate instructions and guidance. Your strategy is only as good as the people who are executing it.
- **Focus on the Needs You Can Fill.** Free, consistent WiFi and free breakfast top most business travelers list of must-haves. Even if you can't immediately roll out an innovative digital strategy, or retrofit your fitness center, filling these key needs will go a long way to engendering loyalty among the executive set.

In the end, "it's enabling them to have the stay in the way that's most productive to them," says Mark Weinstein, Global Head of Loyalty and Partnerships for Hilton Worldwide. "Nobody is traveling to go to a hotel. They are going there to accomplish something. We want to give them the tools they need. Convenience, comfort, time. It's about empowering the customer."

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### 3 Ways the Business Traveler Can Have a Better Stay

- **Rank What's Important to You.** If you need to be very close to the convention center in which you plan to hold a packed day of meetings, make sure you choose a hotel in a location that makes sense. If you have been charged with holding a cocktail reception, do your homework and find a hotel with space to accommodate your party. Each hotel has its unique characteristics, but none is the same.
- **Sign Up for Loyalty Points.** Almost every hotel brand offers guests loyalty points if they sign up for a program. Use them for extended stays, to stay at a property on a separate vacation or, depending on the program, for perks like concert tickets and even airline miles.
- **Don't be Afraid to Ask.** Ask any hotel and they will likely say that no request is too odd. They want you to enjoy your stay and come back. "The key is having a relationship with the hotel," says Weinstein, "and doing so in a way that allows you to be more productive and efficient."

# 24/7 Service to the 24/7 Business Traveler

Demands on the high-performing executive or business owner are 24-7. When she's traveling for business, those demands don't go away. If anything, they increase. Ever get off a six-hour flight that didn't have wireless on board? Sometimes it seems that communication backlog never catches up.

Today, almost one in five Americans report traveling for business. Like many who provide direct services to travelers, we at American Express always want to understand how we can better serve our traveling customers' needs. We are only as good as the products, services and benefits that deliver actual value to our Card Members.

In addition to the proprietary research we conduct regularly, we chose Skift, one of the leading authorities on the travel industry in today's 24-7 information-driven world, to help us extract insights about the frequent business traveler.

As an example, we learned that "Road Warriors" (those who travel 7+ a year) are less likely than their moderate business travelers (those who travel 4-6 times a year) to add leisure activities to their business trips (30% vs. 40% add leisure to "every or nearly every trip"). This valuable finding, which is one of several, helps us understand how our products can be positioned more relevantly to the frequent business traveler, who juggles a personal life in between all those instances checking in-and-out of hotels.

We might think of hotel credit cards like the [Hilton HHonors™ Surpass® Card from American Express](#) as an enabler to the business traveler, providing perks, such as earning accelerated Hilton HHonors points (up to 12x), that allow Card Members to enjoy the fruits of their labor whether traveling on business or leisure.

As anyone in our industry knows, the loyalty landscape is crowded, brands are competing for the hearts and minds of savvy consumers to foster long-term relationships and mutual loyalty. It's our goal to work with our partner, [Hilton Worldwide](#), to stay abreast of business travel trends in order to continually improve and add benefits for Card Members along their journeys.



# About Skift

Skift is the largest industry intelligence and marketing platform in travel, providing news, information, data and services to all sectors of the world's largest industry.

Based in New York City, Skift has deep experience in identifying and synthesizing existing and emerging trends in its daily coverage of the global travel industry and through its Skift Trends Reports. Skift is the business of travel.

Visit [Skift.com](http://Skift.com) for more.

# Like What You See?

Skift's new content studio SkiftX helps brands such as MasterCard, Amadeus, American Express, Club Med, Hilton, and others create thought leadership in the global travel industry, through trends reports, research, branded content, social media audits and other content marketing initiatives, and helps distribute through its industry marketing platform.

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# Further Reading

Footnote 1:

[http://www.gbta.org/PressReleases/Pages/rls\\_011215.aspx](http://www.gbta.org/PressReleases/Pages/rls_011215.aspx)

Footnote 2:

<http://skift.com/2014/11/04/understanding-the-digital-habits-of-millennial-business-travelers/>

Footnote 3:

<http://blog.pressreader.com/business/2014/03/19/mobile-habits-todays-business-traveler/>

Footnote 4:

[http://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us\\_THL\\_hotelloyaltyPOV\\_071614.pdf](http://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us_THL_hotelloyaltyPOV_071614.pdf)