



PRESS RELEASE

Carlson Wagonlit Travel Research: More Than a Quarter of Chinese Business Travelers Value Hotel Rewards Over Safety

Minneapolis, 31 May, 2018: More than a quarter (26%) of business travelers from China are happy to sacrifice safety for hotel loyalty and rewards incentives, according to research commissioned by Carlson Wagonlit Travel, the global travel management company.

Globally, three in ten business travelers said they would choose points over personal safety. Travelers in the Americas are likeliest to do so (39%), followed by Europeans (34%) and travelers from Asia Pacific (28%).

“Clearly, travelers are very focused on their hotel loyalty points – they will go to great lengths to get their hands on those benefits,” said David Falter, President, RoomIt by CWT. “One way of meeting that challenge – short of tougher enforcement – is to let travelers collect points for booking within policy.”

What makes business travelers feel unsafe at hotels?

Almost one in three (30%) Asia Pacific business travelers – and 22% of Chinese travelers – expressed concerns about safety at hotels, in contrast to 27% travelers from the Americas and 23% of European travelers.

When asked what makes them feel unsafe, exactly half the travelers surveyed globally said they worry about an intruder breaking into their hotel room. This was also the top concern for travelers from China, with 67% saying they worry about intruders in their hotel room.

Four in ten travelers said they worry about hotel staff inadvertently giving out their room key or information to a stranger (41%) – a concern shared by 63% of Chinese respondents – or disruptions caused by the actions of other guests (40%).

And a third of respondents identified fires (36%) and terrorist attacks (33%) as causes for concern. Chinese travelers (65%) are the most worried globally about a fire breaking out during their hotel stay.

What precautions do travelers take to stay safe at hotels?

As expected, the vast majority of travelers globally (75%) – and 88% of Chinese travelers – said one of the measures they take to stay safe is keeping their room door locked at all times.

“While most hotel rooms lock automatically, a number of solutions available on the market can provide an added layer of security,” said Falter. “Items such as door wedges, portable door locks and travel door alarms can help a traveler secure their room more effectively.”

More than a third of travelers surveyed (37%) said they take the room key out of key folder so people can’t link the key to the room. Travelers from the Americas (42%) are more likely to do this than those from other regions. More than half of Chinese travelers (51%) said they take this approach.

Another tactic is to put the "do not disturb" sign on the door when they leave the room – one adopted by 30% of travelers globally and 35% in Asia Pacific. Again, travelers from China are the most likely to do this, with more close to half (48%) of those surveyed saying they employ this tactic.

Travelers also believe that the floor they stay on can impact their safety and security. Almost a quarter of those surveyed (23%) said they opt for a higher floor when possible, while 15% choose a lower floor. Around two in ten travelers (21%) said they avoid staying on the ground floor. Interestingly, nearly three in ten (29%) Chinese travelers said they prefer staying on a lower floor – more than travelers from any other country in the survey.

“Security experts typically advise staying between the third and sixth floors, where it becomes difficult for an intruder to break in, but you’re still within the reach of most fire departments’ ladders,” added Falter.



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About the survey

The CWT Safety & Security Study was created by Carlson Wagonlit Travel and conducted through Artemis Strategy Group between the 29th of January and the 9th of February, 2018. Survey data was collected from more than 2,000 business travelers from the Americas (Brazil, Canada, Chile, Mexico and the United States), Europe (France, Germany, Italy, Spain, Sweden and the United Kingdom) and APAC (Australia, China, India, Japan, Singapore and South Korea). To participate in the study, business travelers were required to have made more than four business trips within the past 12 months.

About Carlson Wagonlit Travel (www.carlsonwagonlit.com)

Companies and governments rely on us to keep their people connected. We provide their travelers with a consumer-grade travel experience, combining innovative technology with our vast experience. Every day, we look after enough travelers to fill more than 260 Boeing 787s and 100,000 hotel rooms - and handle 105 events. We operate in around 150 countries, and in 2017 posted a total transaction volume of more than US\$ 23 billion.

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About RoomIt by CWT

RoomIt by CWT is a division of Carlson Wagonlit Travel. The data-driven technology behind RoomIt delivers a one-stop-shop experience with all the rooms, rates, amenities, loyalty bonuses and features necessary to enhance the travel experience. Its universal distribution ensures all hotel offerings are accessible across all booking channels. RoomIt's Loyalty Booster program encourages compliance by offering travelers points and miles as an incentive when they book within program.

About Artemis Strategy Group (www.artemissg.com)

Artemis Strategy Group is a communications research firm specializing in brand positioning, thought leadership and policy issues.