



The Business Target

Influential, Affluent, Tech-savvy and On-the-move

The “Business Elite” market represents **\$1.7 trillion** of business purchasing decisions

Their combined personal net worth is valued at over **\$1 trillion**

The US “Business Elite”:
Travel frequently, spend more nights in **hotels**, are heavy users of technology, enjoy the perks of their positions in their personal lives, valuing **personal luxuries**, the latest **technical gadgets**, and a high **quality of life**

Defining the Business Target:

The Hotel Networks is a powerful and efficient tool for reaching a business audience. When referring to the business audience we consider two different categories: the “Road Warrior” and the “C-Suite Business Executive.” Both groups are attractive targets for business-to-business marketers, as well as luxury marketers because both have a large amount of personal income and they control a significant amount of corporate purchasing dollars. However, both of these groups are challenging to reach through traditional media due to the highly mobile nature of their lifestyles.

Consumer Characteristics:

Road Warriors travel frequently for business. They stay in business-class and upscale hotel chains like Marriott, Hilton & Hyatt. They are employed full-time, often in a sales professional or managerial capacity. Many Road Warriors are entrepreneurs and own small to medium-sized businesses and are responsible for a huge amount of business purchasing decisions. Road Warriors are also consumers of electronics and other products that make their on-the-go lifestyle easier and more manageable.

C-Suite Business Executives have a powerful influence on purchase decisions for their business and personal spending. According to a study of the U.S. Business Elite¹, the average “Business Elite” American executive is overwhelmingly male (87%), possesses at least one degree (74%), has an average personal (not household) income of over \$400,000 and net worth – excluding real estate holdings – exceeding \$1.7 million. The average “Business Elite” executive represents \$2.7 billion dollars of business purchasing decisions. In addition to their influence over business purchasing, this audience is also the most sought-after target for high-end goods and services.

C-Suite Business Executives:

49%

Take more expensive vacations (\$3,000+ per person)

60%

Own HDTVs

45%

Have automobiles costing \$35,000+

68%

Own laptops

35%

Have golf club memberships

35%

Use DVRs

Reaching the Business Audience:

The business audience is highly attractive to marketers because: they have a significant amount of disposable income, they are early adopters of new technology, and they are influential within their businesses and communities. The challenge confronting marketers is how to reach these highly mobile professionals most efficiently. Because of their on-the-go lifestyles, the business audience is difficult to reach through traditional media.

Nearly a quarter of C-Suite executives who have stayed in a hotel in the last year, have spent 5+ nights in hotels for business. Reaching this audience when they are in the distraction-free hotel space is a surefire way for a marketer to break through the clutter and establish a connection.

¹Ipsos BE: USA 2007 The Media Survey of the United States’ Business Elite ²MRI Doublebase 2007 ³Ipsos BE: USA 2007 The Media Survey of the United States’ Business Elite ⁴Ipsos BE: America’s Business Elite - Voracious Consumers of All Media



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