

## New Survey Shows Travelers Seek a Hotel Designed with Multi-Tasking in Mind

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With nearly 7.4 million Americans saying the lines between their personal and professional lives blur, travelers are demanding the tools to allow that blended lifestyle to continue while on the road.<sup>1</sup> According to a new survey from Hyatt Place, 84 percent of business travelers want a hotel that allows for multi-tasking on the road exactly as they do at home.<sup>2</sup>

The Hyatt Place survey found productivity is a top concern for business travelers, with 78 percent of respondents saying they feel the need to be as productive when traveling as they are when they're in the office. Further emphasizing this point, more than 70 percent of business travelers will only consider hotels with guestrooms offering up-to-date technology.

'Hyatt Place conducted extensive research to determine how people's lifestyles have evolved and identified a need to marry technology and comfort. As a result, the guest's transition from home to our hotel is more seamless than ever before,' said Alison Kal, vice president, marketing, Hyatt. 'Hyatt Place provides access to the technology our guests need to maintain productivity in a comfortable, familiar environment.'

### Maintaining Productivity is a Top Concern for Business Travelers

In addition to the 78 percent of respondents who said they feel the need to be as productive when traveling as they are in the office, half of travelers say their companies do not cut them any slack in their productivity when they're traveling for business. Additional survey findings include:

One third of business travelers will drive 10-30+ miles out of their way to ensure they stay in a hotel with free high-speed wireless internet access in guestrooms and public areas

More than 80 percent of travelers choose business hotels that have the technology they need to work efficiently

81 percent of travelers say the guestrooms in their ideal business hotel are designed around the way people really live

*1 Sterling Brands conducted a quantitative online study among 400 American travelers, ages 25-55, who stayed in hotels 3+ times in the past 12 months. The survey was conducted between December 12-15, 2006.*

*2 On behalf of Hyatt, Sommers Marketing Research conducted a quantitative online study of more than 1,000 American travelers, ages 25-54, who stayed in hotels 1+ times for business in the past 12 months. The survey was conducted between February 16-18, 2008.*

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