How Digital Travel Management Programs Are Making Business Travel Personal Again

And the small but mighty market segment who will benefit most



Hilton Highlights

- 83% of B2B buyers prefer to use self-service, digital travel options that ease the process of booking and managing travel.
- 2 SMBs are outpacing corporations in their return to post-pandemic travel, because the success of their business requires it.
- The more digitally savvy a business is, the higher their expectations are of their partners' services and capabilities.
- Enhanced loyalty offerings and streamlined booking experiences are only the beginning.

Programs like Hilton for Business offer a new way for businesses to make travel count for more.

hasn't been easy in recent years. Growing consumer demands for more agile technology and seamless digital solutions have shifted the way we all work and interact. In this new golden age of travel, it's top-of-the-docket for companies to conform to this shift in customer preference (and expectation), and hospitality is no exception. Hotels, travel companies and other travel providers are making notable investments to the digital journey for travelers, reshaping to offer an easier to use travel booking experience that removes traditional tension points. And there's one all-star group who this will particularly impact.

Travel planning, especially for small and medium-sized businesses (SMBs),

underserved because of their size, but they believe and, rightfully so—that this era of increased digital personalization should afford them the same access to tailor-made care as other, bigger companies. Historically, it can be difficult for SMBs to find travel packages that work best for them, and those can

SMBs are changing the way business is done all around

the world. They are pioneering solutions, finding new

come at hefty efficiency and budget costs. But what if business travel was easier for everyone?

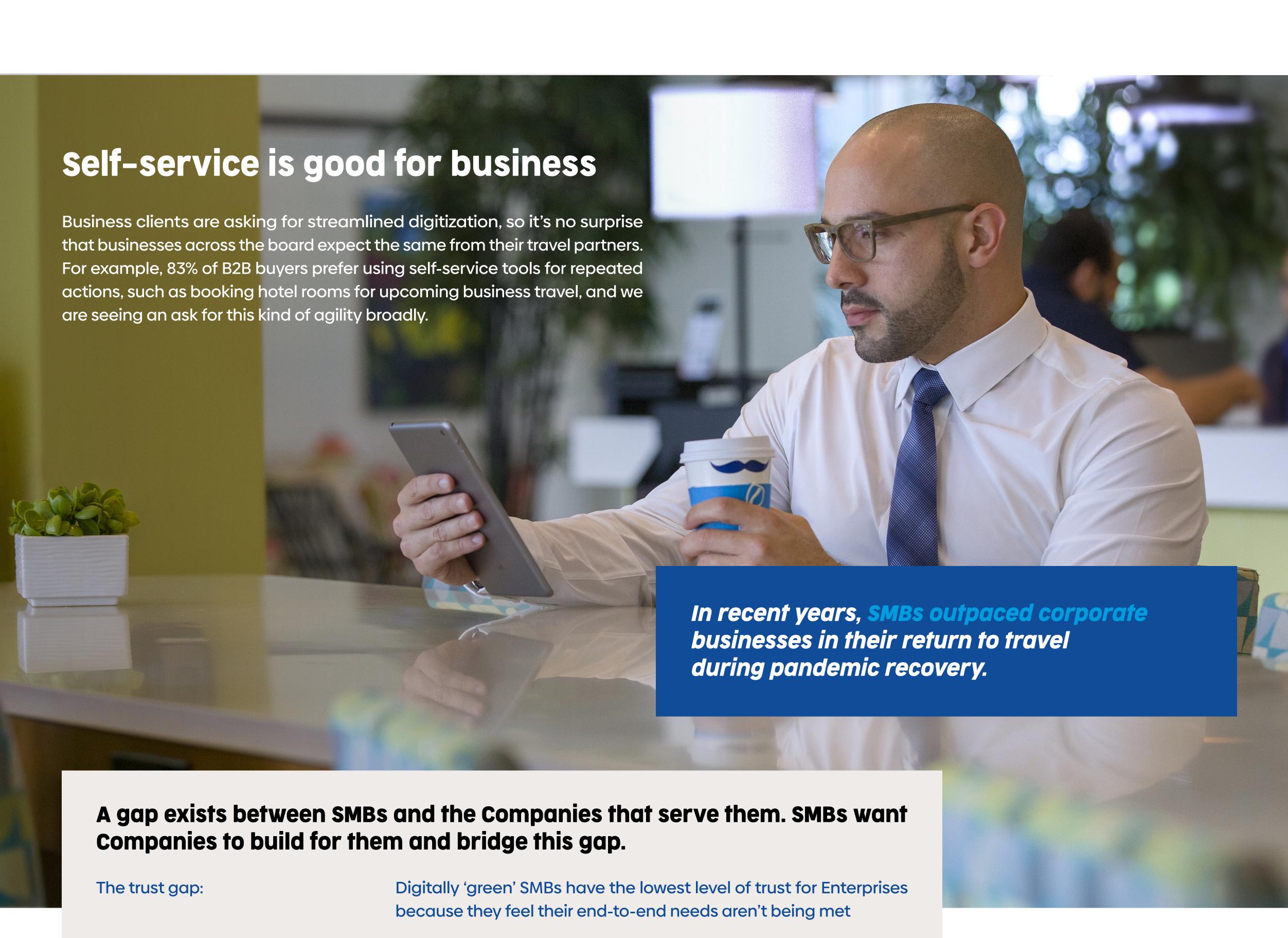
ways to sustainably serve their communities, and a traditional Travel Management Company (TMC) but too big for her to spend valuable hours in a day paving a way into the future. SMBs may often feel booking and managing employee travel (especially if she isn't being rewarded for her company's loyalty). This is a bigger picture of the gap many businesses are experiencing. But something that could streamline all of Shelley's bookings so that she has oversight into her employees' travel plans (and spend) would save her valuable time that she can reinvest into running her business.

Picture this: Shelley owns a rapidly growing consulting

firm. Unfortunately, her business is too small to use

is a priority for us. We want to continue to lean into the narrative around creating efficiency and how customers can repurpose time." -Frank Passanante, Global Head of Sales (SVP), Hilton

"Digitalization and self-service



Degree to which SMB Needs Are Met and Trust in Enterprise Companies by Digital Maturity Stragglers* **Emerging*** Savvy*

49% of SMBs do not trust Enterprises they work with 83% Enterprise of Enterprises believe that SMBs they work with trust them

Enterprises they work with % of SMBs trust the Enterprises 53% 42% 81% they work with Top 3 actions that digitally 'green' SMBs want Enterprises to take to win more of their business **3** Provide better support 2 Customize to fit my needs

37%

"I need a central person to talk to when I'm "Our budget is too tight to afford a fullblown enterprise-level offering" buying products or looking for support"

% of SMBs say their end-to-

end needs are met by the

Source: Accenture Research, Jan 2021

1 Price more affordably

Surprise: the future is more

"Don't repackage enterprise products for my business. Build for me"

54%

70%

their digital maturity. Meaning, digitally savvy SMBs have high expectations for their travel counterparts. In the next four years, at least 80% of B2B sales will happen on digital channels, underscoring the importance of self-service. *Stragglers — Less digitally-inclined *Emerging - Moderately digitally-inclined *Savvy - More digitally-inclined

SMBs are recorded as more or less satisfied

with their enterprise partnerships depending on

OCC Research Study - Perspectives on SMB Travel (March 2021).pdf

personal, not less From booking to billing, every interaction, stop, stay, business decision, and customer conversion needs to be made with hospitable ease.

The desire to get back to in-person work events, rekindle pre-pandemic client relationships, and foster new ones is fueling SMB travel. Consider Farmer Brothers. Since 1912, this family lots of SMBs around the world need are partners

and have around 400-500 employees. Chris Derr is the Farmer Brothers National Accounts Manager. In the past when he traveled, he might use his loyalty accounts, but he wasn't accruing any loyalty rewards for his business. He knows that bigger companies have personal sales reps for when their team needs to be on-the-go, but Farmer Brothers is stuck somewhere in the middle of this playing field. He needs something to meet his business where they are, something that's personal and seamless. Helpful and accessible. Chris shared with us that post-pandemic, getting face-to-face and prioritizing client relationships is what matters most. Seeing those nonverbal

business has grown into a national roaster and

distributor of private label coffees and teas. They

service a wide variety of buyers across the country

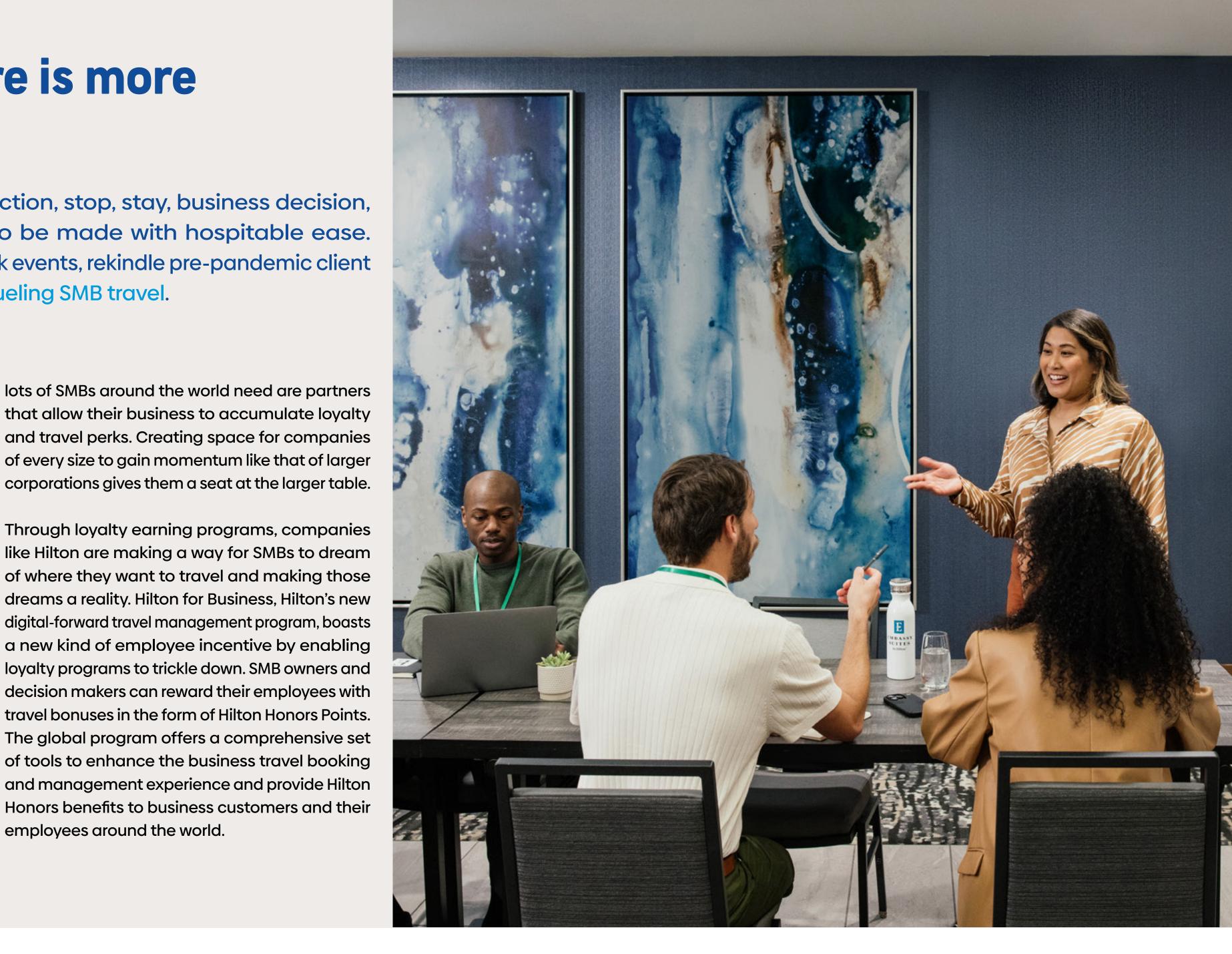
in the game as an SMB. What Farmer Brothers and **Hilton for Business**

cues, taking someone out to dinner, these are the

important and gritty details of what it takes to stay

Through loyalty earning programs, companies like Hilton are making a way for SMBs to dream of where they want to travel and making those dreams a reality. Hilton for Business, Hilton's new

digital-forward travel management program, boasts a new kind of employee incentive by enabling loyalty programs to trickle down. SMB owners and decision makers can reward their employees with travel bonuses in the form of Hilton Honors Points. The global program offers a comprehensive set of tools to enhance the business travel booking and management experience and provide Hilton Honors benefits to business customers and their employees around the world.



Portfolio-wide **Discounts**

SMBs that join Hilton for Business gain access to discounted rates

7,000 properties.

on Hilton.com and on the Hilton

Honors app across Hilton's

global portfolio of more than

To recognize loyalty, businesses earn Hilton Honors Bonus Points for program registration and

Loyalty

Benefits

members continue to earn Points each time they stay.

travel milestones. Hilton Honors

Hilton for Business registration is built to enable a quick and seamless enrollment for

Onboarding

Rapid

complicated forms or processes.

businesses online without

In addition to enabling travelers to easily book discounted rates, each Hilton for Business

Management

Program

program account can be set up with varying permissions across a designated team. Business owners have full control - or can delegate to others on their team - over the program management system built to be simple and intuitive with tools and resources.

Over 90% of B2B decision makers say they expect remote, digital-first sales tools to stick around for the long haul.

A team of road warriors

three sales teams on the road, made up of 150-200 hustling team members. Farmer Brothers When asked how implementing a digitized travel cherishes service and quality, and as some of platform into their business impacted their the very first Hilton for Business members, they day-to-day, Derr said, "The platform has influenced were able to streamline their corporate travel time management by providing quick access

At any given time of the year, Farmer Brothers has

process and cut down on management roadblocks.

Derr of Farmer Brothers shared, "When presented

this" because we're working with a company that wants us to succeed too. I feel like that's maybe rare nowadays, up to a point, when you want a win-win situation. A lot of people may say that but don't really [turn words into action]. While here working with

Business program for Farmer Brothers has been this program, we said "yes, we want to be a part of substantial benefits and tailored services that have significantly enhanced our corporate travel experience while ensuring cost-effectiveness and quality stays for our employees."

Hilton, it's action, supporting the words they have."

information and streamlining travel arrangements,

which ultimately saves valuable time for our

team. The most valuable aspect of the Hilton for

Business booking looks different these days, and your platforms

In addition to business travel, meetings and

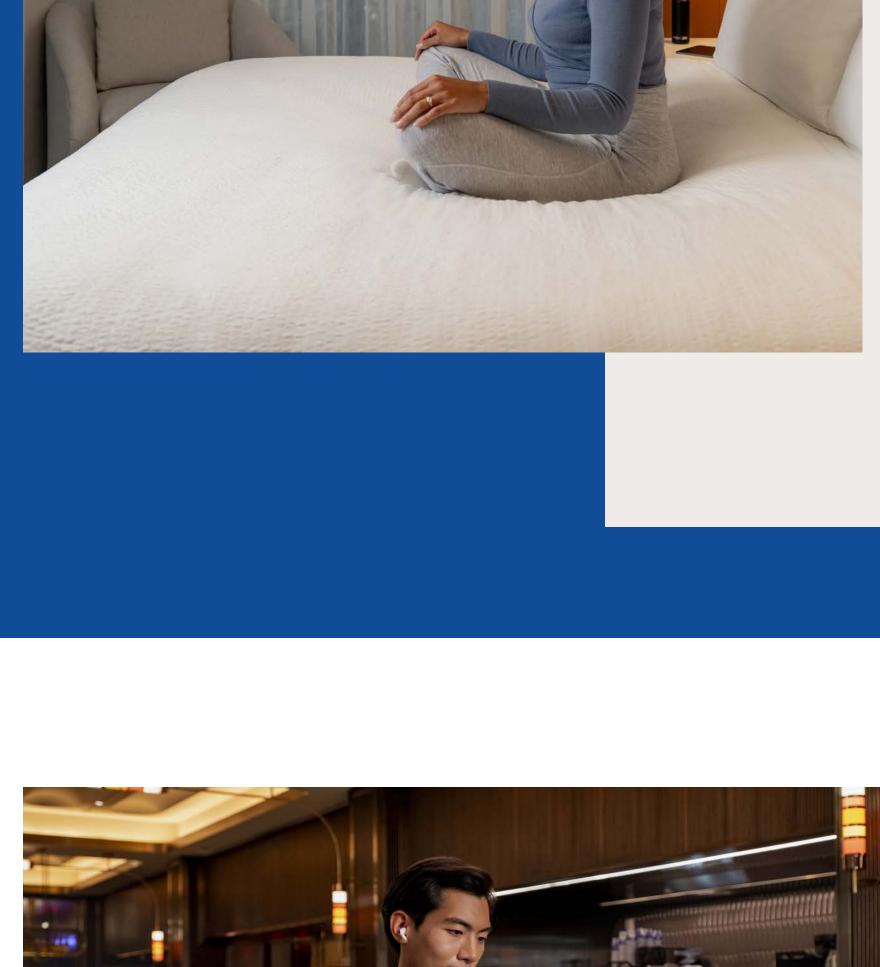
events are a key component of SMB success. And



Farmer Brothers

similarly, they are not a one-size-fits-all solution. For business professionals all over the world, every day isn't one of full-scale events and all-hands team meetings - and it doesn't have to be. Sometimes events and meetings look more like flexible spaces for a quarterly business review with a client, coworking, or mid-sized team gatherings. These days, true hospitality is going beyond à la carte breakfast

should too



"At Hilton, we work hard to deeply understand and anticipate our customers' needs - from their objectives and pressure points to

and into à la carte meeting and payment options.

And this is only the beginning. As people continue

to change, so do our expectations and hospitality

will have to continue to evolve along with them.

In this era, Hilton allows customers to book and

purchase small meeting packages in one simple

digital transaction. Hilton allows for central booking

to streamline business spending and easily customize

packages, including AV, Food and Beverage, and

what rewards mean the most - to be able to personalize their experience." -Anna Dalglish, Vice President of Product Management, Hilton



unique set of needs and reduces friction points, from booking to billing," said Chris Silcock, President, Global Brands and Commercial Services, Hilton. Hilton for Business and their expanded meeting are. Hilton believes in making space for businesses package capabilities are two yellow bricks on

The future of business travel is bright Innovating and simplified travel platforms are coming together to offer more to businesses of every shape and size. We know that part of the solution is recognizing the face behind the business, and empowering users to scale from where they

to take ownership of their hospitality needs, and

use self-service programs to propel their business

forward. "At Hilton, we listen to the needs of our determination, and key values of the SMBs that customers and then innovate to provide a superior make up the business tapestry of the world we live in. hotel experience for every stay occasion. This Hilton looks forward to arming businesses, young includes our small and medium-sized business and old, with tools and resources to make their customers who have been looking for a travel travel planning and management simple and platform - and loyalty benefits - that meets their efficient.

the road to today's ever-evolving business of

hospitality. Companies like Hilton value the grit,

"What Hilton is doing in this type of platform and other areas of business that we're dealing with, and how they're helping - being that voice to help our business needs, I have not seen that through other segments that I manage so it is very encouraging. It's a bright spot to know that we have support, it makes our team more passionate to help them, to ensure what their goals are and it

To join Hilton for Business, visit HiltonForBusiness.com. To book a meeting or event package, visit Events. Hilton.com.

-Chris Derr, Farmer Brothers

helps them accomplish their goals too."

