

# How Digital Travel Management Programs Are Making Business Travel Personal Again

Businesses are looking for self-service options when it comes to travel.



of B2B travelers prefer to use self-service, digital travel options that ease the process of booking and managing travel.

**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. (e.g., booking, reserving spaces, and customizing them).

Percentage of SMBs who say their end-to-end needs are met by the enterprises they work with are displayed to the right.

Less digitally-inclined

37%

Moderately digitally-inclined

54%

More digitally-inclined

70%

**Hilton**  
FOR THE STAY™

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

Looking Ahead:  
SMBs want travel partners to...

- Demonstrate commitment to SMB relationships.
- Invest in SMB personalization.
- Enhance digital channels.

