



## **German travellers more likely to book through travel websites than hotel sites**

*BDRC Continental's 2010 German Hotel Guest Survey reveals hotels must compete online*

**29 June 2010:** A new study from leading market research agency BDRC Continental shows that the recession continues to impact Germany's return to its former glory days. According to BDRC Continental's 2010 German Hotel Guest survey, the domestic business market fell in 2009 as business travellers reduced the length and frequency of their stay. However, while business travellers are facing pressure from their employers to reduce their number of nights away, the majority still remain in control of their own hotel selection.

### **Execs turn to travel comparison websites**

The survey reveals a substantial proportion of travellers are turning to travel price comparison websites as they look for the best deal. "This trend is not unique to Germany," says Tim Sander, BDRC Continental Research Director. "What it demonstrates is a need for hoteliers to generate ideas of how to offer additional tools or even their own dynamic packaging in order to attract greater traffic to their own sites. Otherwise, they face not only greater pressure to obtain custom but also risk having to pay a larger chunk of commission."

The report highlights that over a third of business travellers are more likely to book through a hotel website if enhanced product features and services are available.

### **Increasing influence of travel blogs and social media**

The study also identifies an increasing number of business travellers, almost two in five, use hotel review websites and travel blogs when making their hotel selection. The influence of such sites is increasing with 38% of users claiming to have changed their initial choice based on information they found.

While there is little evidence at the moment of corporate travellers seeking advice specifically about hotels using social media sites, this is likely to be an area of growth. Like Britain, just under half of all German business guests are regular users of social media in general. This number rises to over three in five amongst new business travellers (those with less than two years' hotel staying experience), who are less likely to be loyal to a brand.

### **Loyalty programmes need to target less experienced and younger travellers**

Hotel loyalty programmes are still popular in Germany with 25% of business guests participating. However, the proportion of members who are new business travellers has plummeted.

Tim Sander adds, "This highlights a key opportunity for hotel chains, particularly as new business travellers are likely to be less committed to a brand but have the potential to become heavy travellers over time. BDRG Continental's 2010 German Hotel Guest Survey provides critical insight such as this into the needs and habits of corporate and leisure travellers, helping hoteliers to better engage with them, serve them, and attract their attention and loyalty."

Ends

**For press enquiries please contact:**

Nina Croad, PR Consultant Greenfields Communications (UK)  
ncroad@greenfieldscommunications.com Tel: +44 7889 491259

Sylvie Magerstädt, PR Consultant Greenfields Communications (Germany)  
sylvie@greenfieldscommunications.com Tel: +44 (0) 7914 333 905

**About BDRC Continental**

BDRC Continental is the UK's largest independent market research agency. Established in 1991, the company has built an unrivalled reputation as a full service consultancy with specialist expertise across a number of sectors including business to business, financial services, hotels, meetings & hospitality, media & advertising, internet & telecoms, Government & not for profit, culture, leisure & tourism, travel & transport.

BDRC Continental is staffed by highly experienced researchers with great reputations in their individual fields as well as in the market research industry. The company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to the research. This cross-disciplinary approach enables BDRC Continental to provide intelligence that is informed by a deep understanding of the client's issues and the wider market context. As well as undertaking bespoke research for a wide variety of clients, the company conducts a number of syndicated studies and has developed proprietary techniques including AdForensics and ZMET Visionary Thinking. [www.bdrc-continental.com](http://www.bdrc-continental.com)