

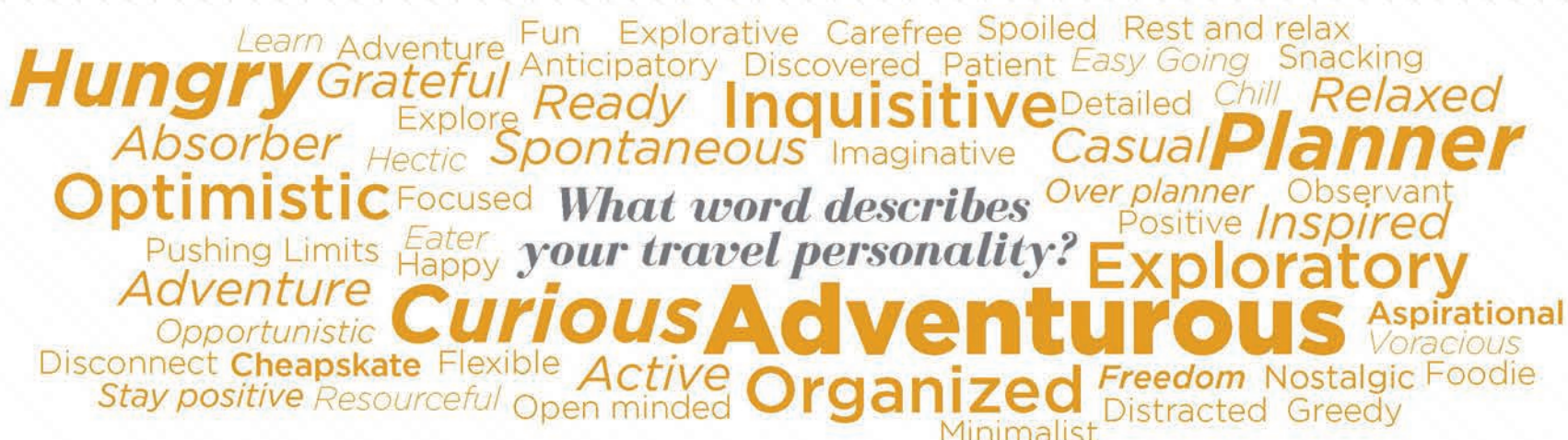
# You Traveled. We Listened.

Hyatt's World's Largest Focus Group

The business and leisure travel experience is constantly evolving, so we wanted to ask the world a very simple question - how do you travel?

Check out the insights we captured from our recent travel survey and our main listening event, the World's Largest Focus Group on Twitter at #HyattWLFG.

Participating countries



## Who experiences stress when travelling?



Business (1 in 3) | Leisure (1 in 6)

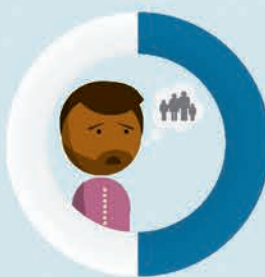


## The top three stressors for business travelers:



54%

Getting less sleep



50%

Missing family and friends



41%

Having new things to navigate

## Traveling would be even easier if I could \_\_\_\_\_.

Top responses from #HyattWLFG

- Skip the hotel check-in process and go right to the room
- Sleep and rest better on the road
- Be teleported to my destination
- Have someone help me pack my suitcase
- Speak every language fluently

42% of biz travelers dislike having new things to navigate.

Top tips from #HyattWLFG

- Ask the locals
- Ask the hotel staff for local city help
- Use public transportation
- Getting lost is one of the best parts
- Take a good map

When not in meetings, over **2/3** of business travelers choose to work from their hotel rooms.

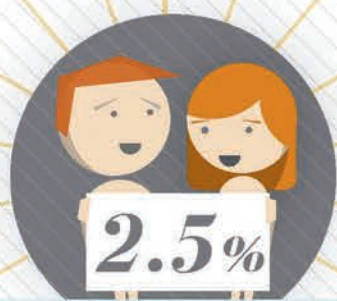


65%

Of women prefer working in their PJs or workout clothes when working in their rooms

50%

of men wear business casual attire when working in their hotel rooms



of both genders prefer their birthday suit!

## Balancing Your Personal Life



- Of men believe a supporting spouse or significant other is critical to balancing their personal life while traveling for business
- Of women find that organization and planning ahead, as well as a charged cell phone is most critical

## Unwinding After a Long Day



- Of men prefer to head down to the hotel bar or restaurant
- Of women prefer to catch up with family and friends

Overwhelmingly, travelers said they go to great lengths to get a social media-worthy snapshot. Check out a few from #HyattWLFG!



@cancuncanuck



@wolfwilltravel



@MeganBlandford



@whittibj



@LifeFromAbove/  
Rita Slattery Photography

To learn more about how Hyatt is changing the travel experience, visit [www.experience.hyatt.com](http://www.experience.hyatt.com).

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