



Shop
Eat
Relax
Run
Drive
Dance

TOP reasons to promote your business to **hotel travelers**

1. works for your business - 24/7/365 - long shelf life
2. your advertising is targeted towards hotel guests who seek local information
3. hotel advertising always pays dividends because new travelers always check-in
4. during tough economic times, local patrons cut back as travelers do not
5. travelers have to eat out (they pack clothes but they don't pack dinner and lunch)

hotel guest facts

- 92% the average percentage of guests who will dine out at a local restaurant during their stay
- 12% the average percentage of guests who will opt to have food delivered to their room
- 65% the average percentage of guests who will go shopping and spend an average of \$120 daily
- 45% the average percentage of guests who will engage in paid recreational activities during their stay
- 35% the average percentage of guests who will visit a spa/salon during their stay
- 22% the average percentage of guests who will visit night clubs or bars while in town
- 10% the average percentage of guests who will need automotive services during their stay