

Sell Smarter to Small Businesses

with Claritas Small Business Behavior Track

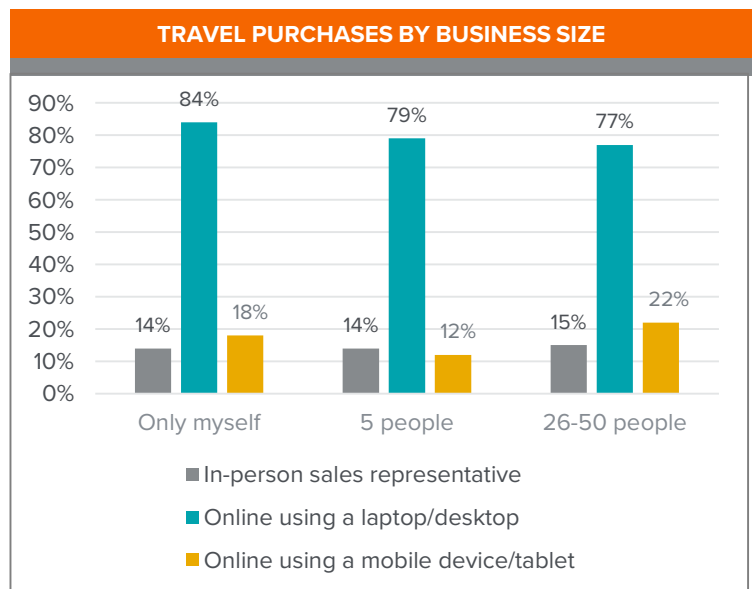
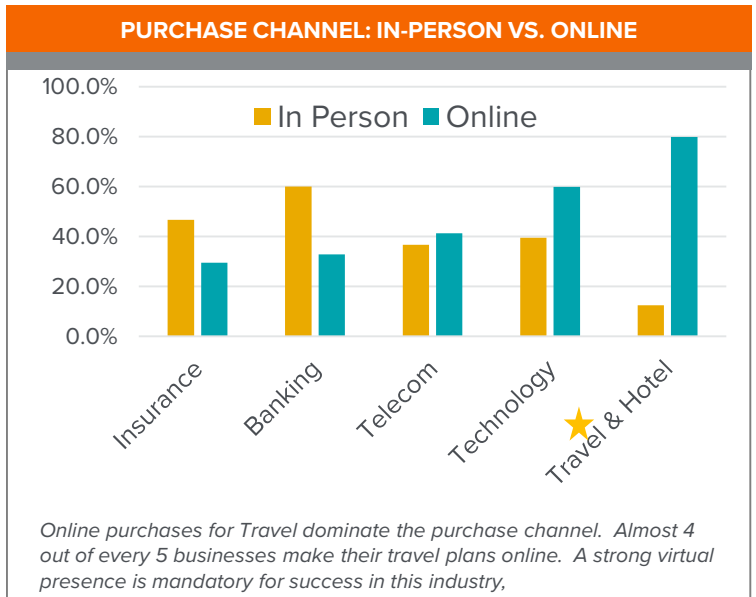
Claritas is pleased to provide a preview of some of the insights pertaining to the travel industry gathered from our new custom research. With 8,500 respondents, the Claritas Small Business Behavior Track delivers one of the largest small business surveys ever produced, providing insights specific to the banking, insurance, technology, telecommunication, and travel industries. This comprehensive view of small business purchasers and decision-makers enables travel organizations like you to identify what influences purchasers' decisions by industry, number of employees, and other key factors for more impactful communication and marketing.

UNDERSTAND:

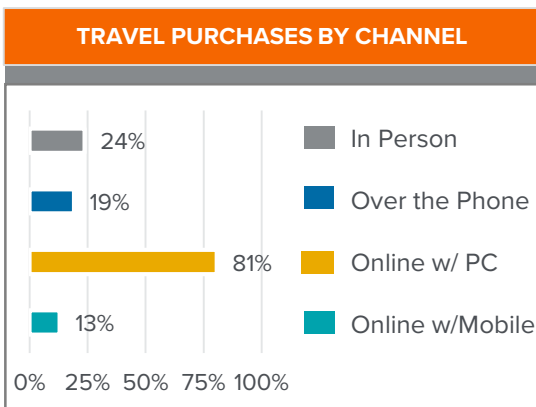
- Who are the decision makers in the business?
- What selection criteria are businesses using to make their travel decisions?
- What research is done prior to the purchase?
- What purchase channel are they using?



Small businesses purchase Travel products on their laptops more than **6X** the rate of their mobile phones.



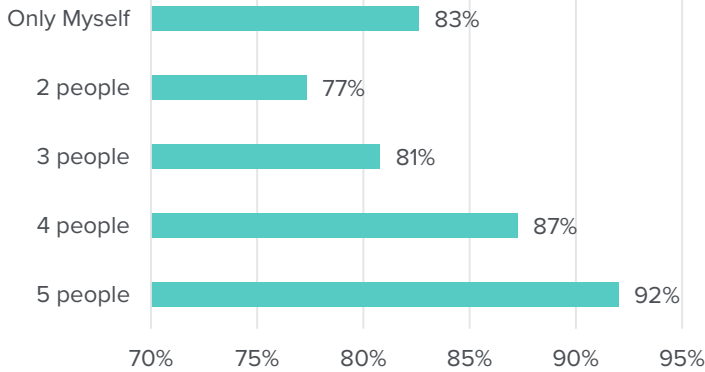
The larger the small business, the less likely to purchase online.



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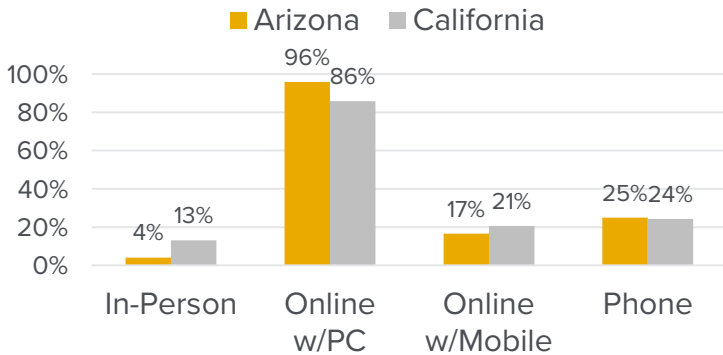
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ONLINE TRAVEL PURCHASES BY # OF DECISION MAKERS



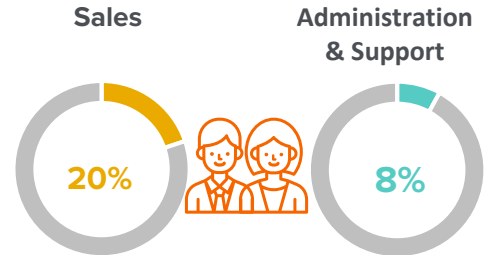
Generally, the more people who are involved in the small business' decision-making process, the more likely they are going to make the purchase decision online.

REGIONALITY - PURCHASE BY CHANNEL PREFERENCE



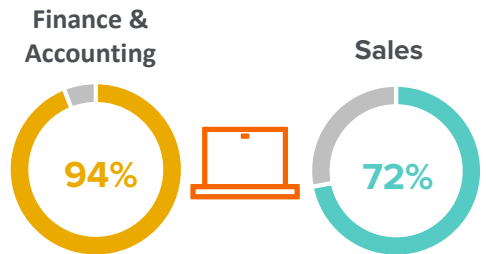
Regionality is important. Even though the general trend lines for preferring online travel booking is consistent, California prefers in-person meetings significantly more than Arizona. These regional differences are important for your travel business strategies.

PREFER PURCHASING IN-PERSON:



Highest vs. Lowest Likelihood

PREFER PURCHASING ONLINE W/PC:



Highest vs. Lowest Likelihood

PREFER PURCHASING BY PHONE:



Highest vs. Lowest Likelihood

For more information about how you can use these great insights and others from the Claritas Small Business Behavior Track, please call 800-234-5973 or visit www.claritas.com