

A photograph of four business travelers in a modern hallway, overlaid with a colorful, wavy graphic. The travelers are dressed in professional attire and are pulling rolling suitcases. The hallway has a polished floor and a sign that says "Hall" in the background. The overall color palette is a mix of purple, blue, and orange.

The Secret to Attracting More Business Travelers & Professional Events

Tips to make your property more appealing to get more bookings

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Introduction

What You Will Learn in this E-Book

With the expected increase in business travel and in-person meetings for 2022, the hospitality industry is looking to maximize the appeal of each property. This E-Book includes tips for how you can get more bookings by building trust.

What's the one thing you can do to build trust?

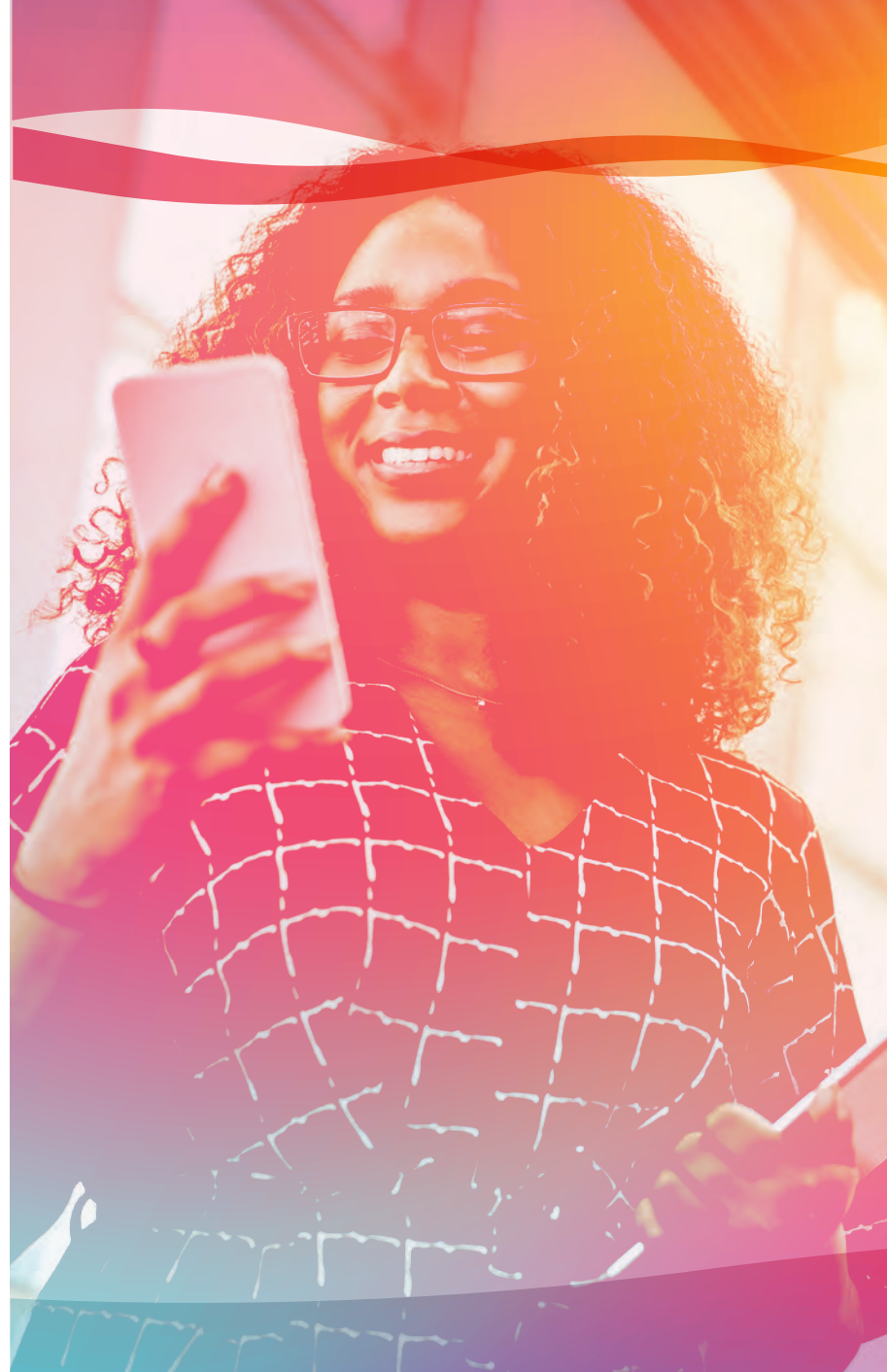
Eliminate anxiety.

According to [Event Manager](#), portable charging stations have become an event "must-have."

Providing charging stations can help build trust between brands and their customers at conventions, trade shows, and many other business events. Not to mention building brand loyalty and promoting return business and positive reviews.

Why is this the case? And how can you use this knowledge to increase bookings at your property? That's what you will learn in this E-Book.

In addition, you'll find several other resources to help you cater to the business crowd.



Section 1

These 2 Hospitality Trends Could Mean Big Business

Knowing the biggest business trends can help you maximize your property.

If you're in the hospitality industry, it's great news to hear that more business people are traveling again. The two biggest business trends projected for 2022 are hosting more in-person events and absorbing more hours of digital content than ever before.

#1 More In-Person Events

#2 More Digital Content

Expected business trends for 2022 include having more conferences and hosting more guest speakers. These travelers will be looking for properties with nice amenities for events—such as coffee stations that are safe and sanitary.

Here's how you can take advantage of these trends.





Entice More Bookings

With business meetings seeing an estimated bump in 2022, executives will be looking for the best property to fill their need for more spaces. The properties they choose will have the best resources to host events, conferences, and meetings.

Your property can beat the competition by providing easy access to the tools business professionals need to work while traveling. These tools include providing a quiet and comfortable workplace, strong Wi-Fi, easy access to power, and other offerings like snacks and drinks.

Keep Them Onsite

The more time business travelers spend at your property, the more likely they are to have a favorable impression and post a review. If they are using their devices at your site and using your Wi-Fi, you can also track their data to learn more about them.



DID YOU KNOW:

A new report says the average American spent nearly 8 hours a day viewing digital content in 2020— more than the average adult sleeps!

Devices play an important role in face-to-face events. Social media posting, live streaming, and good old-fashioned contact swapping mean that attendees need to have their devices ready to go.



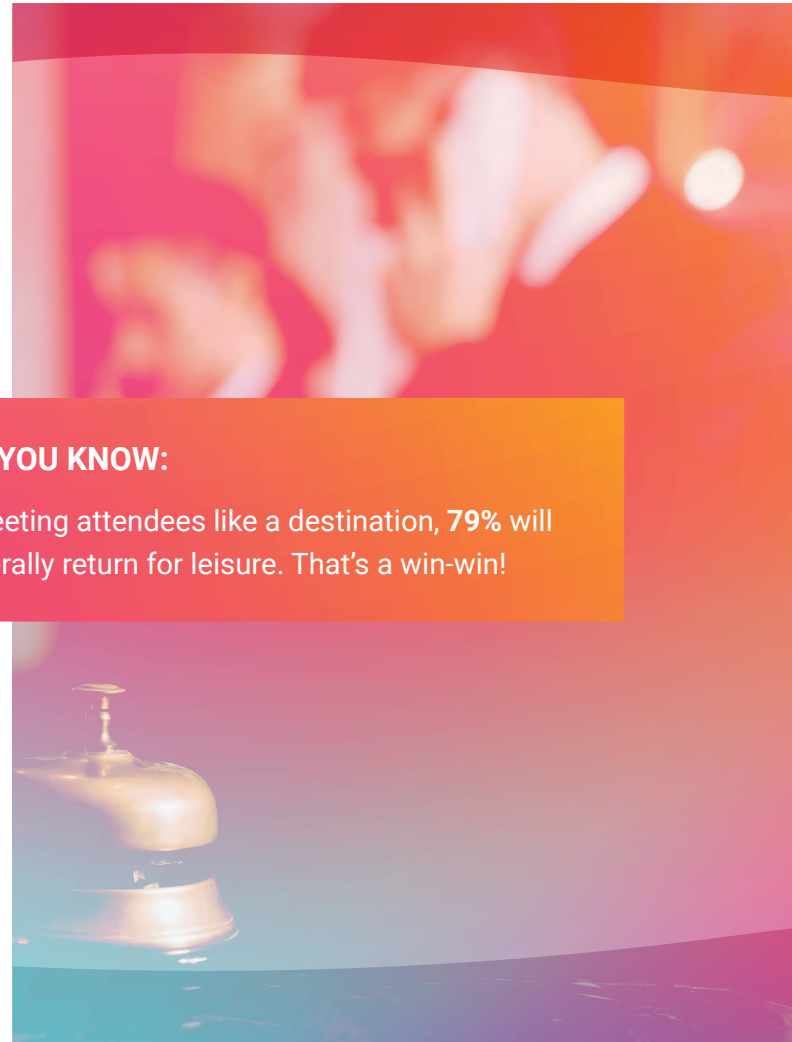
The average American traveler uses EIGHT different devices. That means your internet connection needs to be solid and you need to provide plenty of access to charging stations throughout your property.

The Average American Traveler Uses Up To 8 Devices!

Although North America is well above the worldwide average when it comes to the number of devices we use, the fact is more and more consumers and businesses find themselves relying on smart devices to work and compete. And more people carrying devices means there's a need for more places to recharge them throughout the day.

DID YOU KNOW:

If meeting attendees like a destination, **79%** will generally return for leisure. That's a win-win!



Section 2

6 Additional Tips for Attracting Business Travelers

Increase your bookings & your business year-round

The easier you make the process of choosing and staying at your property, the better chance you have of not only booking a room but building loyalty—with customers returning next time they're in your area.

Here are six tips to help you accomplish that.

#1 Keep Your Website Simple & Organized

Build a website that looks great while also being incredibly simple to navigate. Potential guests should see right away that you provide group room blocks and space rentals for meetings and events.

Make it easy to find direct contact information for in-house sales and provide a contact form that lists details about room blocks and everything your event space rentals include.

Don't forget to highlight business-traveler info such as nearby business centers and other important work hubs.



#2 Provide Easy Transportation

Offering airport or downtown shuttles is a great way to let business travelers know you can get them where they need to go quickly and efficiently. Perhaps feature local necessities on your website such as pharmacies, printers, grocery stores, and even places to blow off steam after meetings such as recreation centers.

You can save your guests precious research time by letting them know how close your hotel is to local offices and frequently visited sites. Again, the goal is to show your guests that staying with you will give them an easy and more efficient trip.

#3 Spotlight Business-Friendly Amenities

If travelers can collect rewards and loyalty points on expensed rooms, they're likely to return for business and pleasure. Make your loyalty plan flexible. You absolutely want to highlight this on your website!

Everyone loves seeing special rates and flat rates if they travel often. However, the key is to find out what your guests value, and offer rewards tailored to their experience.

Providing short surveys in exchange for discounts or a free meal at a hip local restaurant might give you the insight you need.

#4 Reward Repeat Travel

As business travelers become younger, it's also becoming more important to offer less traditional alternatives. Today's travelers are more health-conscious, and they want to know that the places they partner with are looking out for their well-being.

Creating a healthy menu that is appealing and offers more variety goes a long way.

Consider offering a well-equipped gym with 24-hour access, passes to a nearby fitness facility, fitness class passes, and onsite yoga. You can also highlight local running routes, walking trails, and bike shops.

#5 Offer Healthy Options

As business travelers become younger, it's also becoming more important to offer less traditional alternatives. Today's travelers are more health-conscious, and they want to know that the places they partner with are looking out for their well-being.

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#6 Create an App

Business travelers are efficiency-minded people. Time spent arriving to and leaving from your property are typically two of the most stressful experiences for guests. Creating an app that provides a faster check-in and check-out experience is something they'll remember. It could even be enough to attract them back for a repeat stay!

Another great way to streamline a guest's stay is to present all their billing (for the room, space rental, services, food, etc.) in one record. With everything in one spot, expense reporting will be a snap. Your guests will appreciate how easy you've made their stay even after they get home.



Section 3

Your Guests Need More Access to Power

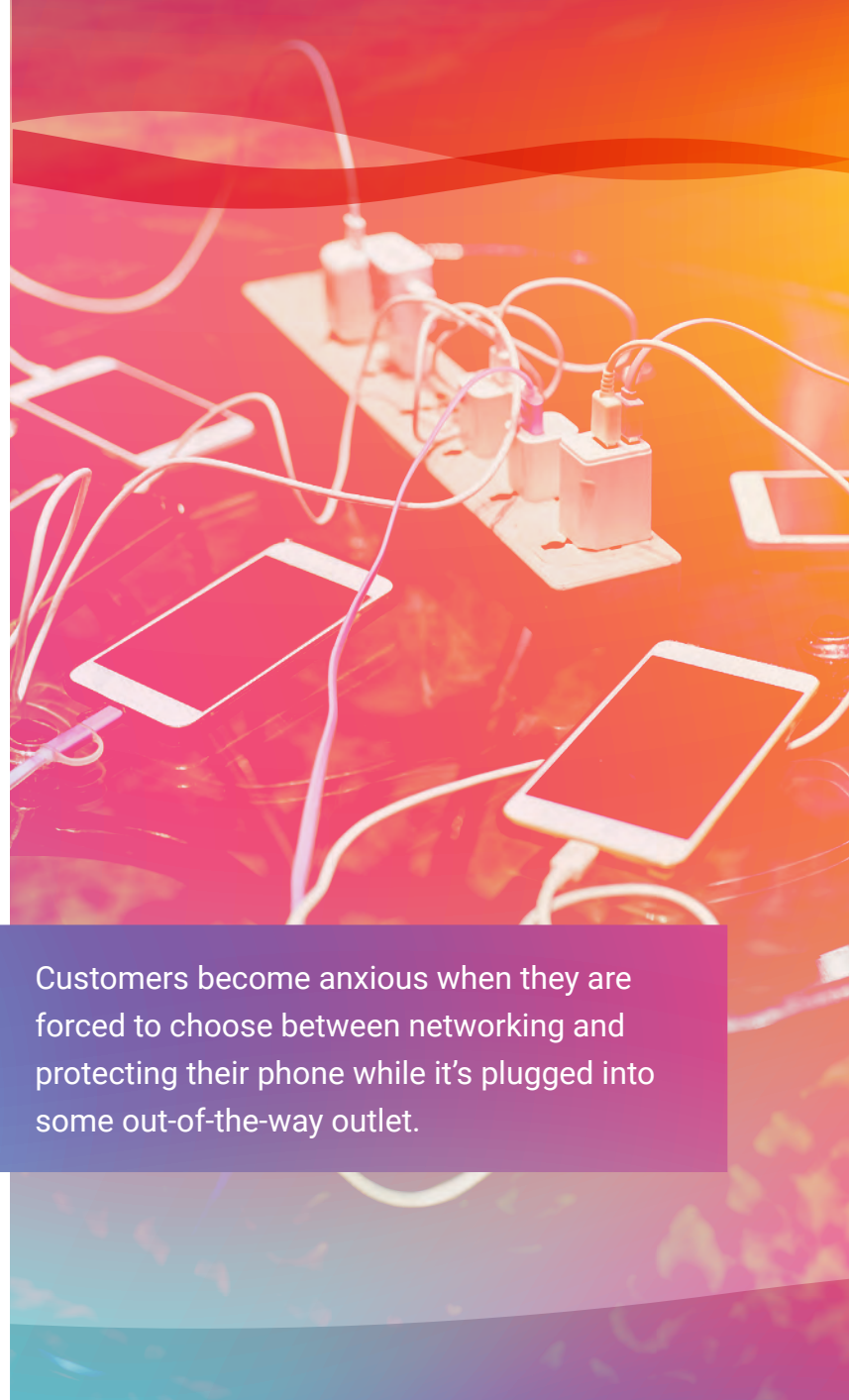
Your customers are addicted to their devices. Build trust by giving them what they need most.

Offering free Wi-Fi is important, but nearly every property has it these days. On the other hand, having portable charging stations throughout your property will put you ahead of the competition.

Why? Because low-battery anxiety is a thing—in a big way!

According to sources like the [Wallstreet Journal](#) and [WIRED](#), the more people come to rely on their mobile devices, the more prevalent this anxiety becomes. In some cases, the condition manifests into a full-blown anxiety disorder known as [Nomophobia](#).

You can vastly improve customer experience by having portable charging stations not only in the places where people work, but where they play, such as restaurants and bars.



Customers become anxious when they are forced to choose between networking and protecting their phone while it's plugged into some out-of-the-way outlet.

Charged Devices Means Free Advertising

Providing portable charging stations throughout your property eases the anxiety of mobile-dependent customers, leading to better reviews, improved company reputation, and increased revenue.

Not to mention all the free advertising companies get when customers can use their devices (with fully charged batteries) to check-in and post great photos and reviews to social media platforms.

As more customers use social media and apps to interact with companies, all that data can be used to create better experiences for them—and better marketing efforts to benefit your business. That's one more reason to help them keep those devices up and running.

Keep Employee Devices Charged

Having charging stations throughout your property will make customers happy while also helping your employees do their jobs. These days, employees rely on their devices to access customer information and provide valuable suggestions regarding services, shopping, dining, and entertainment.

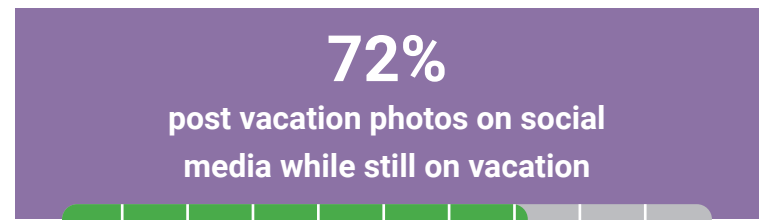
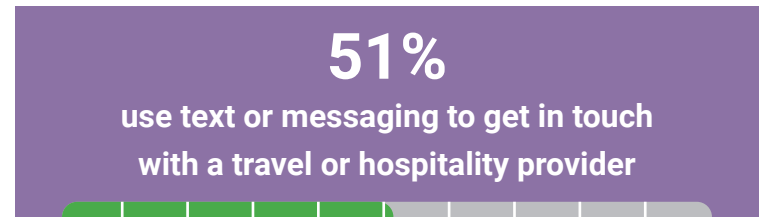
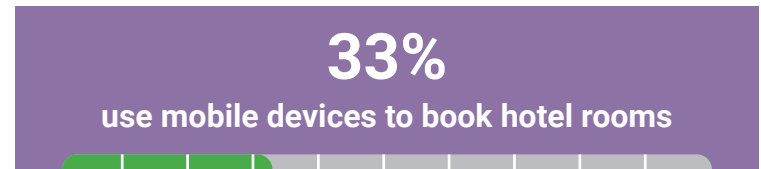
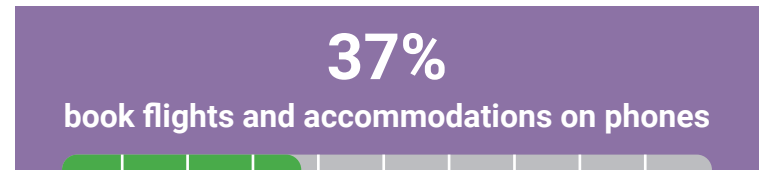
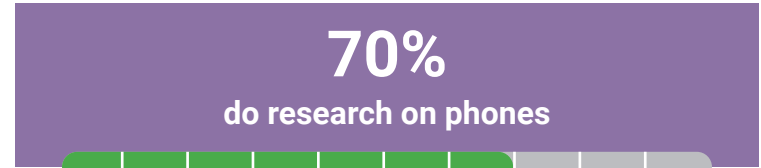
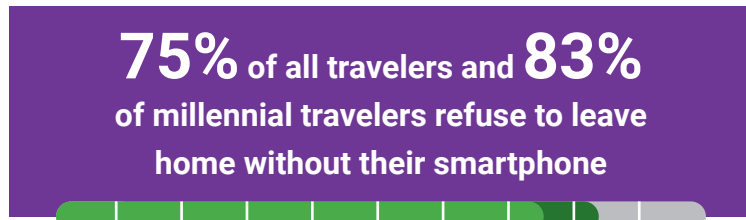
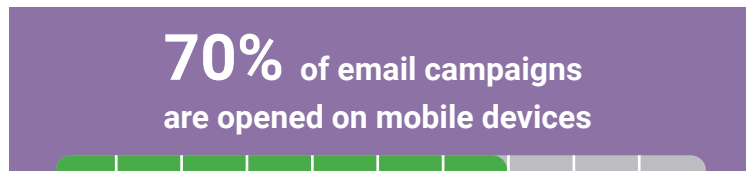
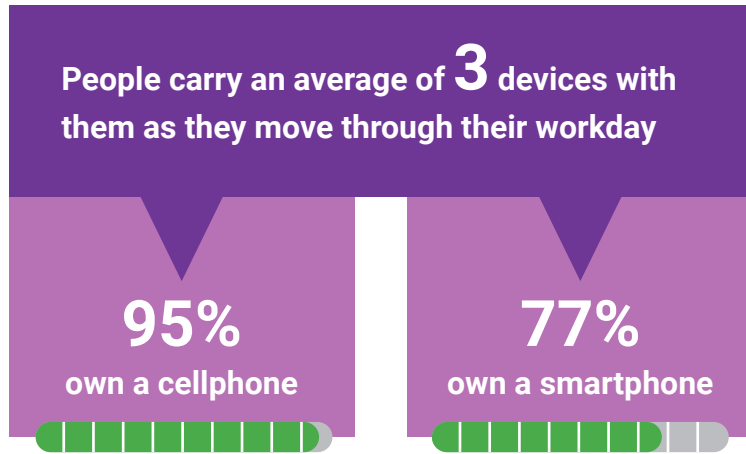


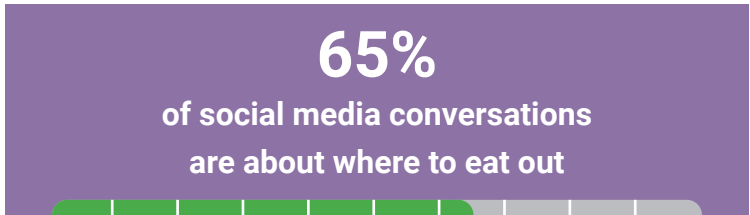
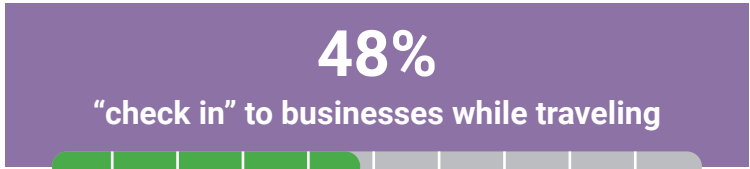
Section 4

Knowledge is Power!

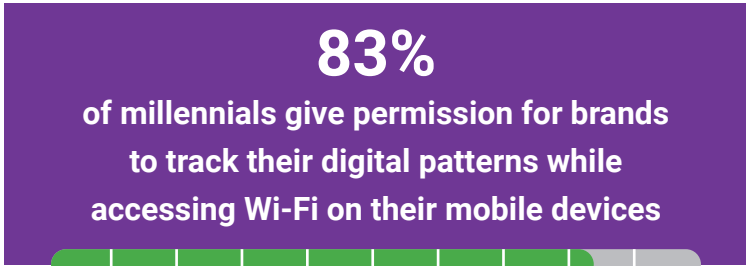
Understanding Americans & Their Phones

The way smartphones impact how your customers travel, work, & play





It's imperative to give customers access to Wi-Fi and charging stations



Let's keep them charged!

Sources:
[Pew Research Center](#), [Hotel Speak](#), [Travel and Hospitality Mobile Marketing Trends 2018](#).

The Balance Small Business, [10 Millennial Restaurant Dining Trends](#), [Toast](#), [60+ Restaurant Industry Statistics for Restaurant Owners in 2019](#), [Hospitality Technology](#), [Mobilizing the Hotel](#)

Section 5

Why Portable Charging Tables Have Strong ROI

See how you could save money & earn additional revenue

Based on a recent marketing questionnaire, MityLite found that our business partners could benefit from offering their customers portable charging tables.



Here's a sample case study based on the results.

Hotel Mighty Easy gets an average of 4–5 requests per month for charging tables at business meetings and events that host an average of 300 people. This is a particularly popular request from customers in the tech industry.

Current Plan

Hotel Mighty Easy upcharges customers to have charging tables at events between \$800 and \$1,000 per event.

For each event, Hotel Mighty Easy must hire a local audio-visual company to set up the room for power which includes a power box and running cords to the tables. It takes about 4 hours for two employees to set up the room at \$35 per hour per employee. The material cost averages \$10 per power strip and \$250 for the power box, plus extension cords.

With an average of 4 people per table at an event for 300+ people, it will require 80–100 tables with power.

Approximate cost for labor: \$930



A Better Solution

With portable charging tables, two regular employees can set up tables for the event in two hours or less. That's at an average of \$20 per hour per employee.

Approximate cost for labor: \$80

This new solution will:

- ✓ Reduce your cost by 70%
- ✓ Increase your profit by 20%
- ✓ Earn \$920 per event instead of \$70

Calculate the ROI for Your Property

How many times per month do customers request charging table options for events?

How many tables do you typically have at these events?

How much do you up-charge customers per table for adding power options?

Are there any additional charges for customers that relate to power (ex: power drop)?

How much time does it take to set up the power options for each event?

How many people does it typically take to set up power at these events?

How much do these employees charge per hour?

Customer Upcharge Per Event

\$

- Setup Cost Per Event

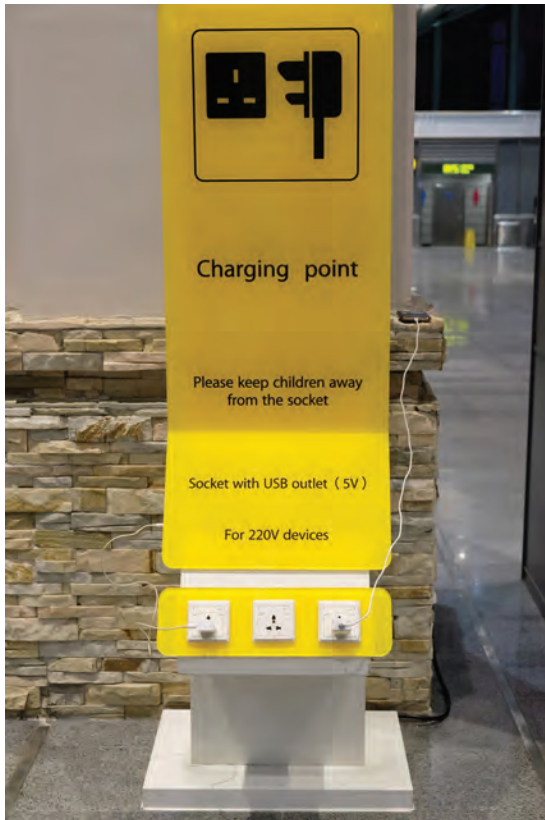
\$

= Total Profit Per Event

\$



The BEST Solution: Functional Charging Stations



Portable Charging Station

Eyesore charging station that looks inconvenient and ugly versus our beautiful charging tables



Portable Charging Table

Perfect for business meetings or social events, portable charging tables are attractive, functional, and easy to store.

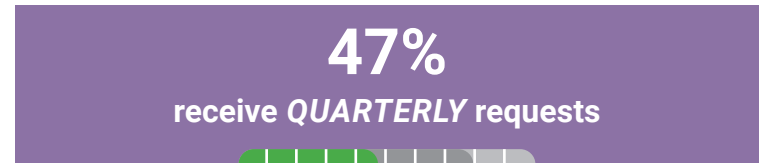
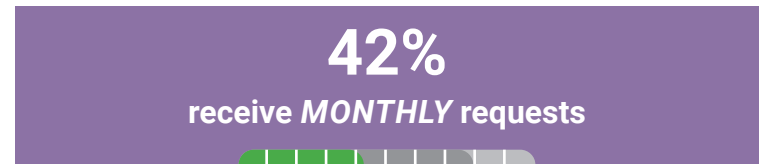
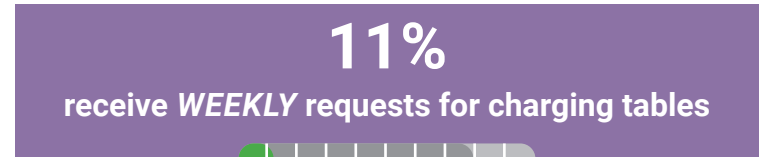
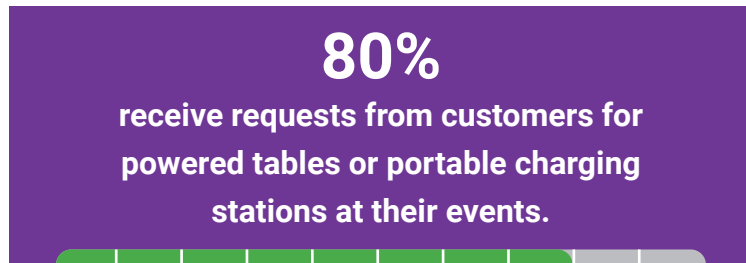
Section 6

What our Partners Say About Portable Charging Tables

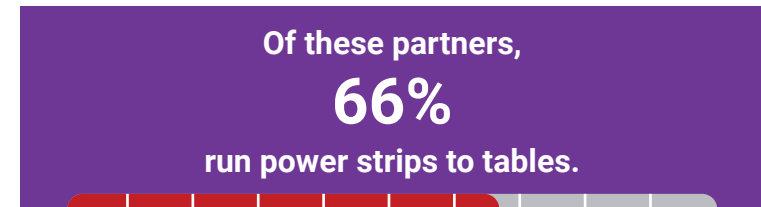
See how you could save money & earn additional revenue

We've polled our business partners and here's what they have to say about why they love our mobile charging tables.

Our partners show a clear desire to have power built into a table rather than using other forms of portable charging stations.



For those business partners without access to portable charging stations, they have to find creative solutions to fill requests from customers.



This can be unsightly and cause trip hazards

Section 7

MityLite Portable Charging Solutions

Is your property ready for business travelers in 2022?

Make your events unstoppable by providing your guests with the power they need to work in any space.

MityLite offers several tables with an integrated power option that feature an attractive linenless surface while offering your guests the ability to charge their devices.

Best of all, the tables are portable and easy to move, set up, take down, and store. So, you can place them anywhere they're needed

Learn more about our [POWER OPTIONS](#).



Reveal Duo Table

This linenless table gives your guests the option to charge their devices to stay connected during meetings. The table features a modesty panel that can double the width of the table surface.

[Shop Reveal Duo](#)



Reveal Fixed Width Table

This linenless table gives your guests the option to charge their devices to stay connected during meetings and events.

[Shop Reveal Fixed](#)



Reveal Flip Table

This linenless table is perfect for offering a charging option that can move and store easily.

[Shop Reveal Flip](#)



Mobile Nesting Table

This mobile cocktail table features nesting legs for easy storing, a flip top design, and integrated power that make it perfect for business meetings and social events.

[Shop Mobile Nesting](#)



Elevare Communal Table

Our popular Elevare line has been updated with the option to add a power strip with USB and standard outlets.

[Shop Elevare Communal](#)



Elevare Banquet Presentation Table

This presentation table charges devices with three USB charging docs and two standard 120V outlets to help keep food hot and the aesthetic pleasing.

[Shop Elevare Presentation](#)

Section 8

How to Set Up Powerful Business Events

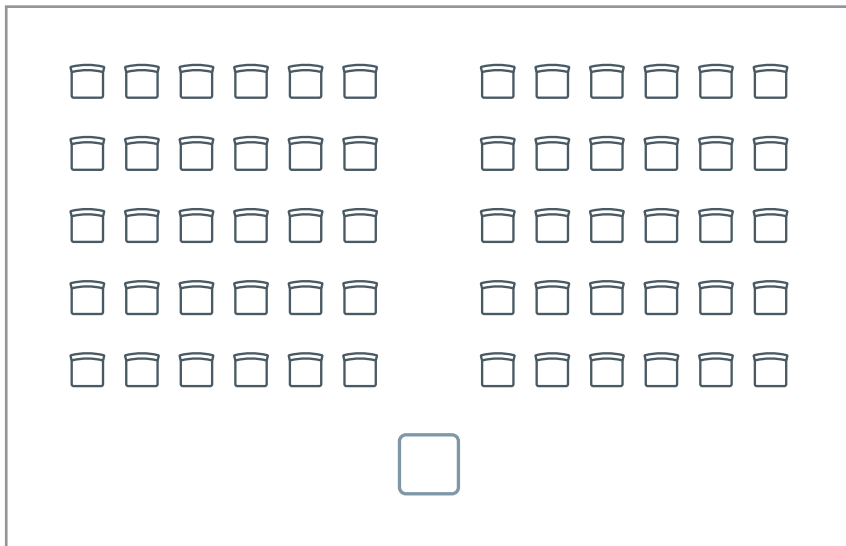
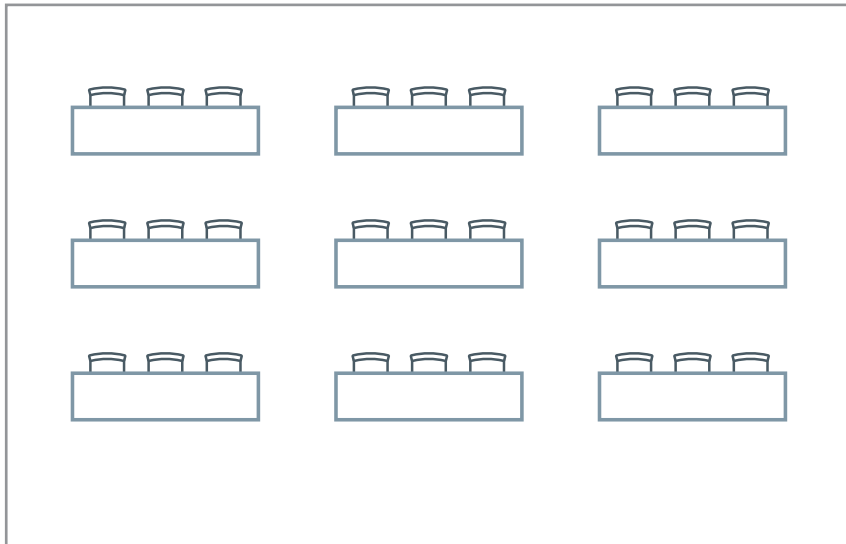
Design spaces that encourage networking & success for business travelers

Once you have the best portable charging options, it's time to get creative and set up spaces throughout your property that will help business professionals be successful.

Here are a few ideas to get you started.



Presentations



For parts and details regarding this set up, see page 8, 9, and 10 of the [Power Brochure](#).



Reveal Fix

[Shop Reveal Fix](#)



Elevare Communal

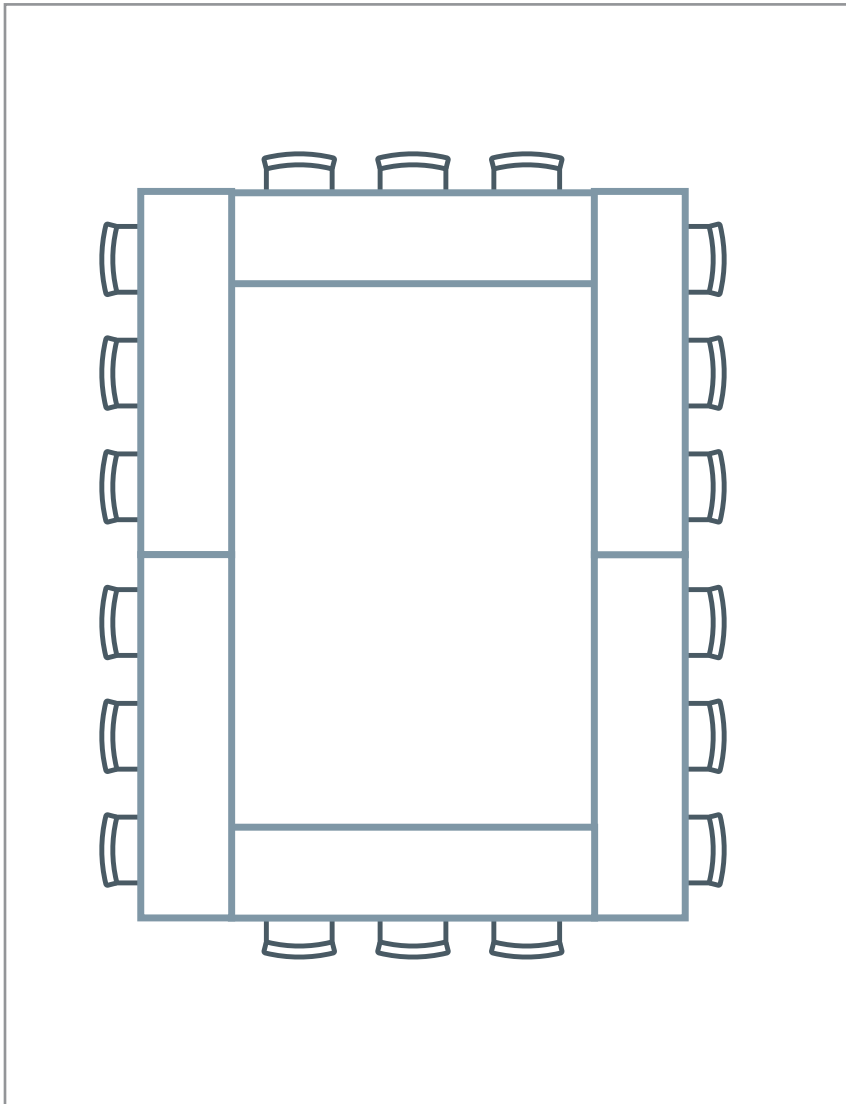
[Shop Elevare Communal](#)



MeshOne Stacking

[Shop MeshOne Stacking](#)

Traditional Meetings



For parts and details regarding this set up, see page 8 and 12 of the [Power Brochure](#).



Reveal Duo

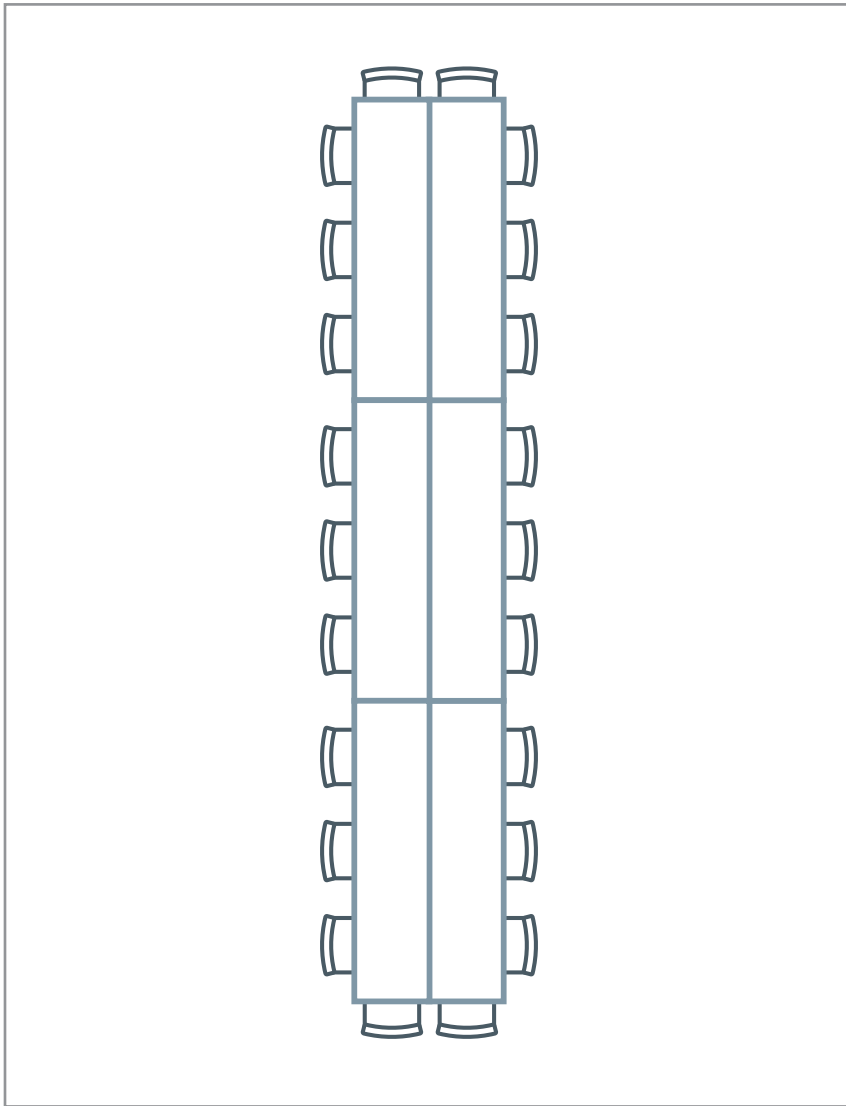
[Shop Reveal Duo](#)



FlexOne LX Folding

[Shop FlexOne LX Folding](#)

Intimate Meetings



For parts and details regarding this set up, see page 8 and 11 of the [Power Brochure](#).



Reveal Duo

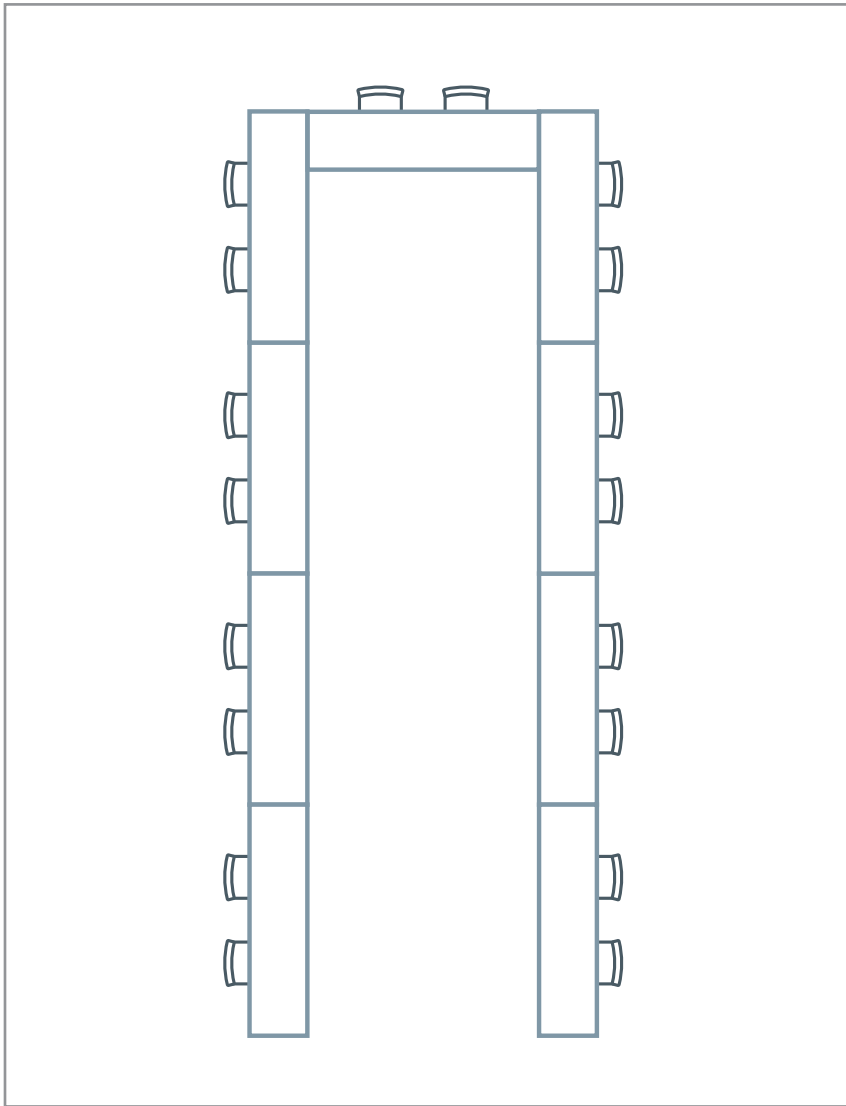
[Shop Reveal Duo](#)



SwiftSet Stacking

[Shop SwiftSet Stacking](#)

Nontraditional Meetings



For parts and details regarding this set up, see page 8 and 10 of the [Power Brochure](#).



Reveal Flip

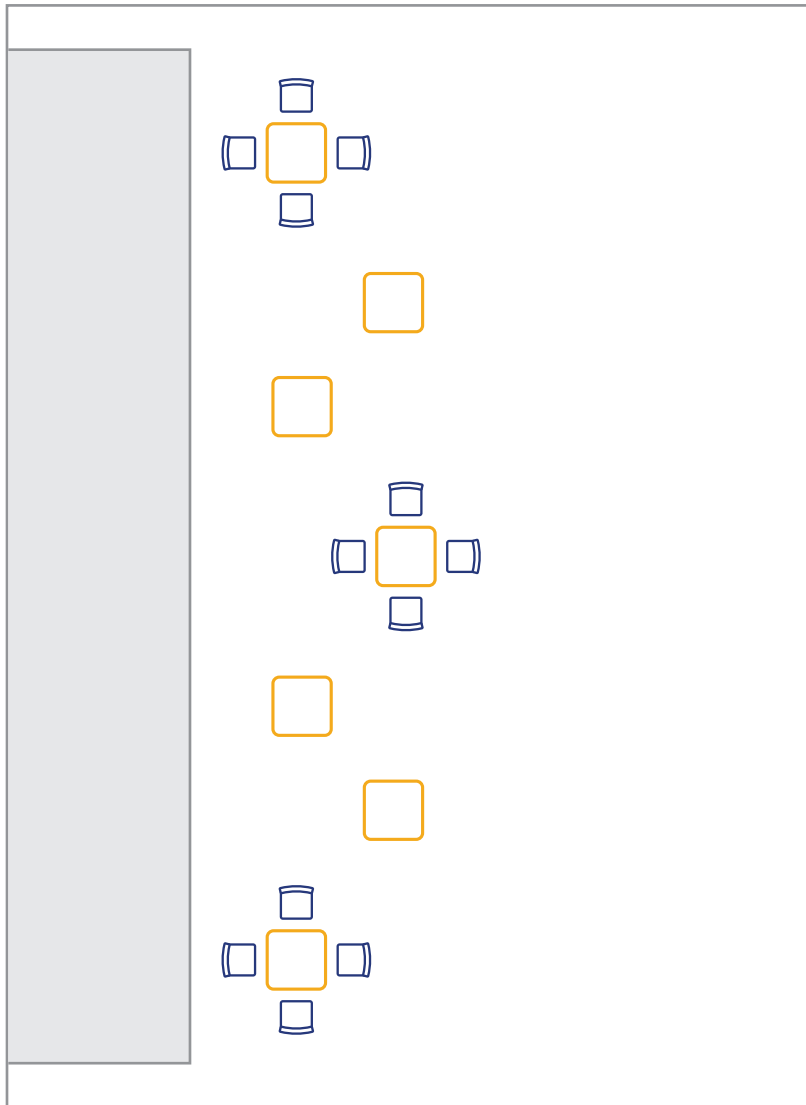
[Shop Reveal Flip](#)



Classic Banquet

[Shop Classic Banquet](#)

Hallway (for Networking between Meetings)



For parts, see page 8 of the [Power Brochure](#).



Elevare Presentation Table

30-inch and 42-inch shown

[Shop Elevare Presentation](#)



MeshOne Folding

[Shop MeshOne Folding](#)

Section 9

3 Tips to Create More Social Business Events

How to offer event spaces that encourage networking.

1. Offer fewer chairs than the number of attendees

This setup is a great way to encourage people to stand and mingle.

2. Use informal cocktail-style tables

These tables invite more movement than traditional layouts that focus on designated seats and tables. Consider Reveal Cocktail Tables, Elevare Presentation Tables, or Reveal Mobile Nesting Tables.

3. Leverage your lobby

Lobbies, rooftops, patios, and other communal areas can feel less closed-off as venues for events. These spaces can create more organic interactions amongst attendees.



Section 10

5 Useful Tips to Improve Your Business Center

A modern, effective business center could impress business travelers

Help your guests increase their productivity without the hassle of having to leave your property with an updated business center. Plus, you'll introduce new revenue streams by offering amenities on a Pay-Per-Use basis.

What should your business center include?

Here are five tips.



TIP #1: Update Your Tech

A printer isn't as crucial as it once was, but many business professionals need access to printed documents. Investing in robust Wi-Fi and a wireless printer allows your guests to print from any location in your hotel.

Adding tables with integrated charging stations and USB ports to your business center is a great idea. Also, consider having loner laptops available for guests to use (one pc and one Mac). This offering will make sure they will have what they need in an emergency.

You don't want your guests to be forced to huddle around a few wall sockets in your lobby.



TIP#2: Create an appealing workspace

Lots of work is done at tables in lobbies these days, so why not offer a space that feels just as comfortable and inviting as your lobby?

Many hotels are converting their business centers into extensions of their lobbies or even coffee shops—with comfortable reading chairs, work tables, and coffee carts operated by local roasters offering hot cups and freshly baked pastries.

Even having free, self-serve coffee and snacks can be a great benefit for your guests.

[Read how](#) the Park Hyatt D.C. replaced their traditional lobby with a Tea Cellar.



TIP#3: Offer an impromptu meeting space

Consider repurposing your business center into a flexible workspace with furniture that's easy to move and reorganize. This will enable your guests to organize different configurations to accommodate meetings.

You could also offer a flat-screen TV or a screen and projector, a dry-erase board, as well as other technology for videoconferencing.



TIP#4: Have high-tech vending machines

Some hotels have opted for small shops—or even [high-tech vending machines](#)—that offers business travelers an opportunity to pick up something they might have left at home.

These machines can include USB sticks, noise-canceling headphones, charging cables, rechargeable batteries, portable video game systems, and more.

Plus, big electronics companies like Best Buy and retailers like Amazon offer vending machines like these as attractions in some properties.



TIP#5: Open a mini-spa

What if your business guests (and all your guests) could retreat to a spot where local professionals offer short massages or manicures before their big meeting?

Another popular option is having a [blowout bar](#) where travelers can get their hair styled to make a good impression.

A little relaxation goes a long way to calm nerves before a big presentation.

Section 11

Help Your Guests Do Business at Your Property

Print this valuable tool and share it with your guests when they book events

6 Tips to Network with Authenticity

It can be tough to wade through the different personalities and small talk of business when networking. But if you follow a few simple rules, you can navigate the world of business networking while feeling more like yourself.

Here are six tips.





6 Tips to Network with Authenticity

TIP#1: Give before you ask

It's the small things that make people feel comfortable. Provide your name with a smile and a handshake (or fist bump). Don't avoid eye contact.

Also, think about what you could do to help someone out. If you genuinely try to help, they might do the same for you.

If you can connect a new acquaintance to someone else in your network, you've just become a Super Connector!

TIP#2: Be discerning

There's no point in trying to draw out a conversation from someone who doesn't seem interested. If you can't get someone to engage in conversation, chances are they won't be a great resource.

The reverse is true as well. If you're not feeling a connection or interest in someone who's striking up a conversation, don't drag out the inevitable. Wish them luck with a handshake, take a step back, and let the conversation end.

TIP#3: Remain positive

Ever heard that the more you smile, the more dopamine, endorphins, and serotonin you release? There's another great benefit to flashing that smile—it's catchy.

You'll not only be more likely to put people at ease, but you'll subconsciously trigger them to be more open and engaged in what you're saying.

TIP#4: Ask constructive questions

Try asking someone if they're working on anything exciting or if they've had anything good happen in their day.

These are not only great opening questions, but they also promote positivity, energy, and optimism to keep people engaged and interested.

TIP#5: Exit in a timely matter

Sometimes the fear of finding a way to gracefully end a conversation can cause enough anxiety for us to avoid starting one in the first place.

If your conversation is going well, ask for their business card and tell them you'll follow up regarding something you talked about.

Don't forget to give a good handshake (or elbow bump) and make good eye contact.

TIP#6: Make sure you follow-up

Here's the secret: everybody's busy.

So, how do you make the time you spent networking really mean something? Take the time to follow up, reach out, and connect within two days.

Offer something you think your new acquaintance would appreciate. Perhaps you could let them know you have a friend who just finished a similar project who could offer some guidance.

Remember, it's all about being authentic and offering something that has value.



Conclusion

MITY Incorporated Brands Manufacture the Products You Need

All the MITY Incorporated brands are here to help make your property the top choice for business professionals, no matter what their unique needs might require.

Whether you need folding tables, banquet chairs, stacking chairs, portable dance floors, or mobile stages, MityLite offers the widest selection of different makes and models on the market.

If you're looking for warm solid wood seating or functional faux wood chairs, [Holsag®](#) custom makes chairs in North America with unlimited color and style options.

[XpressPort®](#) carts will make event set up and clean up faster so that you can book more events and save money on labor costs.

Last, but not least, [Bertolini®](#) is the most trusted name for worship seating.



Visit mitylite.com to speak with a sales representative.

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