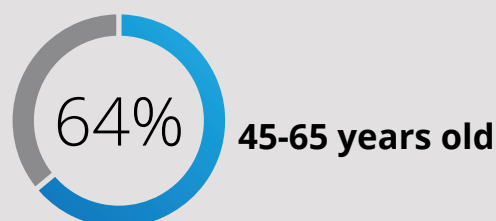
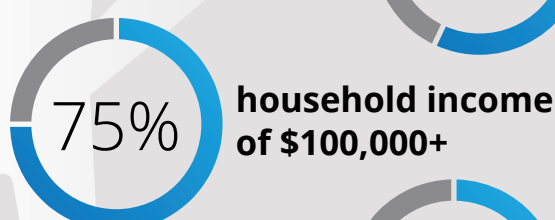


Senior Business Leaders Make for Loyal Travel Customers

Business-to-business decision makers prove to be frequent travelers who value brand loyalty.

SmartBrief

SmartBrief surveyed its audience of senior executives and business professionals on their travel habits.



76% travel for business at least once a month

62% travel a minimum of 3 days

79% add leisure to business travel

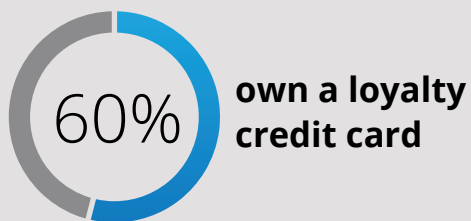
80% book travel on their own

Executives stay on the road longer and add leisure to their business trips.

62% travel domestically

32% travel both in the U.S. and internationally

These individuals also maximize their travel as devoted customers.



About SmartBrief

Serving **over 1 million business travelers** among our network of thought leaders and industry professionals, SmartBrief is the leading digital media publisher of targeted business news and information by industry. By combining technology and editorial expertise, SmartBrief delivers the most relevant industry news — curated daily from thousands of sources — in partnership with leading trade associations, professional societies, nonprofits and corporations.

Business travelers rely on SmartBrief to stay on top of the news shaping their industries.