Beat: Travel

SHE TRAVEL CLUB - LABEL To Certify HOTELS Meeting FEMALE GUESTS' EXPECTATIONS

WE MAKE HOSPITALITY BETTER FOR WOMEN

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USPA NEWS - SHe Travel Club is the only label dedicated to female travelers. We grade and provide solutions for hotels based on women's needs and expectations. SHe Travel Club addresses the needs of 64 % of hotel guests: women. They work with hotels and experts to understand and breakdown the best practices to make hotels more adapted to their female segment, based on 4 core pillars: Safety, Comfort, Services & Amenities, Dining & Entertainment

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- The hotels in their collection adapt their offer and services to meet their label criteria and provide optimal comfort to their female guests.
- They are a tech and data driven oriented label for hotels, easy and fast to implement with a special focus on guest experiences.
- They help to refine and promote the offer toward women leading to customer attraction and higher retention.

The FOUR PILLARS

- 1 : Safety

* Fully secured room with double door lock
* Spyhole
*Lit up corridors
*24 hour front desk presence

- 2 / Comfort

* Emergency kit available with sanitary pads, makeup & nail polish removers
* Hand-held shower heads
* Full length mirror
* Separated shampoo & conditioner

- 3 / Service & Amenities

* Employees trained on women’s needs
* Beauty & fitness services on demand with flexible hours
* Yoga mat on demand
* Concierge recommendations for local activities adapted to women

- 4 : Dining & Entertainment

* Diverse and healthy menus options at breakfast and other meals
* Diverse and healthy menus at bars, restaurants and in-room dining
* Table d’hôtes
* Special training for bar employees towards women

**** Some Facts from the Survey just released by SHe Travel

- Feminization of travel

* Women are travelling extensively and is now the largest customer base for hotels. 64% of global travelers are women
Source: Female Travel Statistics 2020-2021 - Condor Ferries
* 52% of business travelers are women
Female Travel Statistics 2020-2021 - Condor Ferries
* Women are not only the largest customer base, but their choices has a broader impact 80% of all travel decisions are made by women
Source: Travel Statistics 2020-2021
* Women spends 3x as much as men as percentage of their revenue and represent a huge market $125 expected travel spending by women in 2021
Source: Forbes / Female Travel Statistics 2020-2021

- Survey Method: SHe Travel Club

* Online survey: Assessed from May 20th to May 31st 2021
* Sample of 5000 women aged 18 and over: Brasil, China, UK, France, USA (1000 women per country)
* Respondent base (pre-selection): Women who have stayed in a hotel in the last 12 months for business or leisure.
* Selection criterion for the study: Having traveled at least 1 time for leisure or business before the crisis of covid-19

- Their observations

* 90% of women consider they have specific needs when travelling, not taken into account by the hospitality sector.
Source : SHe Travel Club
* 66% of women agree that travel agencies do NOT take into account the specificity of women's needs in their research
Source : SHe Travel Club
* 70% of business female travelers consider their companies should prioritize their
safety when booking hotels
Source : SHe Travel Club
* 73% of women have already been harassed or discriminated
during a work trip
Source : SAP Concur

- Interest in a women's travel club

* 73% of women would belong to a women's travel club (28% extremely likely)
* China = 94%
* Brazil = 89%
* France = 69%
* UK = 63%
* USA = 53%
Source : SHe Travel Club

- Dining & Entertainment

* 63% of women feel UNCOMFORTABLE in the hotel bar when they travel alone
* 20% of women feel UNCOMFORTABLE in the hotel restaurant when they travel alone
* 72% of women think it is important to offer healthy dishes and specify the number of calories
* 68% of women want vegetarian dishes on the menu
Source : SHe Travel Club

- Women & sustainable tourism

* The hotel's environmental approach is important for 3 out of 4 women! But for less than 10%, its decisive to choose a hotel!
* 67% of women are concerned by the hotel’s environmental approach
* China = 91%
* Brazil = 85%
* USA = 53%
Source : SHe Travel Club

- A hotel that take into account the specific expectations of women will be preferred by 9 women out of 10!

* 88% of women would prefer to book a hotel with offers that take into account the specific expectations of women.
* China = 98%
* Brazil = 91%
* France = 77%
Source : SHe Travel Club

- Why SHe Travel Club?

80% of women consider that SHe Travel Club label will be a key decision factor to book a hotel

... / ...

Source: Source : SHe Travel Club
Press Conference on October 20, 2022 @ Hotel Kimpton Saint-Honoré Paris
With the Presence and presentation of the Survey 2022 released by SHe Travel Club
* Madame Valerie HOFFENBERG - Founder & President of SHe Travel Club
* Madame Laetitia ELMALEH - General Manager of Hotel Kimpton Saint-Honoré Paris

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