

**smartSTAY**

**Now every type  
of traveller can  
check-in to  
better value**



## Match the right hotel to the right corporate traveller

Free and fast Wi-Fi, late check-outs, a gym or spa experience. Different business travellers look for different value-adds when selecting a hotel.

Though customers in all segments value price, reputation, room quality, and location when choosing a hotel, these are merely the basics all travellers are looking for.

In a time when companies are striving to reduce traveller friction, it is important to gain a deeper understanding of which hotel amenities and services 'tick the box' for your different travellers.

Business travellers experience smarter productivity with an increase in their comfort and convenience with value-adds designed specifically for them, and procurement managers benefit by getting more for every rand they spend.

It is with this in mind that Corporate Traveller has identified six different types of business travellers and outlined which value-adds are important for each of these travellers.

Our SmartSTAY programme, caters for each of the six different types of business travellers, ensuring their benefits are matched and suited specifically to their accommodation needs.



### Bring an expert on board

Corporate Traveller specialises in providing business travel management for medium and large sized corporates, offering a boutique approach based on expertise and personal service.

When you partner with Corporate Traveller, you'll receive one dedicated account manager to assist with your travel from start to finish, including sourcing best airfares, accommodation and car hire for your business travel all the way through to providing consolidated reports of your travel spend. This combined with our free after-hours assistance and free billbacks means your corporate travel will be cost effective, personalised and right for your business, every time.

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## The 'Let's Mix Business and Pleasure' Traveller

This traveller enjoys adding a few extra days of leisure onto their business trip to explore the destination beyond the meeting room. They want to take a mini-vacation while the company is covering some of the cost, and take in the sights, sounds and tastes the destination has to offer.

When taking bleisure trips, a recent study conducted by the Global Business Travel Association (GBTA) found that travellers overwhelmingly stay at the same hotel for both the business and leisure segments of their trips.



## What is this traveller looking for in a hotel?

### Location, location, location

Hotel location is one of the most important criteria for the 'bleisure traveller'. It needs to be in close proximity to meetings and conferences, while at the same time being in an attractive leisure destination.

### Affordability and Extended Stay Deals

Price is a determining factor for the 'bleisure traveller', who will need to foot the bill of a part of his or her stay. Extended Stay Deals can therefore be an important value-add for this traveller.

### Loyalty/Rewards Programmes

This kind of traveller will look for the potential to earn or use points from a hotel loyalty programme for the extension of their corporate trip.

### Amenities and Services

A pool, a spa and late check-out facilities are all factors that could entice the 'bleisure' traveller to stay a little bit longer.

## Which SmartStay Property is right?



Cape Town



Johannesburg



Nairobi



Hong Kong



London



Barcelona

### RADISSON RED HOTEL ★★★★★

Conveniently tucked away in the heart of the V&A Waterfront, Radisson Red connects with an ageless millennial mindset through art, music and fashion.

#### smartSTAY inclusions:

- Breakfast
- Wi-Fi
- Bottled water

### HOLIDAY INN SANDTON ★★★★★

This cosmopolitan hotel is in close proximity to attractions such as the Sandton Convention Centre, Sandton City Shopping Centre and Nelson Mandela Square, and the perfect location for any business or leisure guest.

#### smartSTAY inclusions

- Breakfast
- Internet
- Bottled water
- Schedule shuttle

### CROWNE PLAZA ★★★★★

Crowne Plaza is a modern and elegant hotel situated at the heart of Upper Hill, Nairobi's new financial district. It is surrounded by multinationals companies, diplomatic missions, banks, hospitals and entertainment venues.

#### smartSTAY inclusions:

- Breakfast
- Wi-Fi
- Room upgrade

### UPPER HOUSE HONG KONG ★★★★★

This calming contemporary hotel provides a haven within the bustling city of Hong Kong. The hotel's central location and short walk from the MTR train station makes it the ideal base from which to explore all that the city has to offer.

#### smartSTAY inclusions

- Room upgrade
- Wi-Fi
- Non-alcoholic room minibar

### THE ROYAL HORSEGUARDS ★★★★★

This majestic hotel presides over the River Thames with outstanding views. From glittering chandeliers to contemporary design, this central London hotel opposite the London Eye reflects a proud heritage and fully refurbished Victorian elegance. Enjoy the original tiled floors and discover a hotel with a secret past.

#### smartSTAY inclusions

- Breakfast
- 2pm cancellation policy
- Wi-Fi

### HOTEL BALMES - WORLDHOTEL ★★★★★

The Balmes is a modern hotel just steps away from Barcelona's Avinguda Diagonal in the city's Example neighborhood. Minutes from Passeig de Gràcia, the hotel combines its central location with the tranquility of its pool and interior garden. An oasis in the heart of Barcelona's shopping district with exclusive services.

#### smartSTAY inclusions

- 10% off food and beverages
- Wi-Fi
- Late check-out



## The 'Modern Business Woman'

One of the fastest growing demographics in the travel industry, the 'Modern Business Woman' is primarily concerned with safety and comfort when looking for a hotel. This traveller will pay a lot of attention to the smaller details of the hotel stay and will appreciate personalised service.



## What is this traveller looking for in a hotel?

### Safety and security

A safe and secure location is one of the prime considerations when the 'Modern Business Woman' selects a hotel.

### Safe Parking or Transfers

With security top of mind, having safe parking facilities is an important factor for the 'Modern Business Woman'. The possibility of arranging transfers can also be appealing.

### Complimentary Breakfast

A complimentary breakfast at the hotel is a safe and convenient amenity for this security-focused traveller.

### Amenities

A spa to relax at the end of the long day and high-range toiletries are details that are important to this traveller. Small attentions such as bottled water in the room can also win over the heart of the 'Modern Business Woman'.

## Which SmartStay Property is right?



Johannesburg

### INTERCONTINENTAL SANDTON ★★★★★

This hotel offers stylish, elegantly appointed luxury rooms, a full range of services and amenities, and can refer visitors to authentic and captivating local. The adjacent Sandton City is accessible via a convenient skywalk, and is the perfect opportunity to visit a range of chic boutiques, department stores and eateries.

#### smartSTAY inclusions:

- Breakfast
- Wi-Fi
- Bottled water



Cape Town

### RADISSON BLU HOTEL WATERFRONT ★★★★★

Take in views of the beautiful waters of the Atlantic Ocean and the private marina from the Radisson Blu Hotel Waterfront in Cape Town. This seaside hotel is close to the city center, as well as all the big cultural offerings. Wake to the sound of gentle waves breaking on the shore before embarking on a day of exploration.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- Bottled water



Dubai

### INTERCONTINENTAL RESIDENCE SUITES ★★★★★

This luxurious hotel is just 2 km from Dubai International Airport. Offering panoramic views of Dubai Creek and just minutes away from the Dubai Festival City Mall, with over 500 retail stores and home to the record breaking IMAGINE water, laser & fire spectacle. Dubai Festival City is a great choice for travellers interested in relaxation, food and luxury brand shopping.

#### smartSTAY inclusions:

- Buffet breakfast
- WiFi
- Bottled water
- Newspaper and parking



Addis Ababa

### RAMADA ADDIS ABABA ★★★★★

Combining contemporary elegance with modern comfort, the hotel Rooms and Suites of Ramada Addis are the perfect home base for your travels in Ethiopia. Whether visiting Addis Ababa for Business or Leisure, guests appreciate plush beds and 21st century amenities. Valet and self-parking are both available.

#### smartSTAY inclusions:

- Wi-Fi
- Room upgrade
- Late check-out



Paris

### LE METROPOLITAN ★★★★★

A few steps from the Eiffel Tower and the Champs-Élysées, Le Metropolitan is a gem of contemporary architecture behind a traditional Parisian facade. This elegant, modern hotel, is a home away from home for guests wishing to explore the city like a local.

#### smartSTAY inclusions

- Wi-Fi
- Nespresso coffee machine
- Bathrobe



New York

### THE LANGHAM NEW YORK FIFTH AVENUE ★★★★★

Nestled in the city's most coveted district, Midtown Manhattan, a limestone tower that soars 60 stories into the sky. Located between Bryant Park and the Empire State Building, discover sharp metropolitan style that embodies the dynamic spirit of the city. Whether for business or leisure, enjoy a comfortable stay where you can be rest assured your every need will be met.

#### smartSTAY inclusions

- Free Wi-Fi
- Nespresso coffee machine
- Late check-out



## The 'Jetsetter'

A C-suite executive, the 'Jetsetter' travels often and prefers to fly first-class and stay at upscale hotels. Typically chief executives and company leaders, the Jetsetter's business objective comes first, but they also want to make the most of their time once the work is done.



## What is this traveller looking for in a hotel?

### Room Upgrades

A luxury hotel room is a non-negotiable for the 'Jetsetter', who will highly appreciate the possibility to upgrade to a higher room category whenever possible.

### Complimentary Newspaper

This high-level executive needs to stay on top of current affairs and will appreciate the availability of a range of newspaper options in the mornings.

### Pampering

The 'Jetsetter' likes to spoil him or herself after a long day of business meeting. A luxury spa facility is an important consideration in the selection of a hotel.

### Fine Dining

Exclusive experiences form part of the definition of luxury in the 21st century and a fine dining experience is therefore an important perk for the 'Jetsetter'.

## Which SmartStay Property is right?



Durban

### FAIRMONT ZIMBALI RESORT ★★★★★

Situated inside the exclusive Zimbali Coastal Estate, is a tranquil retreat offering the utmost in stylish comfort and unrivalled service. Located 5 minutes from the bustling holiday town of Ballito and 30 minutes from Durban, this beachfront North Coast hotel provides easy access to the province's attractions.

#### smartSTAY inclusions:

- Wi-Fi
- Room upgrade
- Fruit amenity



Nairobi

### CROWNE PLAZA ★★★★★

Crowne Plaza is a modern and elegant hotel situated at the heart of Upper Hill, Nairobi's new financial district. It is surrounded by multinationals companies, diplomatic missions, banks, hospitals and entertainment venues. It features inspiring meeting facilities such as a pillar-less ballroom as well as modern boardrooms and comprehensive equipment to encourage your success.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- 500 IHG points



Cairo

### FAIRMONT HELIOPOLIS ★★★★★

Set in the presidential quarter near Cairo International Airport, the business district and the Cairo International Convention Centre. Luxurious with a high sense of Egyptian heritage, this hotel has a wealth of amenities including an astonishing range of dining options and the largest event space in Cairo.

#### smartSTAY inclusions:

- Wi-Fi
- Room upgrade
- Late checkout until 3pm



Beijing

### CROWNE PLAZA BEIJING ★★★★★

Situated in the northwestern section of the city center, Crowne Plaza Beijing Zhongguancun hotel creates a work and leisure balance. This business hotel helps you maximize time and productivity. Well-equipped, oversized rooms and fine dining keep you comfortable and energized.

#### smartSTAY inclusions

- Breakfast
- Evening cocktails
- Wi-Fi



Dubai

### RADISSON BLU DUBAI DEIRA CREEK ★★★★★

The Radisson Blu lies within the beautiful Deira Creek area of Dubai, just a short walk from bus and metro stations and only 7 kilometers from Dubai International Airport. Each rooms and suite boasts a private balcony, coffee and tea supplies, and other upscale amenities. This hotel is the ideal choice for a stylish, comfortable stay, whether you're visiting for leisure or business.

#### smartSTAY inclusions

- Wi-Fi
- Late check-out
- Bottled water



Sydney

### PULLMAN QUAY GRAND SYDNEY HARBOUR ★★★★★

Guests staying at this remarkable Sydney hotel can enjoy a range of superb accommodation facilities, including a fully equipped kitchen, a separate living and dining area, a private balcony, a luxurious bathroom with spa bath, internet and a work desk.

#### smartSTAY inclusions

- 10% off food & beverage
- Late check-out
- Wi-Fi



## The 'Efficient and Savvy' Traveller

Today's 'Efficient and Savvy' traveller is always in a hurry. They have meetings throughout the day and run from place to place. They need a comfortable, tech- and design-savvy retreat to reenergise for the following day.



## What is this traveller looking for in a hotel?

### Complimentary Breakfast

The 'Efficient and Savvy' traveller may be in a hurry in the mornings, so offer a complimentary grab-and-go breakfast. They won't want to have to worry about where their first meal of the day is coming from.

### Free Wi-Fi and Ironing Facilities

Free Wi-Fi, an in-room work station with a desk, power outlets, phone, ironing facilities, as well as additional well-furnished business spaces are all important amenities for the 'Efficient and Savvy' Traveller.

### Transfers

Time is of the essence for the 'Efficient and Savvy' Traveller who will appreciate the time saved on a transfer to and from the meeting venue.

### High-Tech boardrooms

A high-tech boardroom located at the hotel can be an attractive, time-saving option for the 'Efficient and Savvy' Traveller. Get your meetings to come to you.

### Early check-in, Late check-out

This Traveller will appreciate flexible check-in and check-out times. Their schedule can be unpredictable meaning they could need to arrive very early or late.

## Which SmartStay Property is right?



Johannesburg

### INTERCONTINENTAL AIRPORT ★★★★★

Providing convenience, style and all the upscale facilities, this award-winning airport hotel is near central Johannesburg with state-of-the-art conference rooms, Quills Restaurant for South African specialties and a serene spa.

#### smartSTAY inclusions:

- Breakfast
- Wi-Fi
- 500 IHG rewards



Johannesburg

### HYATT REGENCY JOHANNESBURG ★★★★★

Situated in the modern suburb of Rosebank, only 25 kms from the O.R. Tambo International Airport, this luxury Johannesburg hotel is adjacent to Firs Shopping Centre and Cinemas. Guests will also enjoy easy access to the banking district of Sandton CBD, Constitution Hill, and African craft markets.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- Room upgrade



Maputo

### RADISSON BLU ★★★★★

Less than 10km from Maputo city center and Maputo International Airport (MPM), this hotel is also near business hotspots such as the Joaquim Chissano International Conference Center. You'll be within easy reach of popular tourist attractions such as Inhaca Island. You can reserve one of their 9 conference rooms. Beachfront location provides a magnificent setting for both business and social gatherings.

#### smartSTAY inclusions:

- Breakfast
- Wi-Fi
- Late check-out
- Room upgrade
- Airline miles



Berlin

### ADINA BERLIN CHECKPOINT CHARLIE ★★★★★

Berlin has much to discover and this hotel is the perfect launch pad. Admire the breathtaking mix of architecture and get adventurous on a night out, sipping cocktails in tiny basement bars and dancing to your heart's content at enormous techno venues.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- Ironing board
- Work desk



Amsterdam

### GRAND HOTEL KRASNAPOLSKY ★★★★★

Located on Amsterdam's main square with views across to the Royal Palace. You're well-placed for some of the city's finest shops, while a lot of tourist attractions are just a short stroll away. It's a quick 15 minute tram ride to the museum quarter and magnificent views of the Dam Square.

#### smartSTAY inclusions

- Breakfast
- Early check-in
- Late check-out



Amsterdam

### SWISSOTEL ★★★★★

This hotel offers luxurious, sound-proofed\* guest rooms and suites in a contemporary and sophisticated style. All guests enjoy free access to the Swissotel Amsterdam Fitness featuring state-of-the-art TechnoGym equipment, and to the business centre which offers complimentary internet access and small snacks.

#### smartSTAY inclusions

- Room upgrade
- Wine
- Wi-Fi



## The 'Food Fanatic' Traveller

This traveller ranges from being adventurous when it comes to tasting local cuisines in each destination to a fine-diner who loves when their dinner is a work of art. From street food options, to specialised dietary requirements or multiple restaurants in one hotel, the food fanatic traveller needs to select their accommodation carefully to ensure there's sufficient variety and choice.



## What is this traveller looking for in a hotel?

### Free Breakfast

All travellers need to eat and no-one ever turns down the opportunity to indulge in a good breakfast, especially if it's free.

### Complimentaries

With complimentary dinner vouchers, this traveller has the option to taste and sample a range of restaurants that a hotel has to offer. When extending a hotel stay, it's important to have a variety of food to ensure you won't get bored.

Plus, any traveller who has been to the deepest darkest parts of Africa will know the value of bottled water. This traveller won't say no to a free bottle of iced, distilled water.

### Instagrammable cuisine

A 'Food Fanatic' loves to showcase their meal and where better than Instagram. Stay connected with free Wi-Fi and make sure you share your next dining experience with the world.

## Which SmartStay Property is right?



Durban



Cape Town



Frankfurt



Cairo



New York



Paris

### OYSTER BOX ★★★★★

Dining at The Oyster Box is an extraordinary experience. Sublime cuisine using the freshest seasonal ingredients. Their numerous restaurants and bars offer something for everyone, with fresh seafood, incredible steaks and our famous curry feast. Dine overlooking magnificent views, dine privately with a group of friends or dine at the Chef's table and watch the magic happen first hand - there's so much choice.

#### smartSTAY inclusions:

- Breakfast
- Early check-in
- Express check in/out

### RADISSON BLU HOTEL WATERFRONT ★★★★★

There is no better location for lunch, dinner or a drink than their Tobago's Restaurant, Bar and Terrace. Apart from the sea and sand, inspired contemporary décor, and the fact that you are as close to the sea as it is possible to be. The food is a wonderful, truly authentic Cape Town experience, the cocktails are pure temptation and the wine list offers a superb collection of South African wines.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- Bottled water

### ADINA FRANKFURT WESTEND ★★★★★

This hotel sits in the city's buzzing business hub. Enjoy the incredible view from the top floor, luxuriate in the nearby shopping mecca that is Skyline Plaza and discover Frankfurt's impeccable dining and nightlife scenes, which cater to every taste imaginable, right from oysters and opera to pork knuckles and secret bars.

#### smartSTAY inclusions

- 10% off your bar
- Wi-Fi
- 10% off food & beverages

### FAIRMONT HELIOPOLIS ★★★★★

Set in the presidential quarter near Cairo International Airport, the business district and the Cairo International Convention Centre. Luxurious with a high sense of Egyptian heritage, this hotel has a wealth of amenities including an astonishing range of dining options and the largest event space in Cairo.

#### smartSTAY inclusions:

- Wi-Fi
- Room upgrade
- Late check-out until 3pm

### ANDAZ WALL STREET ★★★★★

Relax right in the heart of the Financial District at Andaz Wall Street. This modern hotel is close to top corporate centers and some of New York City's most celebrated sights. Enjoy a cozy vibe, hand-crafted cocktails created by mixologists, and an American bistro-style menu.

#### smartSTAY inclusions

- Wi-Fi
- Breakfast

### MAMA SHELTER ★★★★★

The restaurant offers simple dishes, homemade, designed by Guy Savoy. At the gigantic island bar, or at the pizzeria or on the terrace, you will surely come across the path of American poets or Japanese painters. On sunny days, the rooftop invites you to dine and sip a drink, letting your eyes wander through the city.

#### smartSTAY inclusions

- Wi-Fi
- Late check-out
- Daily newspaper



## The 'Stay Fit' Traveller

The 'Stay Fit' traveller is adamant they will not let their business travels get in the way of a healthy diet and regular exercise routine. Whether it's the ability to quickly find healthy meals, squeeze in an early morning workout or simply unwind at the end of the day, the 'Stay Fit' traveller is conscious of his or her health at all times.



## What is this traveller looking for in a hotel?

### Gym

Adequate workout facilities are a crucial factor when selecting a hotel for the 'Stay Fit' traveller, as they want to keep up with their exercise routine and squeeze in a workout whenever they find the time.

### Healthy Breakfast and Dining

A healthy and nutritious start of the day is an important consideration for the 'Stay Fit' traveller, who will appreciate a fresh selection of fruit as part of their complimentary breakfast at the hotel.

### Spa

Unwinding at the end of a long day of meetings with a massage or half an hour in the sauna is important for the 'Stay Fit' traveller for whom wellness is a top priority.

### Bottled Water

Hydration is extremely important for the 'Stay Fit' traveller. They greatly appreciate the convenience of having a few bottles of water without venturing out of their room.

## Which SmartStay Property is right?



Cape Town



Beverly Hills



Cairo



Nairobi



Stockholm



Istanbul

### PARK INN CAPE TOWN FORESHORE ★★★★

This hotel is near the Cape Town business district and within walking distance of the Cape Town International Convention Center (CTICC) and the Victoria & Alfred Waterfront, home to popular shops and restaurants. It's hotel is the ideal place to balance business with a little sightseeing. Harald's Bar & Grill features cocktails and views of Table Mountain.

#### smartSTAY inclusions:

- Wi-Fi
- Breakfast
- Water

### SOFITEL LOS ANGELES ★★★★★

A stunning hotel in LA offering elegant luxury accommodations and dramatic decor with an ambiance that combines see-and-be-seen excitement and the calm of an urban resort. Explore the sidewalk stars along famed Hollywood Boulevard and movie-star impressions in concrete at the opulent TCL Chinese Theatres. In the evening, Sunset Strip's renowned nightlife and hot spots beckon you.

#### smartSTAY inclusions

- Late check-out 13:00pm
- Wi-Fi
- Room upgrade

### FAIRMONT NILE CITY ★★★★★

With sweeping panoramas of the Nile River, and views of the Pyramids in the distance, Cairo's natural beauty and ancient history are always in. Added to this panoply of wonders are special features such as culinary adventures at the city's finest restaurants, a chance to bask in the sunshine or under the stars at our unique rooftop poolside sky bar, and truly indulgent, full-service treatments at our Willow Stream Spa.

#### smartSTAY inclusions:

- Wi-Fi
- Breakfast

### INTERCONTINENTAL NAIROBI ★★★★★

A haven in the city, this Nairobi hotel is ideally located for business, next to the Parliament building, walking distance to Kenyatta International Convention Centre and the government hub. This hotel is the ideal choice for discerning business travellers boasting an award winning Indian restaurant - Bhandini, a dine by the pool restaurant, coffee shop and bars. Explore attractions close to our hotel whether it is handmade African artifacts at Maasai market or the beautiful Nairobi National Park.

#### smartSTAY inclusions

- Breakfast
- Bottled water

### NORDIC LIGHT HOTEL LIFESTYLE ★★★★★

The hotel embraces the ever-changing nuances of Scandinavian light, arts and individuals. The location, right by Stockholm's Central Station, airport communications, shopping, restaurants and the pounding heart of the city, is hard to beat.

#### smartSTAY inclusions

- Breakfast
- Wi-Fi
- Access to the gym

### WYNDHAM GRAND ISTANBUL KALAMIS MARINA ★★★★★

Visit Istanbul's exotic bazaars, alluring museums, coffee houses, and tea gardens, then return to re-energize in our lavish hotel located across the street from the upscale Kalamis Marina. Unwind in their indoor or outdoor pools, fitness center, or indulge in classic Turkish relaxation with a steam bath ritual at the Blue Harmony® Spa.

#### smartSTAY inclusions

- Room upgrade
- Late check-out
- Wi-Fi



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expert on board**

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