

# Business Travelers

Global H1 2016

Audience Instats

A world of insights can be gathered from LinkedIn's +400 million members – the world's largest professional network. This report provides an audience overview of the data available to inform your data-driven planning decisions.

## Overview

+28m members

The Business Traveler segment is a combination of LinkedIn member data and a propensity based model. The model identifies members based on their likelihood to be a business traveler by engaging with Travel advertising and is complemented by LinkedIn member data

## Who are they?

### Top Job Titles

- Owner
- Director
- CEO
- Project Manager
- Consultant
- Sales Manager

### Top Industries

- Professional Services
- Technology - Software
- Architecture & Engineering
- Financial Services & Insurance
- Government/Education/Non-profit

### Top Locations

- New York
- San Francisco
- London
- Paris
- Los Angeles
- Boston

### Co Size by %

64%



SMB

36%



Enterprise

### Top Skills

- Management
- Project Management
- Leadership
- Strategic Planning
- Sales

# What do they do on LinkedIn?



More connected



More likely to  
access via  
mobile



More likely to  
share  
content



More likely to  
access their  
InMail



## Top Companies Followed

Google  
Microsoft  
Apple  
Harvard Business Review  
IBM  
Accenture  
HP  
Deloitte



## Top Groups

Harvard Business Review  
Digital Marketing  
Social Media Marketing  
The Project Manager Network - #1  
Group for Project Managers  
TED: Ideas Worth Spreading -  
Unofficial



## Top Content Topics

Employee Engagement  
Integrated Marketing  
Cloud Computing  
Venture Capital  
Europe  
Marketing  
Investment Banking  
Freight Sales

## Top Recommendation

Business Travelers are strong consumers of content, so reach them with relevant and engaging content. Also, ensure your content is mobile optimised as they are consuming content while on the go