



July 2018

Frequent Travel Programs - US

"A strong economy encourages people to spend on travel. With many tools available to help consumers find the lowest prices, travel providers lean on their loyalty programs to build crucial brand loyalty. These programs must innovate in order to maximize their effectiveness in the face of changing traveler habits and ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

Car Rentals - US

"The car rental industry is a nearly \$30 billion industry in the United States, providing rental cars to consumers across the country. Car rental agencies thrive in the travel industry, where they provide vehicles to consumers in places or situations where they may not have access to a vehicle. Thus ...