

## Frequent Travel Programs - US - June 2017

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"The travel market continues to benefit from a strong US economy and continued interest in travel. As travel loyalty programs innovate to provide a wider variety of ways to accrue and redeem points and miles, members are still most interested in rewards that help reduce travel costs."

- **Gina Cavato, Lifestyles & Leisure Analyst**

This report looks at the following areas:

- Despite interest in experiences, members want cash-back bonuses and gift cards
- Young, avid travelers are least likely to be loyalty program members
- Relatively few members feel their loyalty pays off
- Membership doesn't mean "loyalty"

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Travel spending growth points to importance of program engagement

### Frequent Travel Program Enrollment

Three in 10 adults are enrolled in a travel loyalty program

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Ease of redemption earn programs high overall satisfaction ratings

Program changes and options outside of the program may impact loyalty

Simplicity and personalization may be key to program growth

### What's Working for Loyalty Programs?

Hotel brands offer more ways to earn and use points

Tech innovations help travel brands stand apart

Hilton, Marriott, Alaska Airlines earn highest overall satisfaction

Hotel loyalty/rewards programs

Airline loyalty/rewards programs

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Changes in loyalty programs can unsettle consumers

"Shop around" culture is pervasive, program members look elsewhere

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Cross-industry integration can boost program membership and loyalty

Travelers desire simplicity and efficiency for their travels

Data can provide insights for more personalized offerings

Credit cards may set standard for programs to weed out churners

### The Consumer – What You Need to Know

Annual fees prevent some from joining loyalty programs

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Free hotel nights and free flights are most in-demand rewards  
 Monetary rewards are most likely to be redeemed  
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 Programs have room for improvement

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