

Loyalty and Trust in Travel Markets - UK - June 2015

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“The traditional lexicon of loyalty appears increasingly out of date. Rather than customers having to ‘earn’ travel rewards, the emphasis will need to change in future towards successful brands winning repeat business by consistency of service, a more personalised response and the creation of lasting emotional ties.”
— John Worthington, Senior Analyst

This report looks at the following areas:

- Who are the most brand-loyal travellers?
- Where next for loyalty schemes?
- How can travel brands influence consumers and gain trust?

It has been estimated that it can cost a business around five to ten times more to acquire a new customer than to sell to an existing one. Repeat customers also spend significantly more than first-timers. Encouraging and incentivising loyalty clearly pays dividends for travel brands.

Meanwhile escalating costs are making traditional loyalty programmes more expensive for travel companies to run, while their effectiveness is also falling in the age of the fickle consumer who is more likely to trust his or her peers than the traditional authority of the brand.

In this report Mintel explores the theme of loyalty and trust in travel markets, including current market drivers, ways in which brands are seeking to move beyond traditional points-based loyalty systems, and a detailed analysis of traveller behaviour including the amount people travel for leisure and business, the extent to which they use favourite brands, key influences on travel purchase decisions, loyalty scheme membership and the preferred rewards of travellers. This is the first time Mintel has reported on this theme.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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