

Frequent Travel Programs - US - June 2015

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The travel loyalty market has seen steady membership growth between 2006 and 2014 as consumers look for ways to reduce their travel costs and earn special perks and rewards. The market is expected to continue growing as consumers gain confidence in the expanding economy and spend their disposable income on experiential categories such as travel and entertainment.

This report looks at the following areas:

- Loyalty programs successfully acquire members, but fail to fully engage them
- Popular programs risk reward dilution
- Average members not getting enough from their rewards programs
- Comprehensive program changes may lead to member attrition
- Loyalty members may be bargain hunters at heart

The travel loyalty market is robust and growing, experiencing a near 30% increase in memberships between 2012-14. Successful programs have acquired new members by offering sign-up incentives, providing an assortment of options for earning and redeeming points, and maximizing partnerships with other brands. However, engagement remains a challenge as Americans actively collect and redeem points with less than half of the programs in which they are enrolled.

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DID YOU KNOW?

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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