

Loyalty Programmes in Travelling - China - December 2018

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"Loyalty is more important than ever now in the travel market, as consumers are provided with increasingly diversified travel options, from home rental to car sharing, and price-hunting tools at their disposal."
- Alice Li, Senior Research Analyst

This report looks at the following areas:

- Travel loyalty programme members are deal hunters at heart
- Use data to personalise rewards and services for members
- Tackle the privacy issue carefully

A travel loyalty programme is no longer a novelty to Chinese consumers, as they travel more and more frequently and seek better travel experiences. Travel loyalty programmes are considered to be helpful in making travel more comfortable and reducing costs. Financial benefits (eg discounts, points and rewards) are more persuasive factors that drive consumers to join travel loyalty programmes, but consumers' favour and trust of the brand are also key for programmes to expand membership.

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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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