"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”

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Frequent Travel Programs - US - June 2017

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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