

Frequent Travel Programs - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"A strong economy encourages people to spend on travel. With many tools available to help consumers find the lowest prices, travel providers lean on their loyalty programs to build crucial brand loyalty. These programs must innovate in order to maximize their effectiveness in the face of changing traveler habits and desires."
Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- Credit cards play a huge role in rewards travel
- Traditional FTPs are used more by older and wealthier adults
- Flying is increasing, but frequency is decreasing
- Travelers have good intentions, but that may not be enough

One third of adults aged 18+ belong to some sort of frequent travel program, be it an airline frequent flyer program, a hotel loyalty program, a car rental club, or an OTA loyalty program. This equates to over 76 million adults who have a membership in at least one FTP.

In an environment in which travel providers are pressured to create ways to differentiate themselves from the competition and justify their cost, FTPs are a mechanism used to build brand loyalty in a crowded market. Loyalty is more important than ever now that consumers have a variety of price-hunting tools at their disposal.

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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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Southwest willing to go toe-to-toe
Ampli-fied programs

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FTPs are for the older and wealthier
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