



Frequent Travel Programs: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer usage of frequent travel programs
- The shutdown of the travel industry due to the pandemic, and the challenges and bright spots therein
- What consumers want from their travel loyalty programs
- Insight and strategy regarding acquisition and retention of different demographic groups



"The challenges faced by frequent travel program providers are magnified by the COVID-19 pandemic. Currently, adults are limiting travel, diminishing their ability to accrue loyalty with their FTPs. Furthermore, the economic ramifications of the pandemic cast into doubt the ability to pay for travel once Americans have a place to travel to.

- **Mike Gallinari, Travel & Leisure Analyst**

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