

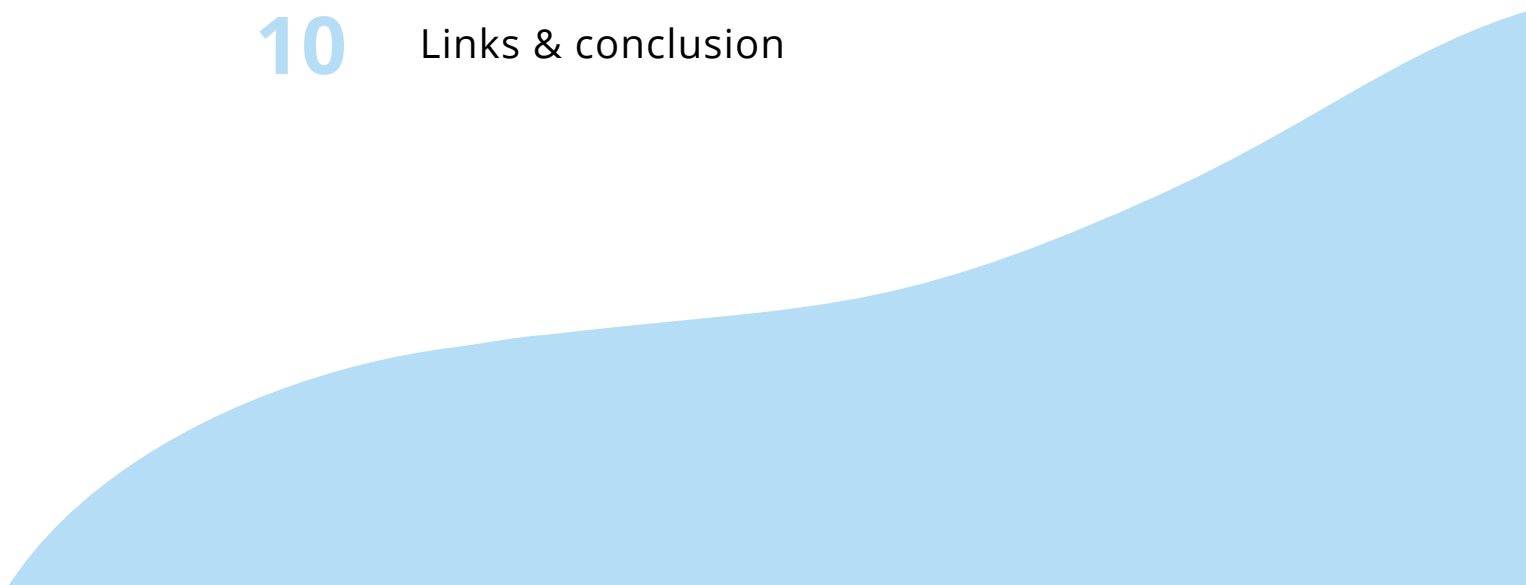


LET'S TALK ABOUT

LOYALTY IN THE TRAVEL INDUSTRY



Contents

- 1 Loyalty in the travel sector
 - 2 Factors affecting loyalty in the sector
 - 3 How can technology help?
 - 4 Travel loyalty best practices
 - 5 Best loyalty programs: Booking.com
 - 6 Best loyalty programs: Easyjet
 - 7 Best loyalty programs: Flying Blue
 - 8 Best loyalty programs: Expedia
 - 9 Best loyalty programs: Hilton
 - 10 Links & conclusion
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LOYALTY IN THE TRAVEL SECTOR

Global passenger traffic in 2024 is predicted to surpass 2019 levels, **reaching 9.7 billion passengers**. It's clear that more and more people are fueled by wanderlust and a desire for new experiences.

The **travel sector thrives on the loyalty of its customers**. Beyond mere reward programs, loyalty in travel is a deep emotional tie that influences travellers' choices.

WHY IS CUSTOMER LOYALTY IMPORTANT?

In the dynamic landscape of the travel industry, **customer loyalty plays a key role**, extending far beyond transactional benefits. Cultivating a loyal customer base in travel contributes not only to a steady income stream but also to the overarching success of businesses.

Beyond the occasional bookings, **loyal customers become advocates**, spreading positive word-of-mouth and attracting new clientele. This not only solidifies the brand's reputation but also establishes a foundation for long-term profitability.

In the travel sector, where experiences are cherished and memories are made, **customer loyalty becomes a powerful driver**, influencing not just immediate decisions but shaping the trajectory of a business for years to come.

By **prioritising customer satisfaction and loyalty initiatives**, travel businesses create a sustainable ecosystem, enhancing their resilience and adaptability in an ever-evolving market.

FACTORS AFFECTING LOYALTY IN THE TRAVEL SECTOR

This industry faces several specific challenges:

LONG WAITING TIME TO REAP REWARDS

The **long wait** that customers have to go through to finally reap their rewards is one of the main pain points of this sector. A study shows that the lifetime value of customers with emotional relationships with brands is 306% higher, and one of the best ways to achieve emotional loyalty is instant gratification.

In the fast-paced travel industry, **users demand convenience and have a low tolerance for long waiting times** to receive even a small reward.

DIFFICULT CONVERSION JOURNEY SEGMENTATION

For brands in the travel industry, it's **hard to understand the segmentation of customers' conversion journeys**: business travellers have different motivations compared to vacationers, vacationers face different challenges compared to business travellers, and so on.

Understanding these journeys means being able to cater to these **specific needs**, increasing the likelihood of repeat business.

DATA ANALYSIS

Similar to the previous point, **data analysis is another pain point** of loyalty in the travel industry: brands working in this industry find it **challenging to pinpoint what's genuinely impacting customer decisions**, having to deal with so many different platforms.

Useful **insights from data** and a single customer view are the keys to a successful brand, but unifying the massive amounts of customer data that companies collect across all channels and touchpoints can be time-consuming and expensive.

LOW FREQUENCY & SEASONALITY

For every brand and every industry, **staying in contact with customers is vital**. The travel industry finds this particularly hard, considering the product they sell is something customers only purchase a few times a year.



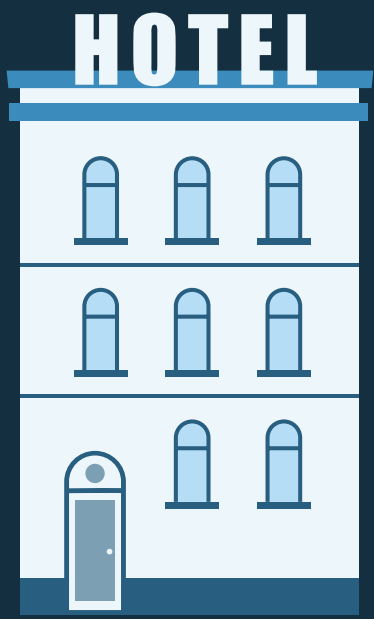
HOW CAN TECHNOLOGY HELP YOU?



DATA-DRIVEN SOLUTIONS

Our Loyalty Console dashboard makes all the information you gather easily accessible, allowing complete visibility over what customers are doing and when, and providing all the information you need to make insightful decisions.

Loyalty data is only useful if it's easily accessible and understandable, and a loyalty program is the ideal starting point for this, with the help of AI modelling and the right analytics solution.



REFERRALS

While customers can refer you via social media or word of mouth, you can also make sure it's as easy as possible for them to refer you to more people. A referral option built into your loyalty app means your customers can refer their friends in any way that suits them, and you can create incentives for both the referrer and referee to encourage more and more people to advocate for your brand.

CASHBACK

An instant cashback or coupon solution can be an amazing way to improve loyalty in the travel industry, because of its low-frequency problem: it amplifies the value connected to your brand and increases engagement without relying simply on what you (or your partners) offer.



TRAVEL LOYALTY BEST PRACTICES

Here are some **best practices** you can follow when creating a loyalty program in the travel sector.

PARTNER REWARDS

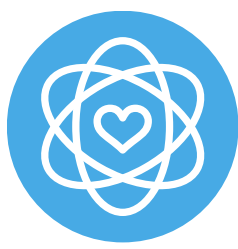
A great way to achieve loyalty in the travel industry is for brands to offer **various valuable and effective rewards**, especially if available through partners and partner rewards.

Brands should think about creating a **joint proposition** with car rental services, hotels and even financial institutions: customers could earn points and use discounts when booking accommodation or earn points for booking flights with a specific card type.



CUSTOMERS' VALUES

Newer generations are more **financially and environmentally conscious** and like to have the option of making purchase decisions based on their values, especially when it comes to travelling.



Offer your customers **rewards and discounts** for carrying less baggage onboard and offsetting everyday emissions, refusing daily housekeeping to reduce how much water is used in washing linens, opting for an electric vehicle or choosing routes with the smallest carbon footprint.



SPEND-BASED LOYALTY PROGRAMS

Members of a spend-based loyalty program are **rewarded based on their purchases**, with brands sending a message of “the more you spend, the more we value you and reward you”.



Customers are more likely to purchase from a brand that values their business and offers them more in return.

SOFT BENEFITS



Remember when we talked about the long waiting time for members of a travel loyalty program to receive rewards, and how that was a big pain point for customers? You can easily fix that!

Start offering soft benefits, like access to VIP lounges, free WiFi access, complimentary seat selection, free drinks, etc. Think about this as a way to improve travellers' overall experience.

COALITION LOYALTY

Coalition of multi-tenanted loyalty programs is a way for members to earn points while **shopping at several companies**, and for participating brands to see an increase in sales and user data.



These are very common in the airline industry, since it's **unlikely customers only fly with one airline**, and they usually bring together travel brands, such as airlines, hotels, booking platforms, and even car rental companies.

Keep in mind that coalition programs are also a **delicate balancing act**, and need loyalty technology that's capable of supporting different requirements to truly work.

BEST LOYALTY PROGRAMS



BOOKING.COM LOYALTY PROGRAM

Members of [Booking.com's loyalty program](#) can enjoy a lifetime of discounts and travel rewards on hundreds of thousands of stays and rental cars worldwide.

[Booking.com](#) is among the best travel loyalty programs and it's an incredible choice for **customers who don't travel enough** to earn rewards from the big hotel programs.






Customers can book accommodation at **participating properties worldwide** for a discounted price, and the tiered loyalty program encourages them to spend more and return to [Booking.com](#) to get bigger rewards.

The program has **three tiers**, with an entry-level tier that gives members instant access to a 10% discount on their stay. The other two tiers reward a discount of up to 15% and a discount of up to 20% alongside other perks.

Customers also appreciate this travel loyalty program because unlike other schemes, once users have unlocked a level, they'll **enjoy the benefits for life**, without the need to maintain the status.

Get rewarded for your travels

Create an account or sign in to unlock **free lifetime access** to discounts on **select stays and rental cars** worldwide. Discounts are applied to the price before taxes and fees.

 Genius discounts on stays Enjoy discounted stays at over 390,000 participating properties worldwide. <table border="1"><tr><td>Level 1 10% discounts Applied to the price before taxes & fees</td><td>Level 2 15% discounts Applied to the price before taxes & fees</td><td>Level 3 20% discounts Applied to the price before taxes & fees</td></tr></table>	Level 1 10% discounts Applied to the price before taxes & fees	Level 2 15% discounts Applied to the price before taxes & fees	Level 3 20% discounts Applied to the price before taxes & fees	 10% off rental cars Hit the road for less with discounts on select options Level 1	 Free breakfasts Waking up is easy with complimentary breakfast, available at select stays Level 2
Level 1 10% discounts Applied to the price before taxes & fees	Level 2 15% discounts Applied to the price before taxes & fees	Level 3 20% discounts Applied to the price before taxes & fees			
	 Free room upgrades Travel in style with free upgrades, applied automatically to select stays Level 2	 Priority support for stays Get direct access to a live agent to discuss or modify any of your stays Level 3			

FLYING BLUE

Flying Blue is the joint loyalty program of Air France, KLM, Transavia, Aircalin and TAROM.



Another great example of loyalty in the travel industry, Flying Blue lets members **earn Miles during their trips with partner airlines** or when purchasing services from other partners such as hotel brands or car rental companies.

Miles can then be exchanged for **relevant rewards** such as plane tickets and in-flight services, but also for free services from other non-airline partners, and even donated to charity.

There are **18 different NGOs**, carefully selected by Air France and KLM, including WWF, Ocean Cleanup, Close the Gap, Red Cross, and UNICEF. According to Flying Blue, more than 31 million miles were donated in 2021, which shows just how much customers appreciate these kinds of rewards.

Flying Blue is another **tiered loyalty program**, and it includes four levels of membership, each with its unique benefits.

The programme includes four levels of membership.

Each level has its own unique benefits. Members can level up when they accumulate more XP (experience points) when booking and taking flights (points given depending on the type of flight and seat booked).

20+ million members worldwide	1 new member every 6 seconds	13 co-branded credit cards	32 partner airlines	+ 100 commercial partners
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EASYJET LOYALTY PROGRAM



EasyJet Flight Club is a loyalty program for frequent flyers and its benefits are personal to its members and their immediate friends and family.

Among the best examples of travel loyalty, EasyJet Flight Club is designed to reward regular customers with **perks and benefits** such as free flight changes, the lowest fare, and exclusive discounts, that are not available to other passengers.

The particularity of this specific loyalty program is that **membership is by invitation** from EasyJet: certain customers can be selected and take advantage of the benefits of the membership.

Chosen members of the Flight Club loyalty program can **earn bonus points on certain flights**, which can be redeemed for future flights, and can also receive special offers and discounts throughout the year.

There's also a **dedicated customer service**, which really helps in keeping all customers satisfied and happy.

All of this and more, on every flight...

- Allocated seating included
- Dedicated bag drop desk
- Fast track security
- Additional cabin bag
- Speedy boarding

EXPEDIA LOYALTY PROGRAM

Expedia's loyalty program is designed for customers who want to earn rewards and benefits without necessarily having to stay loyal to a single brand.

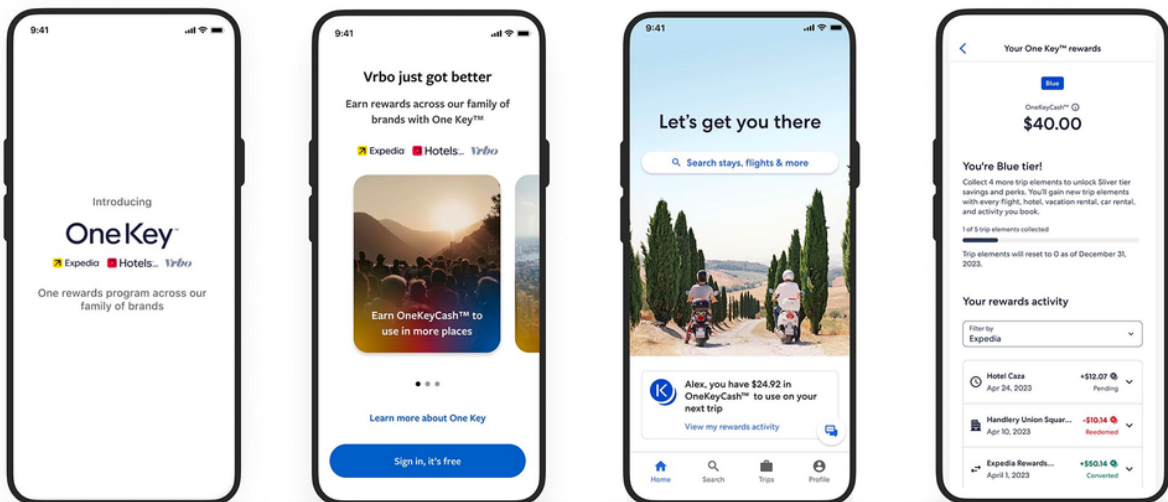


Another one of the best rewards programs for travel is the recently launched loyalty program Expedia Rewards, which brings together the company's flagship brands Expedia, Hotels.com and Vrbo.

This **three-tiered loyalty program** lets travellers save around \$35 per hotel or flight booking through points earned, allowing members to earn more perks and rewards depending on how often they travel.

Users can easily **earn and burn points on all three platforms**, and frequent and casual travellers alike can all benefit from the loyalty program.

Perks get increasingly **better with higher status**: the lower tier has perks such as an extra 10% off hotels, while the higher tiers have benefits such as free breakfast and free room upgrades.





HILTON LOYALTY PROGRAM

Hilton is present in over 120 countries, with nearly 7,300 properties and 22 brands that cover travellers from casual to luxury.

The last great example of tourism loyalty is the Hilton Honors rewards program: members can **earn points in a variety of ways**, like when booking stays at Hilton properties, dining out, and even completing surveys.

Points can be **redeemed for anything** from exclusive experiences, Amazon shopping, hotel stays, and even air travel.

Thanks to Hilton's many **partners**, members of this loyalty program can earn amazing rewards such as gourmet dinners and concert tickets.

Yet again another **tiered loyalty program**, each tier of the program's membership status gives members other benefits, such as free Wi-Fi, rollover nights, room upgrades and guarantees.

- Lowest Price**
 When you book at Hilton.com, we guarantee you'll always get the lowest price. If you find a lower rate we'll match it and give you an extra 25% off.*
*Terms & Conditions Apply
- Free WiFi**
 Get online throughout the hotel with free standard WiFi during your stay.
Terms Apply
- Earn & Use Points**
 Start earning Points today that you can use toward free nights or more. Spend them how you want, when you want.
Learn More
- Exclusive App Features**
 Discover the ways the Hilton Honors app will enhance your stay. Book hotels, explore destinations, earn rewards, and more!
Learn More
- Elite-level Benefits**
 Our Elite Members unlock access to more Points, Rollover Nights, 5th Night Free on reward stays, and more.
Explore Member Tiers

HELPFUL LINKS



1. **Tiered loyalty programs** are the perfect loyalty structure for this industry: the goal of ultimately reaching a higher tier gives members the push they need to come back to your brand.

2. **Referrals** are another great tool you can use to foster customer retention without having to spend lots of money on advertising or marketing.



[Read more on the White Label Loyalty blog](#) 

CONCLUSION

In the world of travel, loyalty isn't just about perks; it's a compass that guides a traveller's choices. Brands that understand and nurture this bond can create not just customers, but advocates who eagerly share their travel experiences.

A successful loyalty program in the travel industry helps brands increase customer retention and acquisition, and contributes to long-term business growth.

To find out more about the White Label Loyalty platform, you can:

- **download** the [White Paper](#);
- **contact** our [loyalty specialists](#).

ABOUT

WHITE LABEL LOYALTY

White Label Loyalty was founded in 2015 with the goal of enabling businesses to better understand, engage and retain their customers by developing a cutting edge cloud-based loyalty platform.

We are now delivering on that vision with a range of clients from small businesses to globally recognised brands which we serve primarily from our HQ in Leeds, UK — supported by our wider team located throughout the world.

LET'S CONNECT



CONTACT US

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