VALUE DRIVES ENGAGEMENT:

MEMBER BEHAVIOR IS DICTATED PRIMARILY BY SAVINGS

Factors influencing U.S. consumers' decisions to book travel and increase spending with their travel loyalty programs:



to earn

points

ASSURANCE AND AFFORDABILITY:

to better

discounts

THE TOP-RANKED TRAVEL BOOKING FEATURES*

Tools consumers value in the booking process vs. brand priority/investment:



quality travel

options

LIFESTYLE REWARDS ARE A NECESSARY COMPLEMENT TO CORE TRAVEL REWARDS

Lifestyle rewards are a necessary extra.



BEYOND THE BASICS:

of brands say lifestyle rewards make up 11-30% of all redemptions

DINING:

30% brands rank dining as the most preferred

reward

of consumers rank dining a preferred reward

TOURS & ACTIVITIES:

36% of brands rank tours & activities highest for shortterm investment

22%

of consumers rank tours as a preferred reward

Brands and consumers are aligned on the kinds of lifestyle rewards that offer members the most value. That's good news for brands; it will help them better engage their customers and increase program spending.

The 2024 iSeatz Loyalty Trends Report analyzes the survey responses of 151 loyalty program managers and 2,1116 U.S. consumers collected in late 2023 and suggests ways brands can deliver the value their members want to better meet their performance goals.



SUSTAINABILITY:

ALIGNING WITH MEMBER PRIORITIES AND DRIVING PROGRAM ENGAGEMENT

Brands that integrate sustainability options into their loyalty programs see results:

60% witness reduced member churn and turnover

find members opting for sustainability engage more frequently

significant revenue uplift

PERSONALIZATION:

THE KEY TO UNLOCKING VALUE FOR THE CONSUMER AND LOYALTY PROGRAM GROWTH



75%

of consumers say receiving more personalized offers will help them save money

Brands know they must improve personalization, but it's not a top investment priority.

WHAT FEATURES/CAPABILITIES OF YOUR LOYALTY TECHNOLOGY PLATFORM DO YOU PLAN TO INVEST MORE IN OVER THE NEXT 6-12 MONTHS?

