

STATE OF LOYALTY

2024 HOSPITALITY REWARDS REPORT

A benchmark of the loyalty-integrated reward portfolios and engagement strategies of the world's leading hospitality brands.



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ABOUT iSEATZ

iSeatz drives enduring brand loyalty through exceptional, connected experiences. Our digital commerce and loyalty tech solutions enable travel and lifestyle bookings that drive engagement and customer lifetime value. Our clients represent the best in travel, hospitality, and financial services, including American Express, IHG Hotels & Resorts, and Wyndham Hotels & Resorts. Backed by proven deliverability, reliable advanced analytics, and travel lifecycle expertise, iSeatz sets the bar for a superb journey from the very first search. [Learn more at iSeatz.com.](https://www.iseatz.com)

ABOUT THIS REPORT

The “State of Loyalty: 2024 Hospitality Rewards Report” is a benchmark for today’s hospitality customer engagement landscape. The report aims to help hospitality executives understand the competitive landscape and develop a rewards strategy that drives engagement, loyalty, and customer satisfaction. The content was created using publicly available information on hospitality loyalty program websites and mobile applications, and information was verified when possible. If you are a hospitality brand with additional information on your loyalty rewards portfolio or engagement strategies, please contact marketing@iseatz.com.



HAVE A UNIQUE PRODUCT OR PARTNERSHIP YOU'VE INTEGRATED INTO YOUR LOYALTY PROGRAM? WE WANT TO HEAR ABOUT IT! CONTACT US AT MARKETING@ISEATZ.COM.

ENHANCING EXPERIENCE THROUGH EXPANSION

The hospitality industry boasts a vibrant and varied loyalty program landscape. With hotels, casino hotels, vacation clubs, and other hospitality brands continually fine-tuning their loyalty offerings, the industry is in a constant state of flux. This includes creating new earning and redemption opportunities, refining points structures, introducing new reward options, and redefining how members and guests engage and transact within their loyalty frameworks.

This ever-changing loyalty marketplace reflects the level of competition among hospitality providers and the ongoing challenge most face in developing true brand allegiance and growing share of wallet among their guests. It also highlights the importance of driving bookings through direct channels, a goal that loyalty strategies can help hotel brands meet more effectively. According to [McKinsey](#), the median share of the customer's wallet captured by preferred lodging brands is only about 50%, lagging airlines (60%) and cruise lines (60%). The same report found that travelers usually belong to between 2 and 3 hospitality loyalty programs and transact with more than two lodging providers, on average, each year. The steadfast loyalty brands enjoy in other industries seems to be eluding hospitality.

The solution to these challenges—which hotel and hospitality programs seem to be adopting—lies in delivering added value through expanded earning and redemption

opportunities that can ultimately defray the cost of travel. This aligns with consumer sentiment; in our [Tipping Point for Travel Loyalty Report series](#), we found that 65% of consumers would engage more with their loyalty programs if offered better discounts, and 49% said saving money on travel was the most valuable aspect of their loyalty programs.

Our Tipping Point report also found that travel demand remains elevated: 63% of U.S. consumers plan to take 1-4 more trips in 2024 than they did in 2023. This means hotels and hospitality providers can count on a sustained volume of guests and another year of strong occupancy rates industry-wide. However, it is up to individual hospitality brands—and their loyalty strategies—to deliver the incentives that will attract members and encourage them to spend a larger share of their travel dollars with the lodging brand they prefer.

According to our 2024 analysis of hotel and hospitality loyalty programs, brands are endeavoring to deliver those incentives. In aggregate, brands are increasingly looking to enhance the guest experience by offering more on and off-property options within their loyalty programs. That includes more sustainability options (though not yet enough to match consumer demand), more flexibility across brands under the same corporate umbrella, and more on-property options. Will this approach yield the results hospitality brands hope for? We believe it is a step in the right direction.

50%

MEDIAN SHARE OF WALLET CAPTURED BY LODGING BRANDS

63%

OF US CONSUMERS PLAN TO TAKE 1-4 MORE TRIPS IN 2024 THAN THEY DID IN 2023

65%

OF CONSUMERS WOULD ENGAGE MORE WITH THEIR LOYALTY PROGRAMS IF OFFERED BETTER DISCOUNTS

35%

OF GROSS FEE REVENUE (FOR AT LEAST ONE MAJOR HOTEL GROUP) IS REPRESENTED BY THE TOP 1% OF LOYALTY MEMBERS

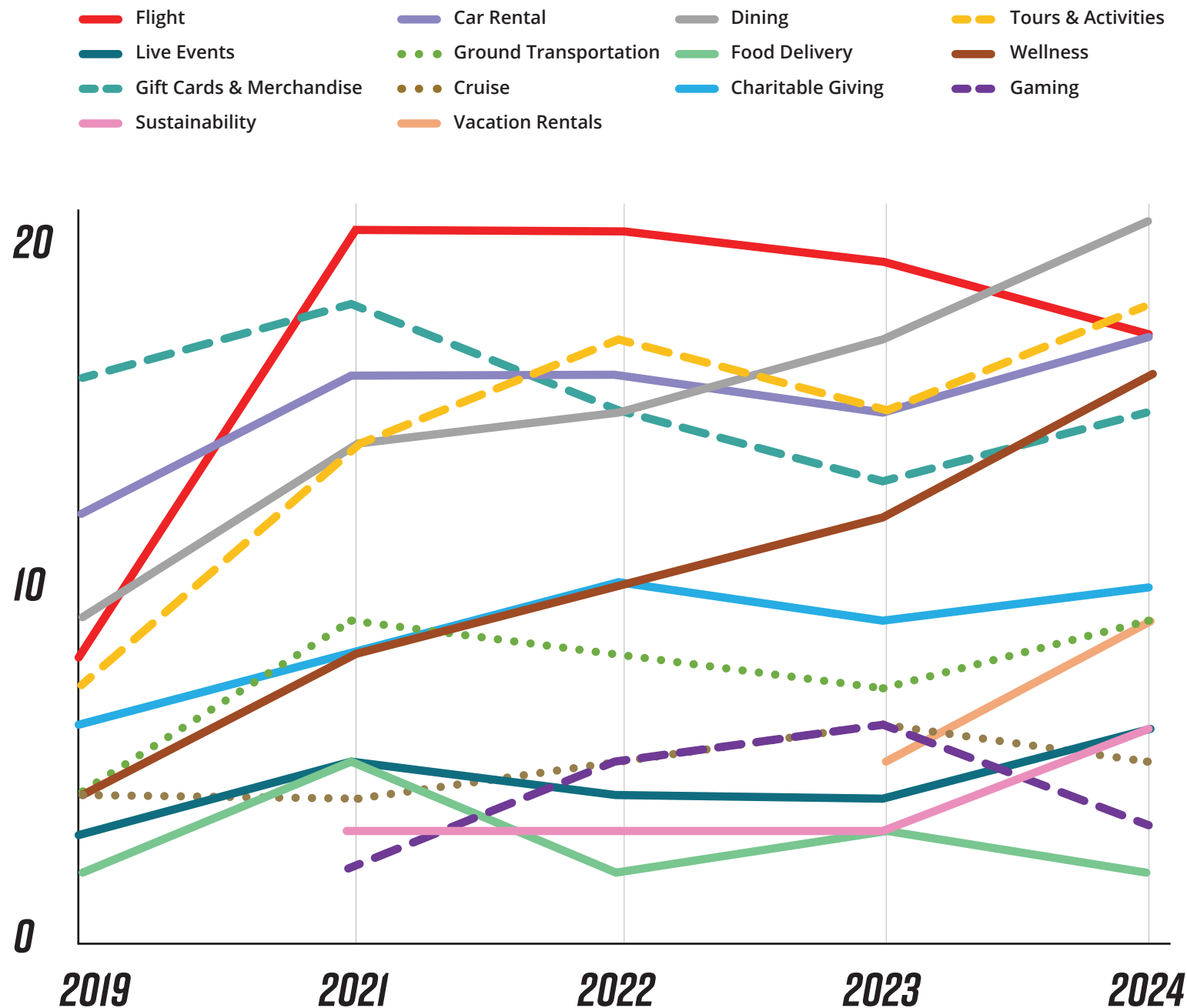
REWARDS PORTFOLIO OVERVIEW

Continuing the trend from 2023, hospitality reward portfolios have expanded across nearly all categories. Following the post-pandemic plateau, points earn and burn options grew considerably this year, with only a few exceptions. This broad-based expansion, even at a time of increased travel volume and relatively high occupancy rates, reflects hospitality brands' ongoing efforts to improve their programs' perceived value among loyalty members, increase direct bookings, drive incremental spending, and compete more effectively with other brands' offerings.


The total number of earn and burn options across all hotel brands in our analysis increased by 19 over 2023. Sustainability was also a growth-driving category; three hotel brands began offering sustainability-related redemption opportunities this year, raising the percentage of hospitality brands providing these options to 27%. In fact, the only categories to see a decline this year were cruise and gaming (casino-based rewards), the latter of which was attributable to a change in the strategic partnership between a lodging brand and a gaming brand.


After a net reduction in points-integrated reward options from 2022 to 2023, as detailed in last year's [iSeatz State of Loyalty Hospitality Report](#), this generalized increase in points-integrated options is even more striking. While much of this increase was driven by overhauls to the Omni and Preferred loyalty programs, it's clear that hospitality brands are reinvesting in their rewards portfolios and enhancing the member experience through expansion.

WILL THIS TREND CONTINUE?




Note: iSeatz did not issue a report in 2020, due to the COVID-19 pandemic. Tracking of Gaming and Sustainability reward opportunities began in 2021, and Vacation Rentals in 2023.
































































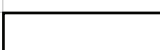










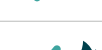


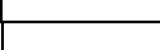
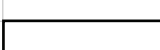





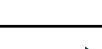






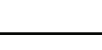






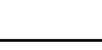


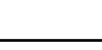
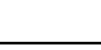
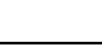






EARN  The ability to accrue loyalty points with a purchase or action; the ability to link one loyalty program to another so that purchases from one loyalty program accrue points in the other.

BURN  The ability to use loyalty points as currency to make a purchase or bid at an auction; the ability to easily transfer loyalty points from one program to another for the purpose of redemption.

***** The definition of earning for flights has changed from prior year to include only points earned for flight purchases. Previously, this also included airline miles earned for hotel stays.

***** Denotes redemption at on-property outlets only
 Change from prior year



| HOTELS | Flight* | Car Rental | Dining | Tours & Activities | Live Events | Ground Transport | Food Delivery | Wellness | Gift Cards & Merchandise | Cruise | Charitable Giving | Gaming | Sustainability | Vacation Rentals/Clubs |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Marriott (Marriott Bonvoy) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hilton (Hilton Honors) |  |  |  |  |  |  | |  |  | |  | | | |
| IHG (IHG One Rewards) |  |  |  |  |  |  |  |  |  | |  | |  | |
| Wyndham Hotels and Resorts (Wyndham Rewards) |  |  | |  |  | | | |  | |  |  | |  |
| Accor (ALL) |  |  |  |  |  |  | | |  | |  | |  |  |
| Best Western (Best Western Rewards) |  |  | | | | | | |  | |  | | | |
| Choice Hotels (Choice Privileges) |  |  |  |  | | | | |  |  |  |  | | |
| Radisson Hotels Americas (Radisson Rewards Americas) |  |  |  |  | | | |  |  | |  | |  | |
| Hyatt (World of Hyatt) |  |  |  |  | | | |  | |  | |  | |  |
| Melia Hotels (MELIÁREWARDS) |  |  |  |  | |  | |  |  | | | |  | |
| Red Roof Inn (RediRewards) | | | | | | | | |  | | | | | |
| Shangri-La (Shangri-La Circle) |  | |  |  | | | |  |  | |  | | | |
| GHA DISCOVERY (Includes Minor Hotels,...) | | |  |  | | | |  | |  |  | |  |  |
| Preferred Hotels |  |  |  | | | | |  | | | | | | |
| Omni Hotels (Select Guest) | | |  |  | | | |  |  | | | | | |

2024 DATA

EARN ✓ The ability to accrue loyalty points with a purchase or action; the ability to link one loyalty program to another so that purchases from one loyalty program accrue points in the other.

BURN 🔥 The ability to use loyalty points as currency to make a purchase or bid at an auction; the ability to easily transfer loyalty points from one program to another for the purpose of redemption.

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***** Denotes redemption at on-property outlets only
 Change from prior year



| Other Hospitality Loyalty Programs | Flight* | Car Rental | Dining | Tours & Activities | Live Events | Ground Transport | Food Delivery | Wellness | Gift Cards & Merchandise | Cruise | Charitable Giving | Gaming | Sustainability | Vacation Rentals/Clubs |
|------------------------------------|---------|------------|--------|--------------------|-------------|------------------|---------------|----------|--------------------------|--------|-------------------|--------|----------------|------------------------|
| Hilton Grand Vacations | 🔥 | 🔥 | | 🔥 | 🔥 | 🔥 | | 🔥* | 🔥 | 🔥 | | | | 🔥 |
| Marriott Vacation Club | 🔥 | 🔥 | | 🔥 | 🔥 | | | | | 🔥 | | | | 🔥 |
| Club Wyndam | 🔥 | 🔥 | | 🔥 | | | | | | 🔥 | 🔥 | | | |

| Hotel/Casino Loyalty Programs | Flight* | Car Rental | Dining | Tours & Activities | Live Events | Ground Transport | Food Delivery | Wellness | Gift Cards & Merchandise | Cruise | Charitable Giving | Gaming | Sustainability | Vacation Rentals/Clubs |
|---|---------|------------|--------|--------------------|-------------|------------------|---------------|----------|--------------------------|--------|-------------------|--------|----------------|------------------------|
| Caesars (Caesar's Rewards) | ✓ | ✓ | ✓ 🔥* | ✓* | ✓ 🔥 | | | ✓* 🔥* | ✓ 🔥 | | | ✓ 🔥 | | 🔥 |
| Boyd Gaming (B Connected) | 🔥 | | 🔥* | | | | | | 🔥* | | | ✓ 🔥 | | |
| MGM (MGM Rewards) | 🔥 | | ✓* 🔥* | | ✓* 🔥* | | | ✓* 🔥* | ✓* 🔥* | ✓ | | ✓ 🔥 | | |
| Stations Casino (myRewards Boarding Pass) | | | ✓* 🔥* | 🔥 | 🔥 | | | 🔥* | | | | ✓ 🔥 | | |

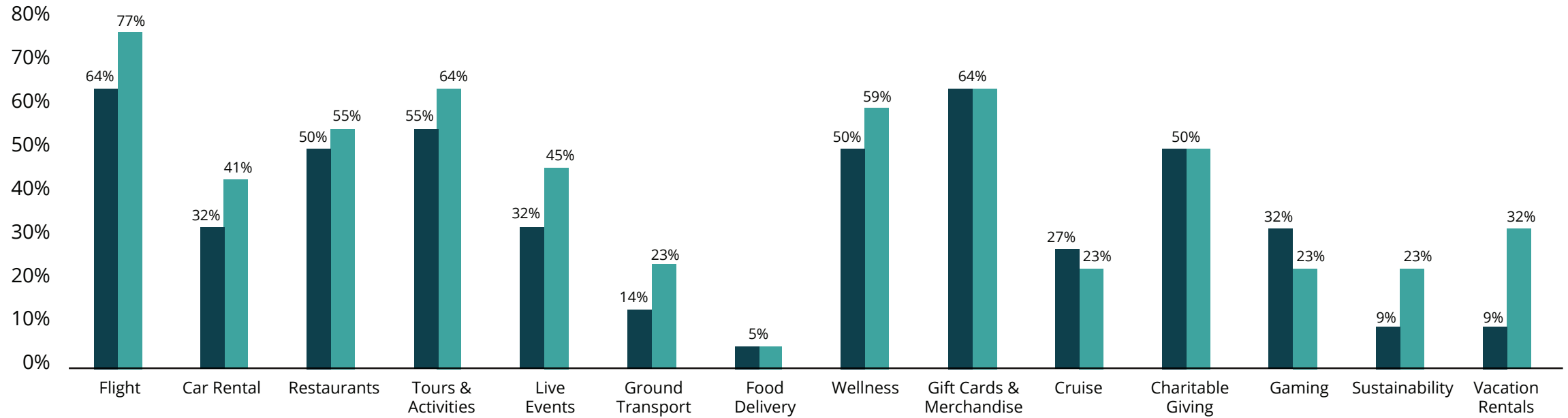


The content was created using publicly available information on hotel loyalty program websites and mobile applications. Information was verified when possible. If you are a hotel brand with additional information on your ancillary or engagement portfolio, please reach out to marketing@iseatz.com.

YOY EARN & BURN COMPARISON

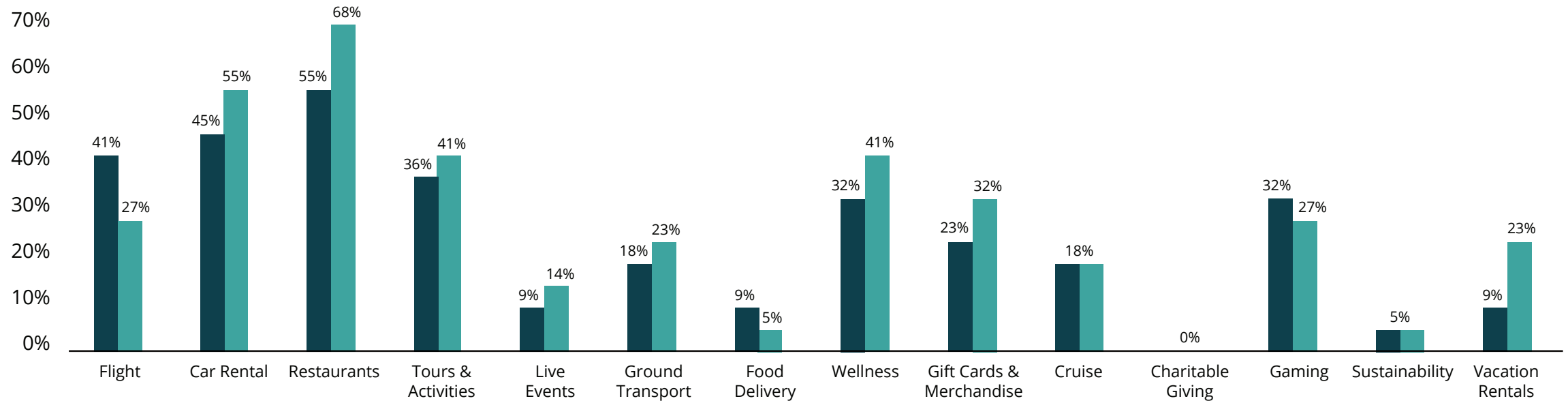
BURN YOY Comparison by Category

2023 2024



EARN YOY Comparison by Category

2023 2024



EMERGING TRENDS

Based on our analysis of the available points earn and burn opportunities among leading U.S. hospitality brands, two trends emerged apart from—but related to—the broad-based expansion of options. First was the continued gradual inclusion of sustainability-oriented rewards, which, while not accelerating at a pace commensurate with consumer sentiment, nonetheless gained ground this year.

The second notable trend our analysis revealed involved major hotel chains and their associated vacation rental brands. Several of these enterprises are making it easier for consumers to earn or redeem points across banners under the same corporate umbrella, offering their members more flexibility and more travel options, aligning with the overarching trend of increased choice.

SUSTAINABILITY

Study after study shows that sustainability is a crucial consideration for travelers today, which has prompted hospitality brands to respond in a variety of ways. One of the reports, [Booking.com's](#) annual Sustainable Travel Report, found that 83% of travelers said that traveling more sustainably is important to them, and 75% said that they want to travel more sustainably over the next 12 months. To meet the expectations of these travelers, hotel brands have invested considerable financial and strategic resources to reduce their environmental impact and/or make it easier for guests to make sustainable choices.

However, these efforts have not yet extended to loyalty strategies in any widespread way—yet. As our analysis finds, hospitality brands expanded their sustainability-related reward options this year, which is a positive development for loyalty members who prioritize environmental responsibility in their lodging choices and for the hotel brands that want to earn more of these members' travel dollars.

Most of the sustainability redemption options offered by hotels tend to take the form of points donations. Hotel brands allow their loyalty members to donate points to sustainability-related organizations or causes, as Accor's Captain Cause initiative exemplifies. Radisson, Marriott, GHA Discovery, and Melia Hotels offer similar donation-based sustainability redemption, with Radisson offering additional redemption for carbon offsets.



27%

**OF HOSPITALITY BRANDS
OFFER SUSTAINABILITY-
RELATED REWARDS**



20%

**OF MILLENNIALS WOULD
ENGAGE MORE WITH LOYALTY
PROGRAMS OFFERING
SUSTAINABILITY OPTIONS**

Only one hospitality brand—IHG—offers loyalty members the ability to earn points for sustainability. Its **“Greener Stay”** initiative in Fiji incentivizes guests to earn points by declining housekeeping, thereby saving energy.

Despite the forward momentum, loyalty-integrated sustainability initiatives are still only offered by 27% of the hotels and hospitality groups in our analysis. Broader commitments to sustainability and other environmental, social, and governance (ESG) standards are much more common. Every major hotel brand in our analysis features a formal or systemic commitment to these goals, including Marriott’s Serve360 program, IHG’s Green Engage system (of which Greener Stay is a part), and Hyatt’s World of Care initiative.

To truly cater to the sustainability-minded loyalty program member—and to reap the financial benefits by meeting this demand—hotels and hospitality brands must go further. According to our Tipping Point survey, 14% of all consumers (and 20% of Millennials) would engage more frequently with their loyalty programs if they offered more sustainability-related options, and 60% of businesses reported reduced member churn and turnover after increasing the availability of those options.



We expect this trend to continue, and in the coming years, we will see more hotels and hospitality brands integrate sustainability-related earning and redemption options into their loyalty frameworks.

HOW CONSUMERS FEEL ABOUT SUSTAINABILITY:

Which of the following sustainability features would make you more likely to book or make a purchase through your loyalty program?



CROSS-BRAND PROGRAM INTEGRATION, INCLUDING NON-TRADITIONAL LODGING


The other major trend we identified dealt with points earn and burn among hotel brands with associated vacation rental brands or that partner with vacation rental companies. For a third of these hotels—33%—it is now possible for loyalty members to earn points when staying at either vacation rental properties under their corporate banner (e.g., Marriott and Marriott Homes & Villas) or with their strategic vacation rental partners. A similar percentage (27%) also allow members to redeem points earned with the hotel brand for a vacation rental or at the vacation club. Only 20% of hotels allowed either of these kinds of earn or burn opportunities in our 2023 analysis.


This dramatic, double-digit increase suggests that hotel brands are seeking to provide more flexibility for loyalty members by leveraging their vacation rental arms and inventory. This capitalizes on travelers' affinity for non-traditional lodging; 10% of travelers would be most likely to stay in a short-term rental if traveling within the next three months, according to the [American Hotel & Lodging Association](#), including 16% of those planning a family vacation. More importantly for the hotels in our analysis, this option boosts cross-brand engagement, all while expanding the choice available to loyalty members.

33% | **OF HOTEL BRANDS NOW OFFER POINTS EARNING OR REDEMPTION FOR VACATION RENTALS, UP FROM 20% IN 2023**

How hotel brands implemented this expansion varied, just as their approaches to sustainability diverged. Hyatt, for example, just launched a short-term vacation rental division, Homes & Hideaways, for which World of Hyatt loyalty members can earn and redeem points. Similarly, while Marriott Bonvoy already offered members the option to earn and redeem points through Marriott Homes & Villas, we saw the benefit actively promoted in 2024. Bonvoy currently offers a points multiplier for members staying 2+ nights within the Homes & Villas network. The other major hotel brands we analyzed also offer similar vacation rental earn and burn reciprocity. Accor's ALL program allows members to earn and redeem points for staying at onefinestay's private homes and villas.

Hotel brands without vacation rental divisions are even partnering with other brands to make vacation rentals available to their loyalty members. GHA Discovery, for example, recently announced a partnership with vacation rental platform Plum Guide to allow members to earn points when staying at private home rentals in their portfolio. Strategic partnerships like this could allow lodging or gaming brands without vacation rental inventory to offer that option to their loyalty members.

33% 
OF HOTEL BRANDS NOW ALLOW GUESTS TO EARN POINTS WHILE STAYING AT VACATION RENTAL PROPERTIES, UP FROM ONLY 13% IN 2023

27% 
OF HOTEL BRANDS ALLOW MEMBERS TO REDEEM POINTS EARNED WITH THE HOTEL BRAND FOR A VACATION RENTAL OR AT A VACATION CLUB



REVISITING TRENDS FROM PRIOR YEARS

UNBUNDLING AND UPSELLING

2023 TAKE

The shift to an unbundled pricing structure coincided with another trend that emerged in 2021 and 2022: earning and paying with points at on-property outlets like restaurants and spas. Despite the overall drop in loyalty-integrated offerings in 2023, dining and wellness have grown steadily since we started tracking them in 2019, primarily driven by on-property retailing.

2024 UPDATE

This trend is accelerating. Dining and wellness rewards continue to increase across all hotel brands in our analysis, reinforcing the concept that more lifestyle reward options that complement the hotel stay will spur more on-property spending. This year, the expansion of these reward categories was driven by allowing members to earn when charging dining or wellness services to their room folios.

Among the majority of hospitality brands that already offer redemption benefits for dining, most allow their members to redeem points at on-property food and beverage outlets (83%). Similarly, 60% of brands offering dining earning benefits allow members to earn points when dining at on-premise restaurants. Wellness rewards, generally exemplified by spa services, are only redeemable on-property.

83% OF HOSPITALITY REWARDS PROGRAMS THAT OFFER DINING REDEMPTION ALLOW MEMBERS TO REDEEM POINTS AT ON-PROPERTY F&B OUTLETS

PERSONALIZATION AND AI

2023 TAKE

With Artificial Intelligence (AI), brands can examine patterns among their guests with the highest Customer Lifetime Value (CLV) and deliver personalized offers to guests with similar attributes. Personalization, AI, and loyalty combined are vital to increasing CLV.

2024 UPDATE

Personalization is still a vital component of any hospitality loyalty strategy, primarily because loyalty members believe personalization benefits them financially. For example, 75% of respondents to our Tipping Point survey (including 87% of Gen Z and 83% of Millennials) say that receiving more personalized offers would help them save money. Exactly half feel that receiving personalized offers is extremely or very important. Personalization remains a critical capability for hotel loyalty programs to implement, and AI will continue to augment it and facilitate more nuanced and targeted guest insights.

75% OF TRAVEL LOYALTY PROGRAM MEMBERS BELIEVE PERSONALIZED OFFERS HELP THEM SAVE MONEY

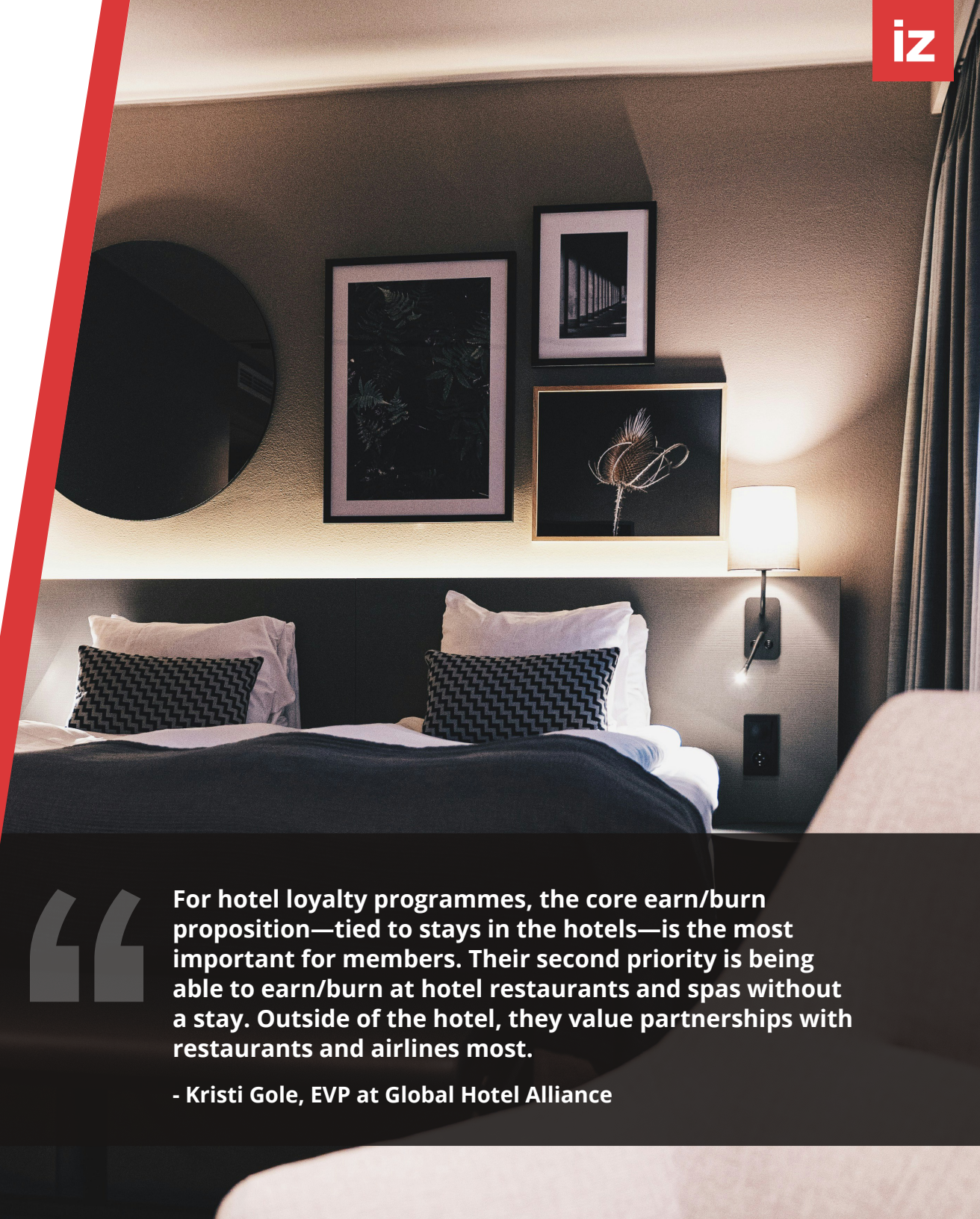
CREATING A GUEST EXPERIENCE THAT BOOSTS LOYALTY

Over the years, hospitality loyalty programs have expanded and contracted their earning and redemption criteria in response to traveler demand and broader market forces. As our analysis this year indicates, the industry has re-entered a period of expansion. Whereas previous reward portfolio growth was driven by a desire to keep members engaged with the brand while not traveling or enjoying the on-property experience, this year's expansion seems to be driven by the opposite dynamic. Americans are traveling, guests are checking in, and hotels are now using their loyalty programs to drive incremental spending and capture a bigger share of guests' travel dollars.

For some brands, that means offering options that align with travelers' values, like earning points by engaging in sustainable behavior. For other brands, making diverse types of lodging eligible, like vacation rental points, allows them to stay top-of-mind no matter how their loyal members prefer to travel. Across the board, hospitality brands are bringing their most important on-property revenue centers (food and beverage, spa, and fitness) underneath their loyalty umbrellas.

Will this expansion trend continue? If our previous years' reports have taught us anything, it is that hospitality rewards are ever-evolving, but we believe loyalty programs are the ideal vehicle for delivering choice and value to hotel guests and only become more effective as a differentiator when they feature a robust, relevant reward portfolio.

GET IN TOUCH WITH US TO LEARN HOW YOUR HOSPITALITY BRAND CAN IMPLEMENT WINNING LOYALTY AND REWARDS STRATEGIES.



“

For hotel loyalty programmes, the core earn/burn proposition—tied to stays in the hotels—is the most important for members. Their second priority is being able to earn/burn at hotel restaurants and spas without a stay. Outside of the hotel, they value partnerships with restaurants and airlines most.

- Kristi Gole, EVP at Global Hotel Alliance

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