

# The Evolution of Loyalty Programmes in the Travel Industry

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## Abstracts

All travel industry loyalty programmes continue to evolve, but US legacy airlines are in the midst of a radical transformation to reward their most lucrative travellers. Hotels are also enhancing their elite benefits to lock down their loyalty. Going forward, innovation in mobile and personalisation will be how companies cement loyalty from their members.

Euromonitor International's The Evolution of Loyalty Programmes in the Travel Industry global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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