

The Growth of Subscription Loyalty Programmes in the Americas

<https://marketpublishers.com/r/GF9CC023FD39EN.html>

Date: February 2023

Pages: 31

Price: US\$ 1,325.00 (Single User License)

ID: GF9CC023FD39EN

Abstracts

Hospitality companies have experimented with many new types of loyalty schemes since the pandemic began. In the Americas, subscriptions have become an especially popular option. Subscriptions is a fast-growing segment for hospitality loyalty, with several successful and unsuccessful examples emerging in recent years. This report defines subscription services and identifies best practices for how hospitality companies can incorporate them into a broader loyalty strategy.

Euromonitor International's The Growth of Subscription Loyalty Programmes in the Americas global briefing offers an insight into to the size and shape of the Travel 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: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

Get a detailed picture of the Travel market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Loyalty's post-pandemic opportunity

The pandemic's impact on hospitality loyalty

Subscription services

Best practices

Key findings

I would like to order

Product name: The Growth of Subscription Loyalty Programmes in the Americas

Product link: <https://marketpublishers.com/r/GF9CC023FD39EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF9CC023FD39EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970