

Hotel Loyalty in the Age of Disloyalty

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Abstracts

Loyalty is big business. Hotel companies want loyal customers, but do loyalty programmes do the trick? As OTAs are increasingly important in the booking process, can loyalty programmes convince travellers NOT to shop around? Hotel chains are constantly changing (improving?) their loyalty programmes, while OTAs are launching their own loyalty schemes. The saving grace for hotel companies might be the end of rate parity, as hotels can start offering cheaper room prizes to their most loyal members.

Euromonitor International's Hotel Loyalty in the Age of Disloyalty 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: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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.

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