

Loyalty at a Digital Crossroads: What Travel Brands Need to Prepare for

<https://marketpublishers.com/r/LF9CBBDA473EN.html>

Date: September 2017

Pages: 30

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

ID: LF9CBBDA473EN

Abstracts

Loyalty is on the verge of major disruption with technology like mobile and blockchain forcing the traditional loyalty models to adapt and become dynamic. Companies need to adapt to meet the challenges and opportunities from new technology so that they remain relevant in an ever-saturated market by focusing on the customer experience. This report looks across the travel industry, and beyond, to see how brands are shaping up to meet future challenges in the loyalty space.

Euromonitor International's Loyalty at a Digital Crossroads: What Travel Brands Need to Prepare for 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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