

FORGING LOYALTY IN THE MODERN TRAVEL MARKET

Today's travelers are lavished with choice and demand a lot for their loyalty. Here are three important trends to help marketers understand today's travel consumer journey.

SIMPLICITY AFFINITY

Younger travelers are likely to be loyal to brands that provide an effortless booking experience

61% 

of surveyed 18–34-year-old US travelers say they are more likely to stay loyal to a travel brand that has an easy to use website or mobile app

52% 

of surveyed 18–34-year-old US travelers who use online travel agencies to book travel say they do so because it's convenient

47% 

of surveyed 18–34-year-old US travelers say they wish they could move more seamlessly across sites and apps, to avoid having to start their travel planning over each time

PRAGMATIC TRAVELERS

Long-term loyalty is still built on the fundamental appeal of quality and price

91% 

of surveyed US travelers say quality of accommodation is an important factor for staying loyal to a travel brand

87% 

of surveyed US travelers say consistent reliability of service is important for them to stay loyal to a travel brand

48% 

of surveyed US travelers say they switched travel brands they were loyal to because of price

LATENT LOYALISTS

Future loyalty is built on being part of a consumer's extended social network

86% 

of surveyed 18–34-year-old US travelers say they would find it acceptable for a travel brand to post in an online group that was started by a person

48% 

of surveyed 18–34-year-old US travelers say that recommendations from family and friends are important to them in choosing a holiday

42% 

of surveyed 18–34-year-old US travelers say they find tailored product recommendations valuable



WHERE DOES FACEBOOK FIT IN?

79%

of surveyed US travelers who are members of an online travel community say they are part of one on the Facebook Family of Apps

76%

of surveyed 18–34-year-old US travelers* say they use Facebook for travel-related activities

*weekly users

WHAT DOES THIS MEAN FOR MARKETERS?

Win travelers' loyalty by providing a hassle-free purchase journey

In today's tech-driven world, consumers stick with brands that offer convenient purchasing processes. To win loyalty, provide a simple booking experience and make all steps of the travel journey friction-free.

Provide unforgettable quality to give travelers a reason to commit longer-term

Loyalty rewards are still important for many consumers, but quality of service is travelers' top criteria for staying loyal to brands. Create an exceptional customer service experience across your offerings to draw travelers back.

Become a go-to brand by having considerate presence in consumers' networks

Consumers are likely to book with a brand that is already on their radar. Connect with travelers on social networks and provide personalized recommendations on online platforms to raise brand awareness.