

Hotel Loyalty Programs

What Do Consumers Want?

The hotel industry as we know it today is a vibrant one, but tumultuous, too. Travel intermediaries, online marketplaces for lodging, tech-savvy consumers are market disruptors. With the plethora of options guests have today, earning guest loyalty may seem futile. But here lies the truth: knowing what guests value in loyalty programs and earning guest loyalty is the key to long-term success.

BE RELEVANT - BE REDEEMABLE - BE RELIABLE



of survey participants said they do not join loyalty programs because the offered rewards do not interest them



62%

of consumers would like to earn more rewards per hotel stay



would like more options to redeem rewards

20% of survey participants said they do not join loyalty programs because too much personal information is required

BENEFITS TO BUSINESS:



of respondents said that they often stay in the hotel offering their favorite loyalty program.

Once customers enroll in a hotel program, they demonstrate loyalty to the host brand. In other words, guests become loyal if you give them the opportunity.

WHY PEOPLE LEAVE A LOYALTY PROGRAM:



THE TIME IS NOW

Ample opportunity remains to recruit consumers to loyalty programs. Particularly for leisure travelers. This is why Oracle Hospitality conducted a global consumer survey to identify key attributes of successful programs and benefits that members most value. The findings will help hoteliers to develop programs that will nurture guest relationships and deliver individualized guest interactions.

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