

Travel and Loyalty: Would You Use a Program-Operated Site?

A COLLOQUY survey of more than 2,000 U.S. consumers sheds light on their openness to using a site operated by a loyalty program. Essential demands: convenience and personalization.

75%

if it allowed easy itinerary adjustments

if it were
easy to use

83%

64%

if it kept track of
travel preferences

69%

if it provided info
about planned
travel destinations

Convenient? I'll Use It.

Personal? I'll Use It.

69%

if it allows for paying all travel
expenses with loyalty points

if it had a mobile app

59%

56%

if it provided personalized
travel recommendations

53%

if it offered customization
of in-flight amenities