

# EMBRACING THE GREAT DEMAND FOR TRAVEL IN 2024: NAVIGATING NEW TRENDS

As 2024 unfolds, consumer eagerness to travel is at an all-time high. But what trends are driving their choices and preferences?

Our recent survey, involving over 2,000 American consumers, reveals a significant trend: travelers are not just eager to embark on new journeys; they're actively seeking opportunities that enhance their travel experiences and make them more affordable. This is where the unique advantages of travel loyalty programs come into play, offering the perfect blend of enriching travel experiences and value-driving solutions.

## THE APPETITE FOR TRAVEL CONTINUES

Sixty-four percent of the consumers we surveyed plan on taking one to four additional trips in 2024, a notable increase from the 50% who reported similar intentions in our last survey; this nearly 15-point jump sends a strong message about the importance of travel in consumers' lives and indicates that demand is unlikely to slow down any time soon.

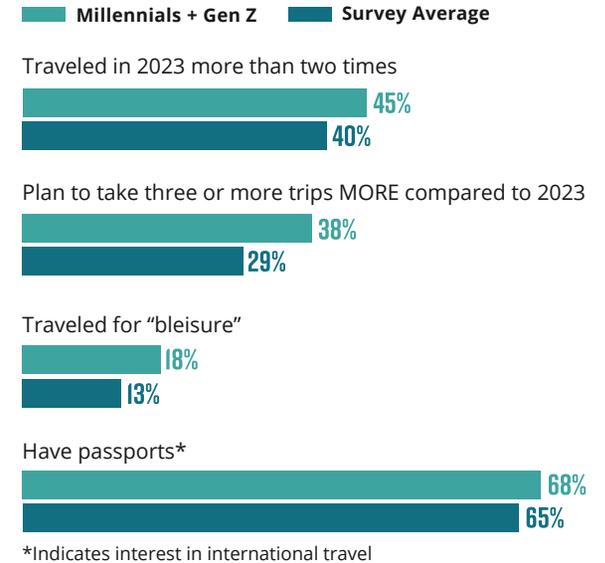


**64%**  
OF U.S. TRAVELERS PLAN TO TAKE 1-4 TRIPS MORE THAN THEY DID LAST YEAR

## THE AGE FACTOR

Younger generations, namely Millennials and Gen Z, are fueling the rise in travel demand.

These travelers are:



## THE IMPORTANCE OF MAXIMIZING VALUE

Consumers are eager to travel despite challenging times and expect their loyalty programs to offer meaningful value and savings as solutions to their economic needs.



**65%**

of U.S. consumers said they would engage more with their loyalty programs if they could access deeper discounts



**49%**

of U.S. consumers said saving money on travel is what they value most in a travel loyalty program

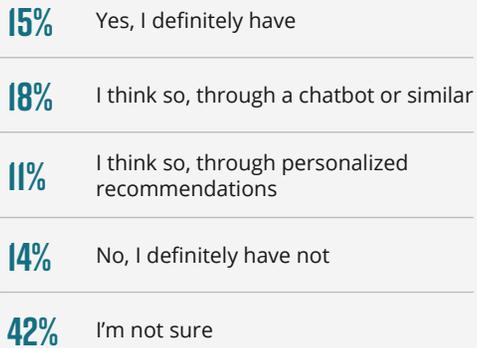
### WHAT DO BRANDS SAY?

While only 15% of the loyalty providers we surveyed cite identifying rewards that customers find valuable as their primary challenge, nearly **40% acknowledge the scarcity of travel options that truly appeal to and are valued by members**, pointing to significant hurdles for brands in meeting member expectations.

## ARTIFICIAL INTELLIGENCE: THE NEXT FRONTIER IN TRAVEL LOYALTY IS ALREADY HERE

Forty-four percent of consumers surveyed say they have encountered some form of artificial intelligence while interacting with their loyalty programs, either through chatbots or personalized recommendations.

### Have you interacted with any artificial intelligence tools through your loyalty program?



### Why is this important?

More than a third of consumers report that their interactions with AI have led to a more positive experience with loyalty programs, and a similar proportion is open to using AI if it improves their program interaction.

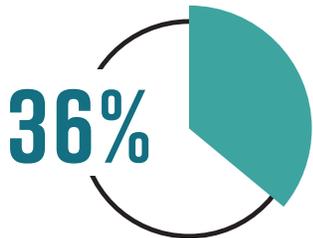


found what they needed more quickly due to AI-enhanced interactions



fully support AI integration if it improves their experience

Brands recognize the potential of AI to heighten and improve their capabilities:



of loyalty program providers plan to invest in this technology in the coming 6-12 months

### PREDICTING THE FUTURE:

As AI advances, loyalty programs will use it to vastly improve customer experiences, ranging from tailored bespoke trip planning to driving engagement through individualized rewards offerings.



## SUSTAINABLE TRAVEL TAKES OFF

As travelers increasingly seek ways to minimize their environmental impact, brands and loyalty programs that neglect sustainability risk falling behind. Sustainable transportation options, opportunities to book activities that benefit local communities, and accommodations with eco-friendly features are among the top reward suggestions consumers make to their loyalty programs.

### What sustainable travel preferences have your members shared for trip bookings?

Ability to book destination activities that contribute to the local community



Hotels that have implemented sustainability features



Options from travel brands that have a sustainable certification



Eco-friendly transportation options such as eBike, electric, and hybrid cars



Flights with eco-friendly routes or utilizing sustainable aviation fuels.



Ability to purchase carbon offsets



We have not received any suggestions



## 2024 LOYALTY TRAVEL TRENDS: STILL PLANNING FOR ROBUST DEMAND

[DOWNLOAD THE 2024 TRAVEL TRENDS REPORT](#)

2023 was a successful year for travel suppliers, and with consumer demand remaining strong, the year ahead presents an excellent opportunity for travel rewards providers to engage their current members, particularly travel-hungry Millennials and Gen Zers.

By expanding reward categories and introducing travel benefits that maximize value in the form of discounts or savings, aligning with consumer values around sustainability, and leaning into the power of AI to deliver stellar customer experiences, loyalty programs can seize their portion of the burgeoning travel demand and ensure long-term growth.