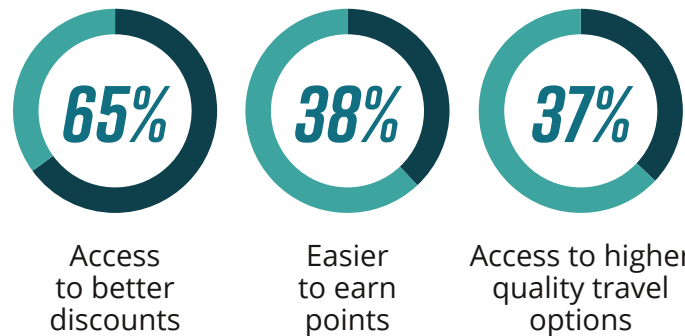


## VALUE DRIVES ENGAGEMENT:

### MEMBER BEHAVIOR IS DICTATED PRIMARILY BY SAVINGS

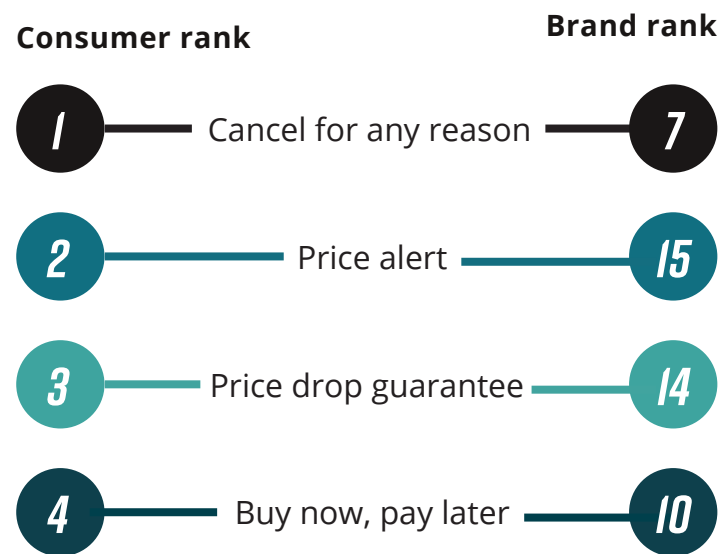
Factors influencing U.S. consumers' decisions to book travel and increase spending with their travel loyalty programs:



## ASSURANCE AND AFFORDABILITY:

### THE TOP-RANKED TRAVEL BOOKING FEATURES\*

Tools consumers value in the booking process vs. brand priority/investment:

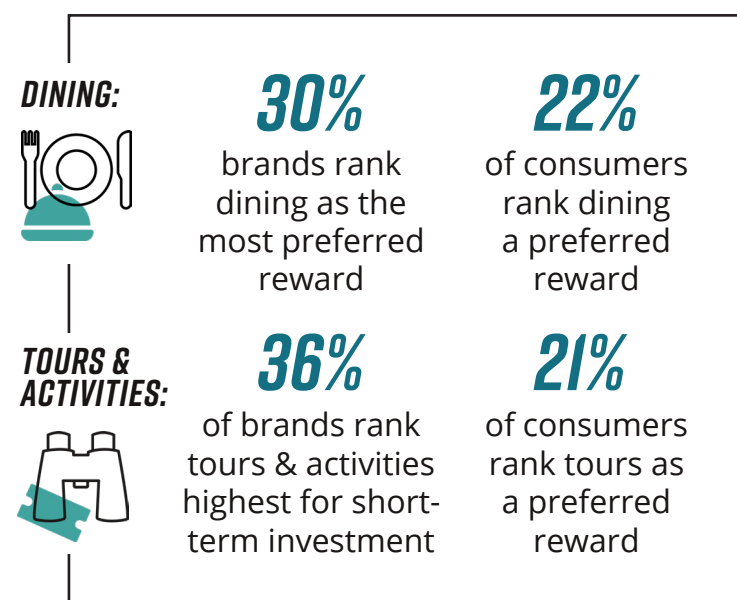


\*Out of a total of 16 options

## BEYOND THE BASICS:

### LIFESTYLE REWARDS ARE A NECESSARY COMPLEMENT TO CORE TRAVEL REWARDS

Lifestyle rewards are a necessary extra.

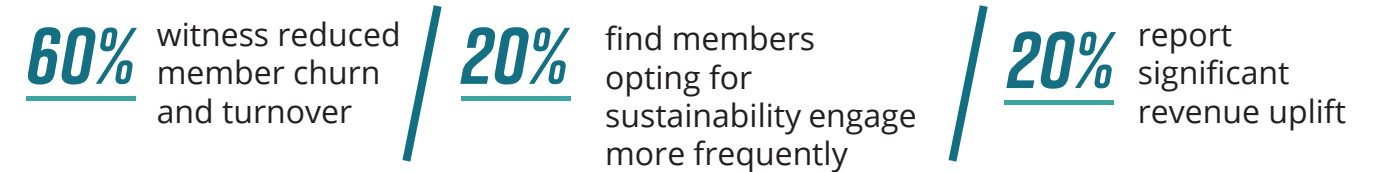


**Brands and consumers are aligned on the kinds of lifestyle rewards that offer members the most value.** That's good news for brands; it will help them better engage their customers and increase program spending.

## SUSTAINABILITY:

### ALIGNING WITH MEMBER PRIORITIES AND DRIVING PROGRAM ENGAGEMENT

Brands that integrate sustainability options into their loyalty programs see results:



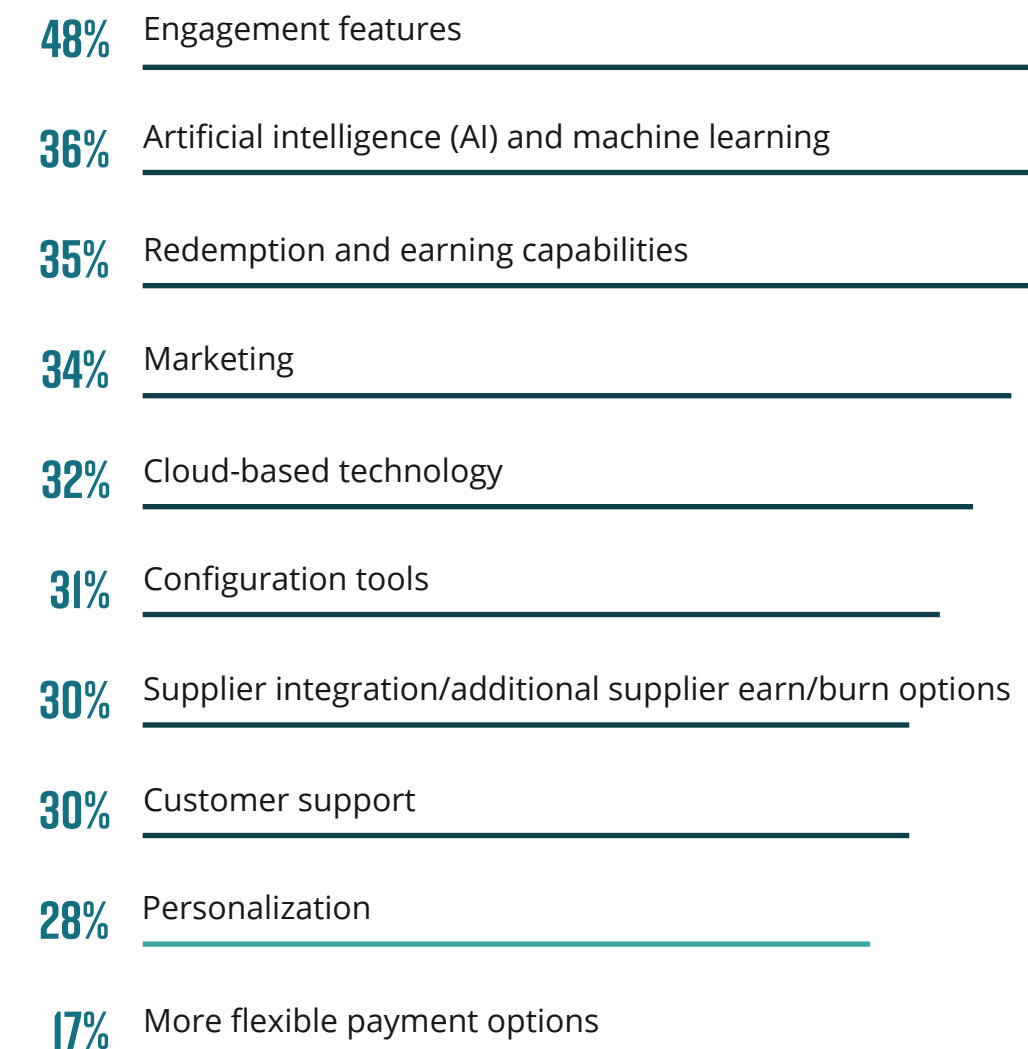
## PERSONALIZATION:

### THE KEY TO UNLOCKING VALUE FOR THE CONSUMER AND LOYALTY PROGRAM GROWTH



Brands know they must improve personalization, but it's not a top investment priority.

### WHAT FEATURES/CAPABILITIES OF YOUR LOYALTY TECHNOLOGY PLATFORM DO YOU PLAN TO INVEST MORE IN OVER THE NEXT 6-12 MONTHS?



The 2024 iSeatz Loyalty Trends Report analyzes the survey responses of 151 loyalty program managers and 2,116 U.S. consumers collected in late 2023 and suggests ways brands can deliver the value their members want to better meet their performance goals.

FOR MORE IN-DEPTH INSIGHTS

→ [DOWNLOAD THE FULL REPORT HERE.](#)



All data is based on the iSeatz 2024 Loyalty Trends Report