

Hotels.com polls Canadians on loyalty programs in advance of North American Twitter chat

TORONTO, Oct. 16, 2013 /CNW/ - How loyal are you? That's what the travel experts at Hotels.com® set out to determine with their Consumer Loyalty Survey which examined Canadian thoughts and behaviours toward brand loyalty programs. Well, the results are in and it turns out loyalty is too, with an impressive 86 per cent of Canadians participating in a loyalty program.

"Most of us appreciate something extra in return for our repeat business," says Taylor L. Cole, APR, travel expert for Hotels.com. "Loyalty programs provide added perks like free products, upgrades, discounts or more from your favourite brands. Check out our Welcome Rewards program which gives travellers a valuable perk -- one free night for every 10 stayed."

Key Findings on Canadian Loyalty:

- Most Canadians (73 per cent) are conservative in the number of loyalty programs they join, committing to five or less.
- The perks offered through loyalty programs were the primary draw for signups at 67 per cent.
- Speaking of perks, the favourite was free products/services at 75 per cent with exclusive promotions trailing a distant second at 16 per cent.

Grocery and drugstore chains had the highest brand loyalty at 58 per cent, followed by travel services (airlines or hotels) at 15 per cent. Regardless of the program, most Canadians (63 per cent) are not willing pay higher prices for goods or services in exchange for brand loyalty program benefits. When it comes to travel, airline programs dominated with 52 per cent of

Loyalty Eh? Canadians trump Americans when it comes to brand loyalty

Written by Australian Business

Canadians belonging to an air travel program, followed by hotel chains at 31 per cent.

- 17 per cent of Canadians indicated they are members of an online travel loyalty program.

Hotels.com will continue the discussion about all things loyalty, including the lengths travellers will go to for their favourite brands, from hotels to coffee shops, in a North American Twitter chat on October 17th from 3-4p.m. EST. To participate simply look for, and use, the hashtag #MyFreeNight and follow @hotelsdotcomca and [@hotelsdotcom](#).

*The Hotels.com Consumer Loyalty Survey was distributed via SurveyMonkey and completed on September 26, 2013. The survey polled 730 Canadians across the country.

About Hotels.com®

[Hotels.com](#) also known in Canada as [Hotels.ca](#)) is a leading online accommodation booking brand. Through the Expedia, Inc. global network of websites, Hotels.com, LP connects travellers with approximately 220,000 properties around the world, ranging from international chains and all-inclusive resorts to local favourites and bed & breakfasts, together with all the information needed to book the perfect stay. Hotels.com, LP benefits from one of the largest hotel contracting teams in the industry, obtaining the best rates for its customers, and offers frequent sales, special deals and promotions. There are more than 7 million Guest Reviews on the websites from users who have actually stayed in the hotels to ensure customers can make an informed choice when booking. Through Hotels.com, LP's industry-leading loyalty program [Welcome Rewards](#)

[TM](#)

, customers can earn a free* night for every 10 nights stayed at more than 85,000 hotels. Under its EU

[Best Price Guarantee](#)

†, if a customer can find the same deal for less on a prepaid hotel, Hotels.com, LP will refund the difference. Travellers can book online or by contacting one of the multilingual call centers. Special apps for mobile phones and tablets can also be downloaded at

www.hotels.com/deals/mobile_app/

enabling customers to book on the go with access to 20,000 last minute deals. Hotels.com publishes an award-winning twice-yearly review of international hotel room price trends called the Hotels.com Hotel Price Index™, which is now produced in 31 individual country editions, with North American data available at

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www.hotel-price-index.com

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**Your free night is good at any Welcome Rewards eligible property. The maximum value of your free night is the average daily rate of your ten (10) nights. Your free night does not include taxes and fees.*

† Best Price Guarantee on hotel bookings. If you find a lower price on exactly the same stay elsewhere, we'll match it or let you cancel your booking without a penalty. Terms and conditions apply.

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