

## Where Does Your Loyalty Lie?

Written by Australian Business

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DALLAS, Oct. 16, 2013 /PRNewswire/ -- How loyal are you? That's what the travel experts at [Hotels.com](http://Hotels.com) set out to determine with the Consumer Loyalty Survey, which found that approximately one-third of Americans (36 percent) participate in brand loyalty programs. The survey examined U.S. consumers' thoughts and behaviors toward various brand loyalty programs and identified factors that drive consumers to enroll in such programs.

### Key Findings:

- Adults ages 35-44 are most likely to take advantage of loyalty program benefits, with 39 percent of participants polled saying they are enrolled in up to five different programs.
- Perks (31 percent) – not convenience (10 per cent), associated costs/fees (5 per cent) or brand loyalty (2 percent) – represent the biggest motivational factor for joining loyalty programs.
- Free products/services (63 percent) and exclusive promotions (24 percent) are the most popular perks.
- Grocery and drugstore chain loyalty programs are the most popular with nearly a third (32 percent) saying they have a loyalty membership in this category.
- Travel related loyalty programs are the second most popular with 24 percent belonging to at least one brand's program.
- Airline (17 percent) and hotel (15 percent) loyalty programs led the way in the travel

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category.

"Loyalty programs are popular because they provide an incentive for consumers to get something for their normal behaviors or purchases," said Taylor L. Cole, APR, travel expert for Hotels.com. "With little to no extra work, you can get perks including free product, upgrades or more from your favorite brands. Our

[Welcome Rewards](#)

program is a prime example, which gives travellers one free night for every 10 stayed."

Hotels.com will continue the discussion about all things loyalty and lengths travelers will go to for their favorite brands, pets or even bedding in a Twitter chat on October 17, 2013 from 3:00 to 4:00 p.m. EST

. To participate, visit the @hotelsdotcom Twitter handle and use the #MyFreeNight hashtag.

\*The Hotels.com Consumer Loyalty Survey was distributed via Google Consumer Surveys and completed on October 11, 2013. The survey polled 700 Americans across the country.

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[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](#)

®

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

[Best Price Guarantee](#)

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

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[www.hotels.com/deals/mobile\\_app/](http://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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*\*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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