

TRAVELLER VALUE INDEX 2025

Key insights: loyalty

Where and how we book travel is evolving—and loyalty plays a huge role in that.

Trust comes first when deciding where to book

Gone are the days when travel is only booked through a travel provider or a travel company—consumers book where and how they want, as long as it's through a trusted platform. While traditional travel brands are the most popular booking platform, there is growing interest in booking through non-travel providers.

Consumers are most likely to book through:

1. A travel provider they know and trust
2. A non-travel provider (like a credit card or retailer) they know and trust that's powered by a well-known travel brand
3. A non-travel provider they know and trust
4. A non-travel provider they aren't familiar with

The Traveller Value Index data includes:

- 11,000 survey respondents
- 11 key markets 



82% of consumers are interested in booking travel through a non-travel loyalty programme they belong to and 43% are very or extremely interested.

Looking to redeem loyalty points on travel

Travel is the top category consumers are interested in redeeming loyalty points for.



Top travel types consumers are interested in redeeming loyalty points for:



Desire to earn and burn

68% would book travel through a non-travel loyalty programme if they could **earn** points for it

67% would book travel through a non-travel loyalty programme if they could **redeem** points for it



THE OPPORTUNITY

It's clear the way travellers are booking travel is changing. As they earn loyalty points, whether that be through their favourite retail brand, bank or credit card, they want to be able to redeem those points on travel. To strengthen your loyalty offerings, adding travel is key.

Build loyalty with Private Label Solutions [➔](#)

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