

# TRAVELER 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 Traveler Value Index data includes:

- 11,000 survey respondents
- 11 key markets 



**82%** of consumers are interested in booking travel through a non-travel loyalty program 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:

- 1 HOTELS**
- 2 AIR TRAVEL**
- 3 VACATION RENTALS**
- 4 TOURS/ACTIVITIES**
- 5 CAR RENTALS**
- 6 CRUISE TRAVEL**



## Desire to earn and burn

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

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



### THE OPPORTUNITY

It's clear the way travelers are booking travel is changing. As they earn loyalty points, whether that be through their favorite 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 [➔](#)