



# FORGING LOYALTY IN THE MODERN TRAVEL MARKET

Today’s travelers are lavished with choice and demand a lot for their loyalty. Here are three important trends to help marketers understand today’s travel consumer journey.

## SIMPLICITY AFFINITY

Younger travelers are likely to be loyal to brands that provide an effortless booking experience

**61%**  of surveyed 18–34-year-old Australian travelers say they are more likely to stay loyal to a travel brand that has an easy to use website or mobile app

**49%**  of surveyed 18–34-year-old Australian travelers say they wish they could move more seamlessly across sites and apps, so they wouldn’t have to start their travel planning over each time

**35%**  of surveyed 18–34-year-old Australian travelers who use online travel agencies to book travel say they do so because it’s convenient

## PRAGMATIC TRAVELERS

Long-term loyalty is still built on the fundamental appeal of quality and price

**87%**  of surveyed Australian travelers say quality of in-flight experience is an important factor for staying loyal to a travel brand

**82%**  of surveyed Australian travelers say consistent reliability of service is important for them to stay loyal to a travel brand

**56%**  of surveyed Australian travelers surveyed say they switched travel brands they were loyal to because of price

# LATENT LOYALISTS

Future loyalty is built on being part of a consumer's extended social network

**84%** 

of surveyed 18–34-year-old Australian travelers say they would find it acceptable for a travel brand to post in an online group that was started by a person

**55%** 

of surveyed 18–34-year-old Australian travelers say recommendations from family and friends are important to them in choosing a holiday

**41%** 

of surveyed 18–34-year-old Australian travelers say they find tailored product recommendations valuable



## WHERE DOES FACEBOOK FIT IN?

**85%**

of surveyed 18–34-year-old Australian travelers\* say they use Facebook for travel-related activities

\*weekly users

**75%**

of surveyed Australian travelers who are members of an online travel community say they are part of one on the Facebook Family of Apps

## WHAT DOES THIS MEAN FOR MARKETERS?

### Win travelers' loyalty by providing a hassle-free purchase journey

In today's tech-driven world, consumers stick with brands that offer convenient purchasing processes. To win loyalty, provide a simple booking experience and make all steps of the travel journey friction-free.

### Provide unforgettable quality to give travelers a reason to commit longer-term

Loyalty rewards are still important for many consumers, but quality of service is travelers' top criteria for staying loyal to brands. Create an exceptional customer service experience across your offerings to draw travelers back.

### Become a go-to brand by having considerate presence in consumers' networks

Consumers are likely to book with a brand that is already on their radar. Connect with travelers on social networks and provide personalized recommendations on online platforms to raise brand awareness.