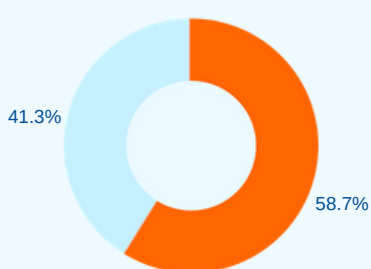


## MYTH vs REALITY: LOYALTY PROGRAMS

When it comes to loyalty programs, there's a clear disconnect between hotelier perception and guest reality.  
Do you know what your guests really want?

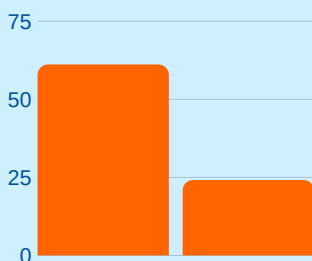


**58%** of guests don't belong to any hotel loyalty program.

More than **20%** say the rewards don't interest them.

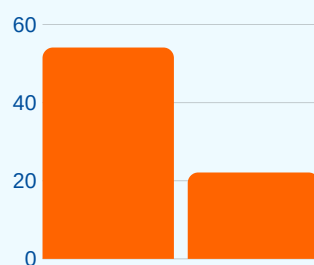


**29%** say it takes too long to earn rewards.

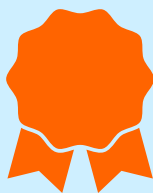


Hoteliers believe **61%** of guests would sign up for every loyalty program. Only **24%** actually would.

**54%** of hotels believe their offers are relevant but only **22%** of guests agree.

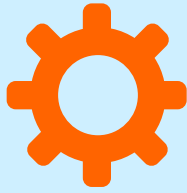


### What Do Guests Want in a Loyalty Program?



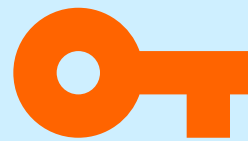
**61%**

Choose rewards



**57%**

Customize hotel experience



**54%**

Upgrade room

Source: What Do Consumers Want From a Hotel Loyalty Program? Global Survey Data and Insights. Oracle. 2017.



Learn more about loyalty programs and how to build an effective strategy to increase repeat direct bookings.

**REVINATE**