



BARCLAYS US CONSUMER BANK'S

2024 Travel Rewards and Loyalty Report

May 2024



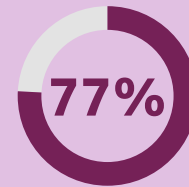
Barclays US Consumer Bank's

2024 Travel Rewards and Loyalty Report

Personal travel is top of mind for many consumers this year and rewards programs will make all the difference, according to a survey of 1,000 US travelers by Wakefield Research. The second annual Barclays US Consumer Bank's Travel Rewards and Loyalty Report provides fresh insights into what travelers care about related to loyalty programs and rewards in 2024.

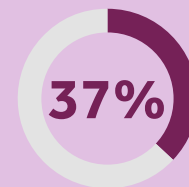
Travelers' participation in loyalty programs remains high

Among US travelers, **77%** are currently enrolled in a loyalty program and **89%** have been enrolled in a loyalty program at some point. These loyalty programs include airlines, hotels, online booking sites, car rentals, and cruise lines.



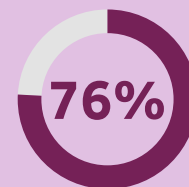
Travelers continue to rely on rewards to make travel possible

More than a third of travelers in loyalty programs (**37%**) consider rewards points an essential part of their travel budget.



Loyalty programs create travel opportunities

Most travelers in loyalty programs (**76%**) can't imagine taking the caliber of trips they do without the benefits of these programs.



Our second installment of the Travel Rewards and Loyalty Report builds on last year and provides a good marker of the continued value that consumers place on rewards programs. We invite you to browse the following pages which provide insights into consumer preferences, including generational differences, and clearly shows how many plan to use travel rewards to their benefit this year.

The majority of Americans plan to travel more this year, with more looking to schedule trips for pleasure compared to those planning to schedule business trips. Loyalty programs with travel rewards have moved from a nice-to-have perk to an absolute must. **Many can't imagine taking the kinds of trips they want to without the benefits of these programs** – 76% of travelers would have to downgrade their travel style without them.

Rewards points are such a key factor for travel planning that more than a third of travelers in loyalty programs consider them an essential part of their travel budget. As travelers plan to roam even more this year and maximize their travel rewards, the resounding takeaway is to make it easy and attainable, **which is a win-win for jetsetters and the travel industry alike.**



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Profile of the 2024 traveler

Over the next 12 months, on average, 21% plan to travel primarily for business, while **79% plan to travel mostly for personal trips**. Compared to 2023, personal travel numbers are up slightly, and business travel is down which indicates that consumers are feeling more optimistic about spending on leisure activities. **With more disposable income, 77% of travelers expect to travel more as a whole.**

Rewards influence travel plans

The majority of Americans surveyed (89%) have been enrolled in a loyalty program at one point. Many (63%) use rewards as a way to upgrade a travel experience, while more than a third, 37%, actually state that rewards are an essential part of their travel budget. Many consumers anticipate using travel rewards for flights (65%) and hotels (54%).

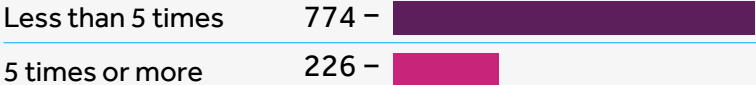
Most people (77%) say they'd alter their travel behavior significantly without rewards. This might mean opting for different providers, settling for cheaper accommodations, choosing less convenient travel methods, or even shortening trips. **A fewer number of consumers (4%) would not be able to travel at all.** Despite 92% of travelers intending to join or remain in travel, rewards, or points-based loyalty programs in the next year, expectations for earning and redeeming rewards remain remarkably high.

77%

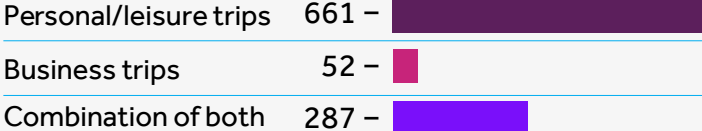
OF TRAVELERS EXPECT TO TRAVEL MORE AS A WHOLE.



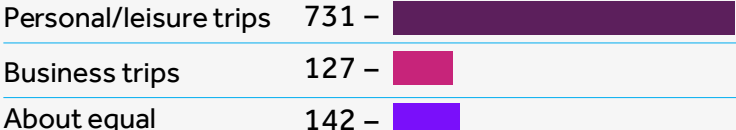
Traveled by air in the past 12 months



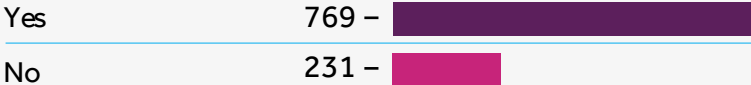
Primary reason for travel in the past 12 months



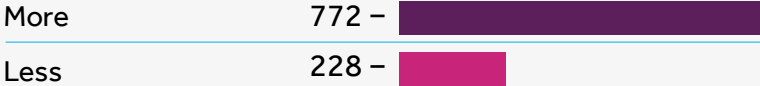
Primary reason for travel in the next 12 months



Currently enrolled in a loyalty program



Planned amount of travel compared to last year



#1 Making travel rewards easier to earn and redeem will lead to an increase in travel which stimulates the economy and benefits local businesses and economies, not to mention the travelers themselves.

“Travel gives the freedom to explore, learn and enrich our lives. It gives the opportunity for new experiences and undiscovered passions. It helps bring different cultures closer together to support local traditions.

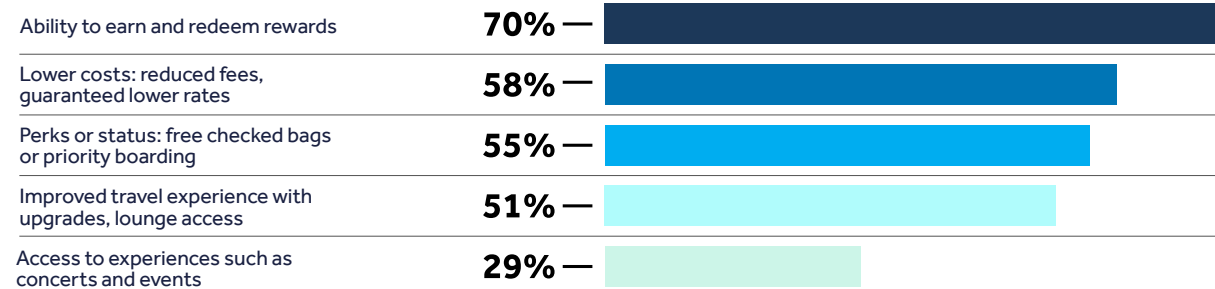
It is often an escape from the everyday which is why travelers tend to find value in credit cards that reward them for everyday behaviors and purchases. The more people crave new experiences and spend on travel, the more we will see a boost for local economies. Additionally, as consumers travel more, loyalty and engagement with travel brands deepens by providing value and experiences for consumers with the brands that they love.”

Doug Villone,

Head of US Cards and Partnerships at
Barclays US Consumer Bank

Rewards are an unmatched benefit in travel-related loyalty programs

With personal travel up this year, consumers want to earn and redeem rewards to help them make adventures a reality. As defined by the consumers we interviewed, the top benefits of a rewards program include:



The top three results are very similar year-over-year: the ability to earn and redeem rewards (70% compared to 65% in 2023), lower costs (58% in 2024 and 2023), and perks or status (55% compared to 54% in 2023). This shows that travelers continue to recognize the benefits of travel-related loyalty programs.

A calculated approach

Over a third (37%) of those enrolled in loyalty programs with credit cards tend to have a strategy in mind to rack up rewards. Meanwhile, slightly less travelers (34%) use their credit card for day-to-day purchases, though this is an increase from the 27% who did so last year. This may indicate that consumers are more strategic in their use of cards.

Perceived value of travel perks

With all the extras that come with being a rewards member, perks are the catalyst behind why people sign up for loyalty programs in the first place. More than half (51%) of those we interviewed do so for airline rewards, while 43% sign up for hotel programs and 30% for booking sites. Among those who are already enrolled in a loyalty program or use credit cards for rewards when traveling, the top three perks that create the most value include:



71% deals on hotels



70% flight upgrades



60% priority boarding

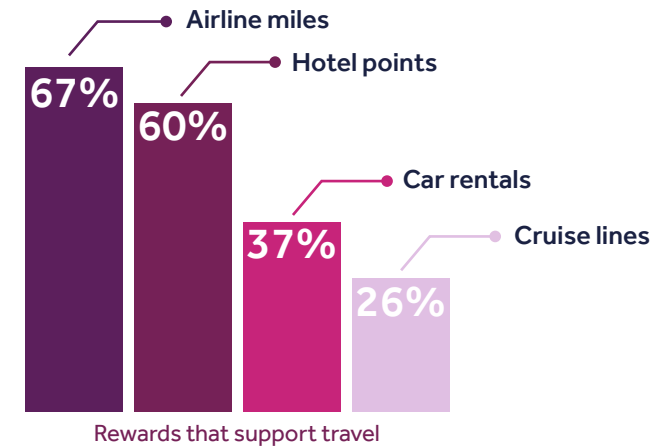
#2 Travel rewards have become a crucial catalyst to make trips happen

Most cardholders (72%) get more out of their credit card rewards programs than they put into them. This is an especially high sentiment among Millennials (79%) who tend to be quite savvy in their earning.

Business travelers have even more opportunity to earn rewards, and 84% get more out of these programs than they put in. This is compared to 67% who travel primarily for personal reasons or leisure.

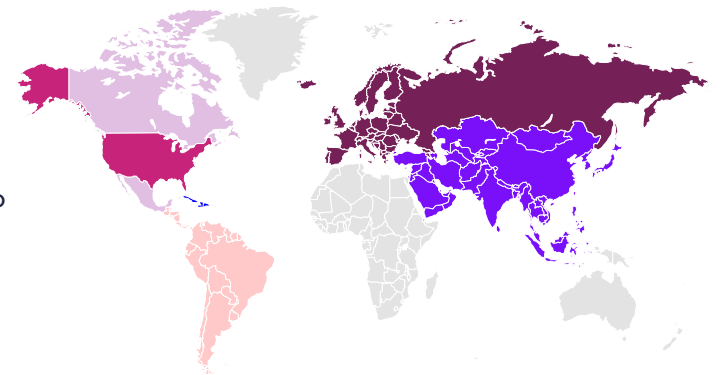
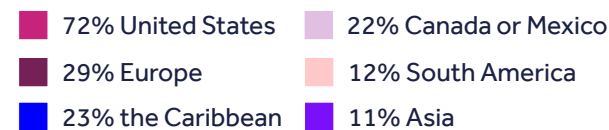
Variety of rewards gives travelers flexibility

When asked about traveling in the next year, travelers were open to points and promotions across all categories. However, 89% of travelers surveyed noted that points were essential to traveling in the style they preferred.



Destinations near and far

As travel continues to rebound this year, the majority of travelers plan to travel within the US (72%) while other, more global stops include:



Frequent travelers are more attached to rewards

Of those travelers who have flown five or more times in the past year, 85% can't imagine taking the kinds of trips they want without their reward perks. If they lost their rewards, 84% would have to travel in ways they are unaccustomed to, including 43% who noted they would have to downgrade accommodations.

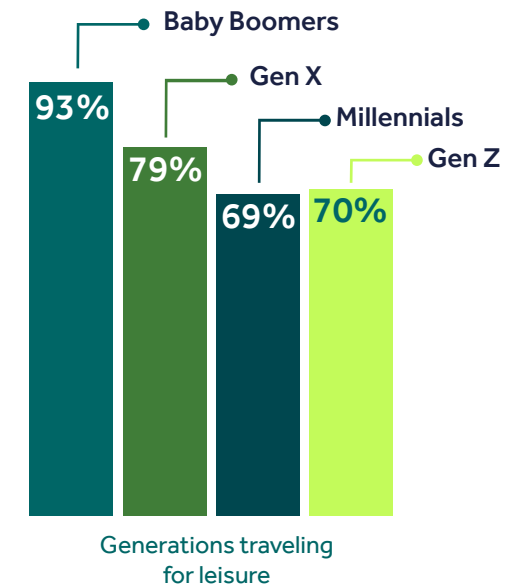
#3 Generational divides persist among travel trends

Depending on where consumers are in their stage of life, this influenced travel plans and how they view rewards. Though not always drastic sways in the data, it is clear that Millennials are the most prudent and enthusiastic when it comes to collecting rewards and the most dependent on rewards for leisure travel.

Business or pleasure?

While Baby Boomers will travel the least for business this year (7%), they will travel the most for leisure (93%).

Millennials will travel the most for business this year (30%) out of the age groups surveyed. However, leisure is top of mind for all age groups with Gen X (79%), Millennials (69%), and Gen Z (70%) all planning getaways.



Millennials really see the value in rewards

Millennials (83%) are more likely to be currently enrolled in a rewards program than their peers (75% for Gen Z, Gen X, and Baby Boomers). Priority perks for them included airline miles (72%) and hotel points (67%).

When it comes to leisure travel, 85% of Millennials can't imagine taking the kinds of trips they do without the benefits of loyalty programs (comparatively, only 61% of Baby Boomers answered the same way). Perhaps it is true that when you work hard, you also play hard, or at least find value in making dream trips more possible through rewards.

Conclusion

“The rise of personal travel is a breath of fresh air for many. It signals that consumers may possess more disposable income and despite inflation, rewards programs are helping meet the rise of travel demands.

When budget planning for leisure trips this year, travel rewards are a catalyst for getting out to see the world. It is clear that rewards remain an essential part of the travel process.

By reviewing the travel preferences and needs outlined in this report, companies and leaders who are managing rewards programs should take note. **Give consumers what they want – the ability to earn and redeem rewards more easily and more often.**

For the second year in a row, US travelers continue to highly value rewards points and loyalty programs and they remain an important part of their desire for experiences. Travelers are savvy and want programs that are relevant and help make travel possible. Companies that can deliver on this will benefit from stronger loyalty and engagement with their customers.”

Doug Villone

Head of US Cards and Partnerships
at Barclays US Consumer Bank



Methodological notes

The Barclays US Consumer Bank’s 2024 Travel Rewards and Loyalty Report was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 US adult travelers, between March 27 and April 3, 2024, using an email invitation and an online survey. “Travelers” are defined as having traveled by air in the past 12 months, and likely to travel again in the next 12 months.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Methodology

Between March 27 and April 3, 2024, Barclays conducted an online survey of 1,000 US adult travelers to gain insights into consumer behaviors surrounding travel rewards. When reading this report, we define "Travelers" as having traveled by air in the past 12 months, and likely to travel again in the next 12 months.

Snapshot of the 1,000 we surveyed

Gender



Employment



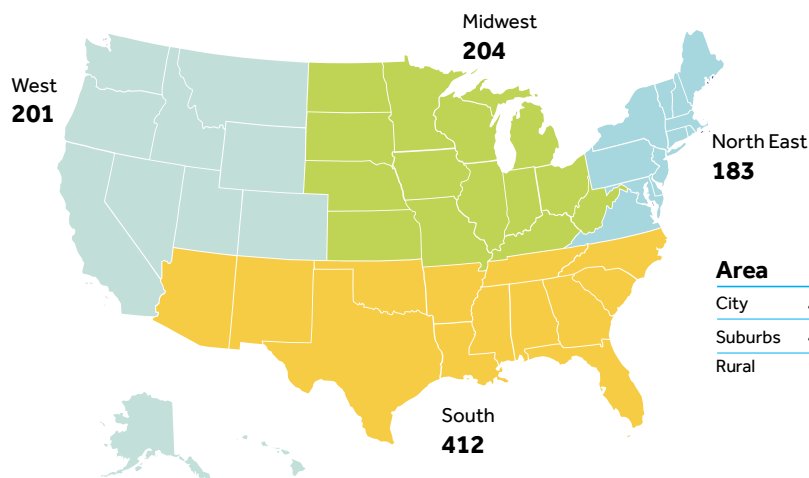
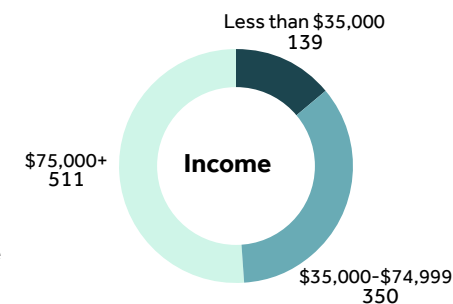
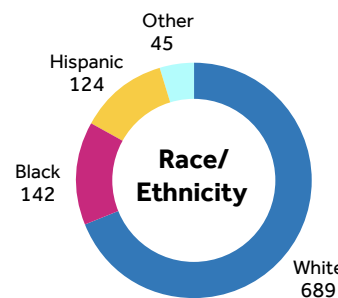
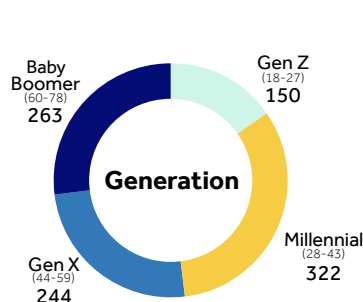
Age



Education



Marital status, relationship, children in household:



Area

