

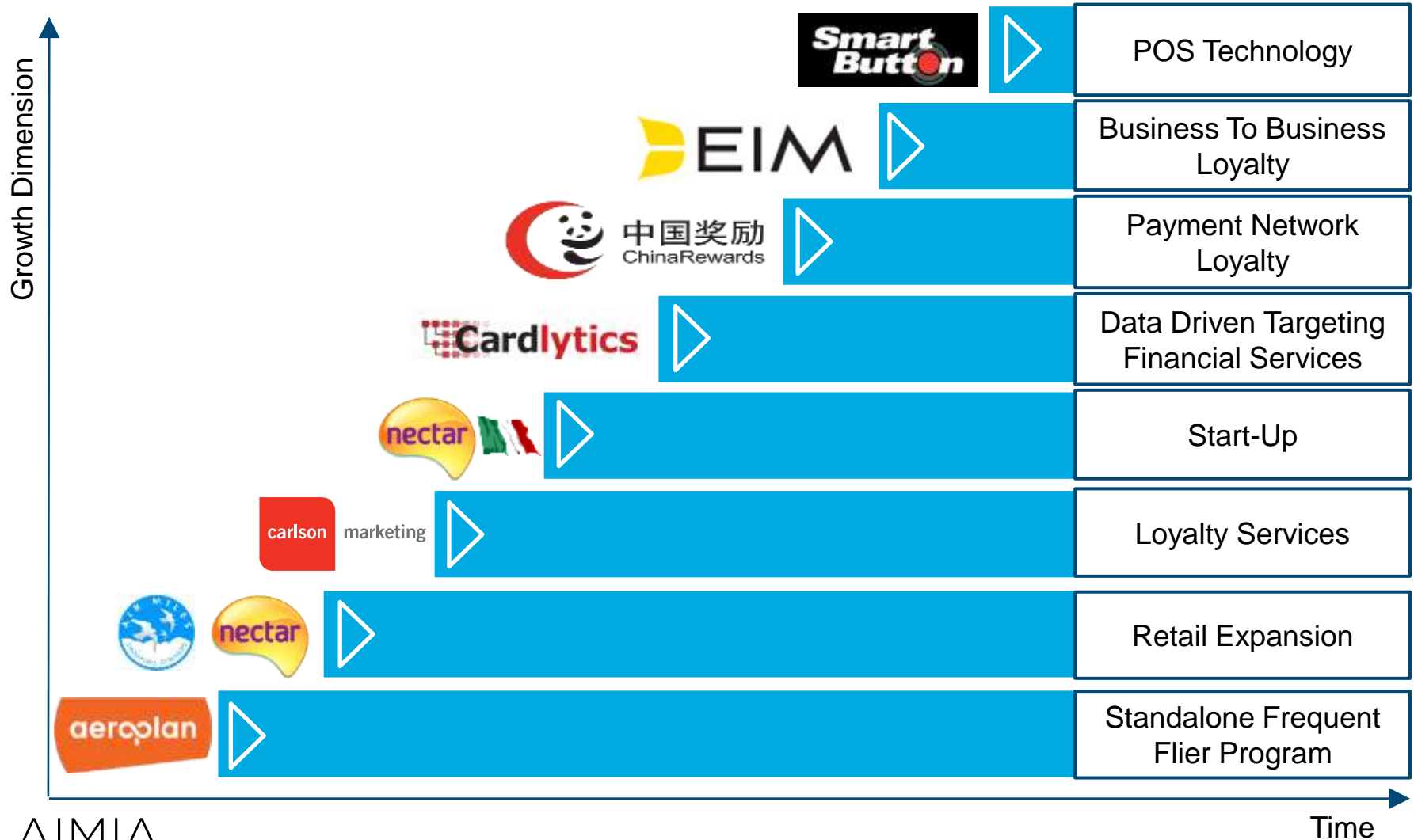
LOSING SLEEP

COULD HOTEL LOYALTY PROGRAMS BECOME THE
CURRENCY OF CHOICE FOR TRAVELERS?

MICHAEL ZEA

PRESIDENT & CEO AIMIA U.S.

GLOBAL LOYALTY LEADERSHIP REQUIRES CONTINUOUS INVESTMENTS IN NEW CAPABILITIES



LOYALTY CAN BE GENERATED THROUGH THREE INTERCONNECTED BUSINESS MODELS

COALITION LOYALTY
PROGRAMS

DATA
ANALYTICS

PROPRIETARY LOYALTY
SERVICES



WORLD CLASS
LOYALTY
EXPERTISE CAN
BE APPLIED TO
PRODUCE
SIGNIFICANT
FFP VALUE



LEADERS IN
SECTORS
BEYOND
TRAVEL ARE
ACTING ON
THE VALUE OF
LOYALTY

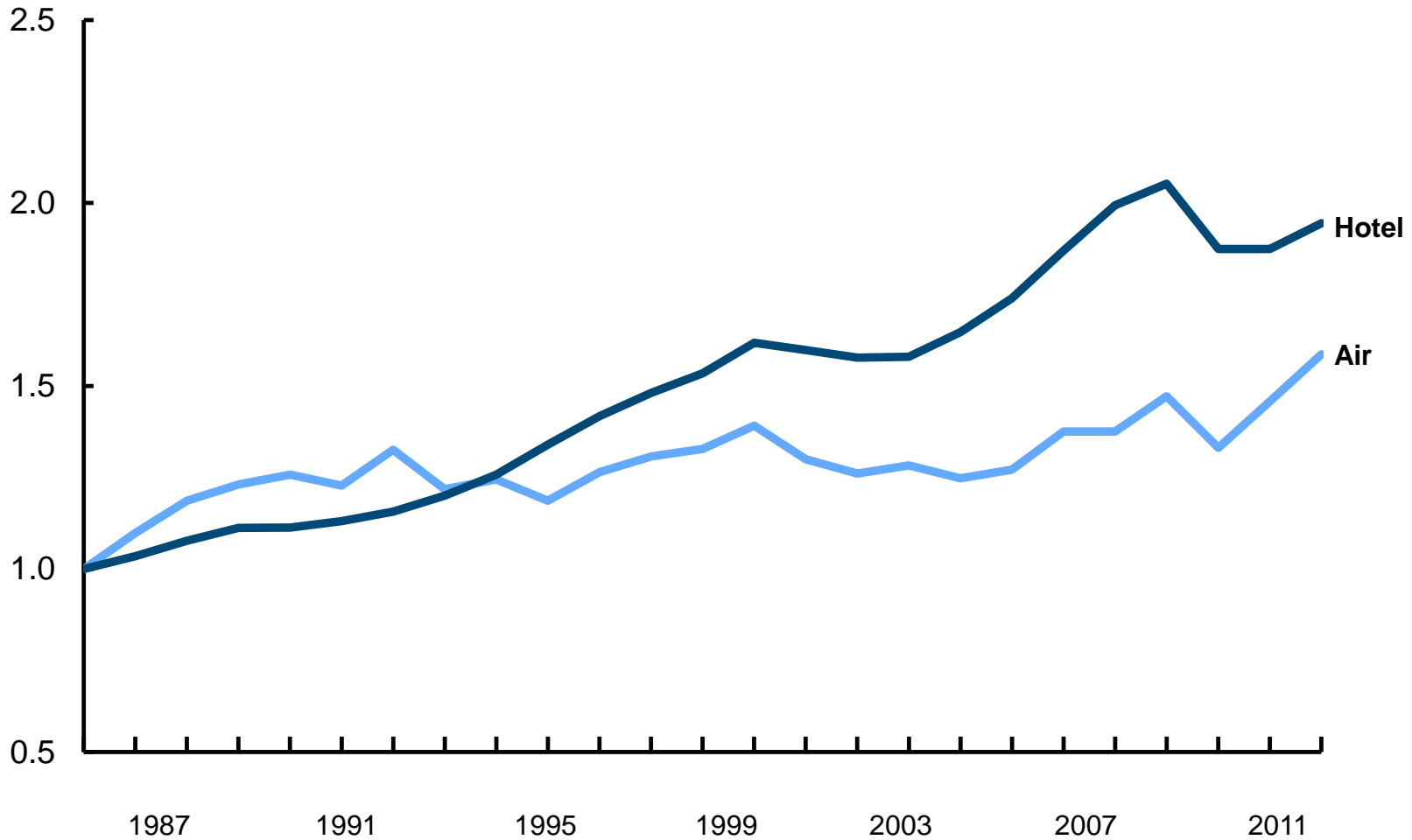


IS THERE A LOYALTY BATTLE BREWING?

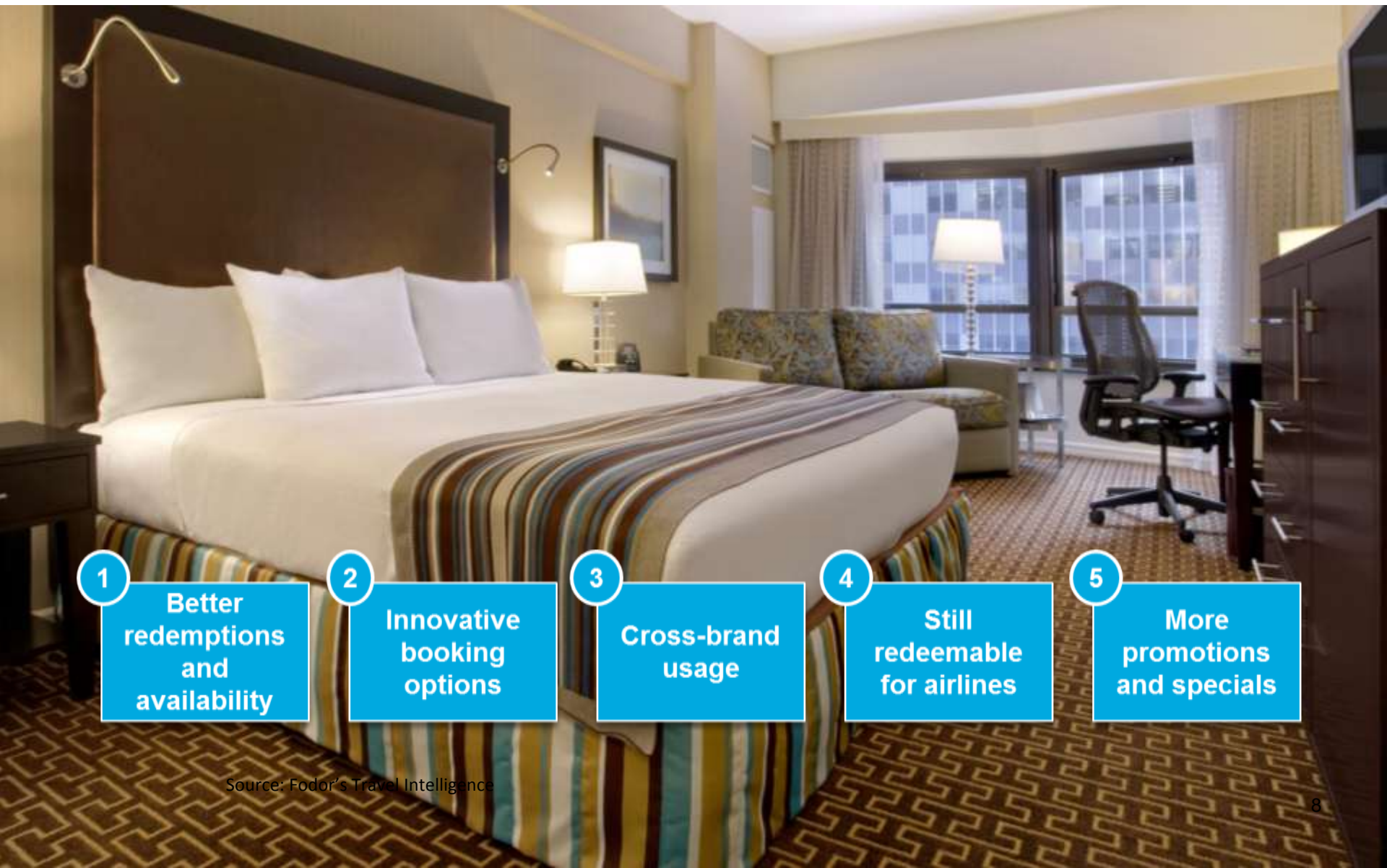


TRAVEL ECONOMICS WILL FAVOR HOTELS OVER TIME

Growth In Air Versus Hotel Prices (1986 = Index 100)



INNOVATIONS SUGGEST HOTEL CURRENCY COULD GAIN PRIMACY



1

Better redemptions and availability

2

Innovative booking options

3

Cross-brand usage

4

Still redeemable for airlines

5

More promotions and specials

Source: Fodor's Travel Intelligence



PALACE

CAESARS
PALACE

CAESARS
PALACE



spg  Starwood
Preferred
Guest



OTHER LOYALTY TRENDS ALSO REQUIRE INNOVATIVE RESPONSES



Program proliferation

Mobile Convenience Required

Social Proof to Decision Making

Relevant Personalization

Consumer Privacy Expectations Shifting

WHAT AIMIA IS DOING ABOUT IT...



A woman with blonde hair, wearing a headset, is shown in profile looking out of an airplane window. The scene is dimly lit, with light coming from the window. A large blue circle is overlaid on the left side of the image.

QUESTIONS?



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