

What Travellers Want Most from Loyalty Programmes in 2026

1 Travel

Shifting from escape to purpose

80%

Travel to grow and see the world differently
Highest in: Japan 91%, China 90%, Italy 88%

76%

Extend work trips for leisure
Highest in: China 87%, India 81%, Singapore 81%

Top Motivations

38%

Family time
Cultural discovery and Curiosity 30%
Bucket list trips 18%

Top Pain Points

#1

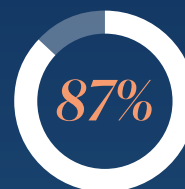
Logistics and planning complexity
· Poor service and communication
· Unmet expectations

2 Loyalty Programme

Driving hotel choice and booking channel

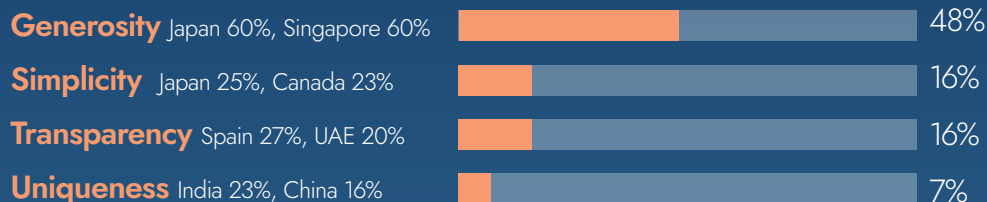


Say loyalty drives hotel choice
UAE 91%, Singapore 88%, Japan 87%

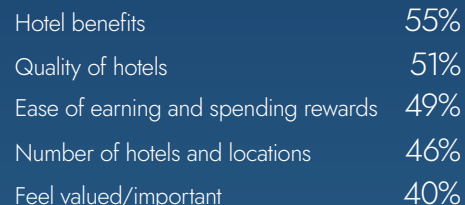


Prefer hotels with a global loyalty programme
India 93%, Japan 91%, Singapore 91%

Most Valued Programme Attributes



Most Liked Loyalty Perks



3 Partnerships

Adding value beyond the stay

71%

Want partner benefits
e.g. airline miles exchange

4 AI

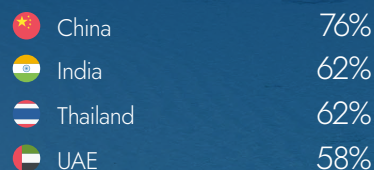
Powering personalised, seamless experiences

50%

Value AI-powered features

Market Breakdown

Strongest



Lowest

