

Loyalty rewards make up notable percentage of airlines' revenue

Article



Loyalty Rewards Are a Big Revenue Generator for Airlines

millions in loyalty reward revenues worldwide of select airlines and % of total operating revenues, Q3 2024

American Airlines	\$984 (7.2%)
Delta Airlines	\$978 (6.2%)
Southwest Airlines	\$896 (13.0%)

Source: Delta Air Lines, American Airlines, and Southwest Airlines public filings, Nov 26, 2024

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Key stat: American Airlines earned almost \$1 billion in [loyalty](#) reward revenues in Q3 2024, which made up over 7.2% of its total operating revenue, according to public filings.

Beyond the chart:

- US consumers hit a record high of holding an average 17.9 loyalty program memberships in 2023, and actively participated in 50% of them, per Bond.
- 61% of consumers said the aspect of a [personalized shopping experience](#) that they value most is a loyalty program tailored to their shopping preferences, according to March 2024 data from Bizrate Insights.
- 61% of consumers said that participation in a brand's loyalty program would make them more likely to talk about the brand more often, per Merkle's "2024 Loyalty Barometer Report."

Use this chart: [Marketers](#) can use this chart to benchmark loyalty rewards as percentage of total operating revenue, help to strategize pitches to airlines, and as a data point for how valuable these programs are for the travel industry.

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