

Millennials, higher earners most likely to belong to travel loyalty or rewards programs

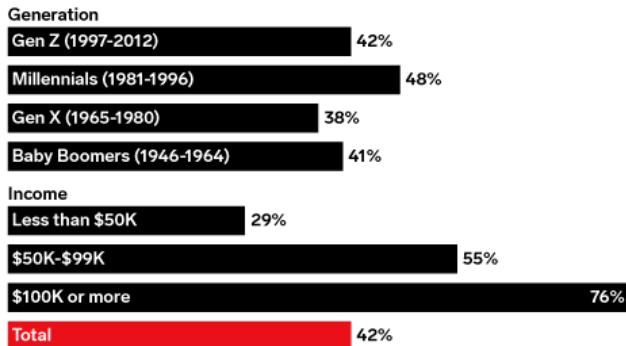
Article

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Nearly half of US millennials are members of a travel loyalty or rewards program, the highest among all generations, according to a Morning Consult survey. The higher their income, the more likely US adults are to belong to such a program—more than three-quarters of those earning \$100,000 or more hold a membership.

Share of US Adults Who Are Members of a Travel Loyalty/Rewards Program, by Demographic, Feb 2023

% of respondents



Note: ages 18+
Source: Morning Consult, "Smart Journey: Tracking Trends in the Travel & Hospitality Industry," March 2, 2023

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Beyond the chart: The overall cost of travel in the US was up 11% YoY as of February, according to NerdWallet's Travel Price Index. Even so, nearly a third of US consumers plan to travel more this year, per The NPD Group's polling from last December, so travelers will likely turn to loyalty and rewards programs even more for perks or discounts.

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Methodology: Data is from the March 2023 Morning Consult report titled "Smart Journey: Tracking Trends in the Travel & Hospitality Industry." 2,200 US adults were surveyed online

during February 2023 as part of a monthly tracker. Data is weighted to U.S. adults based on gender, educational attainment, age, race, and region.