

# The Growth of Subscription Loyalty Programmes in the Americas

February 2023

Table of Contents

## INTRODUCTION

Scope

Executive summary

## LOYALTY'S POST-PANDEMIC OPPORTUNITY

Hospitality loyalty's moment of opportunity

## THE PANDEMIC'S IMPACT ON HOSPITALITY LOYALTY

How the pandemic has changed hospitality loyalty

The decline of business travel and growth of leisure

Inflation creates challenges and opportunities for loyalty

Shift to payments-based loyalty

Digital ordering gains drive re-investment in loyalty

## SUBSCRIPTION SERVICES

Defining subscription services

Subscriptions SWOT analysis

Subscriptions address challenges with loyalty programmes

Subscriptions drive high value from a small customer group

Panera creates a loss leader subscription

Uber One subscription replaces company's traditional loyalty programme

LATAM uses subscription to support traditional loyalty programme

Complex terms cause Tripadvisor Plus to underperform expectations

Alaska Airlines promotes subscription as counterbalance to inflation

## BEST PRACTICES

Low-priced services drive the most successful subscriptions

Key traits for successful subscriptions

Consumer trends will fuel subscriptions' growth in 2023

Future considerations for subscriptions-based loyalty

## KEY FINDINGS

Key findings

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-growth-of-subscription-loyalty-programmes-in-the-americas/report](https://www.euromonitor.com/the-growth-of-subscription-loyalty-programmes-in-the-americas/report).