

LUXURY TRAVEL COMPANY LEVERAGES LOYALTY CAMPAIGNS TO DRIVE REVENUE

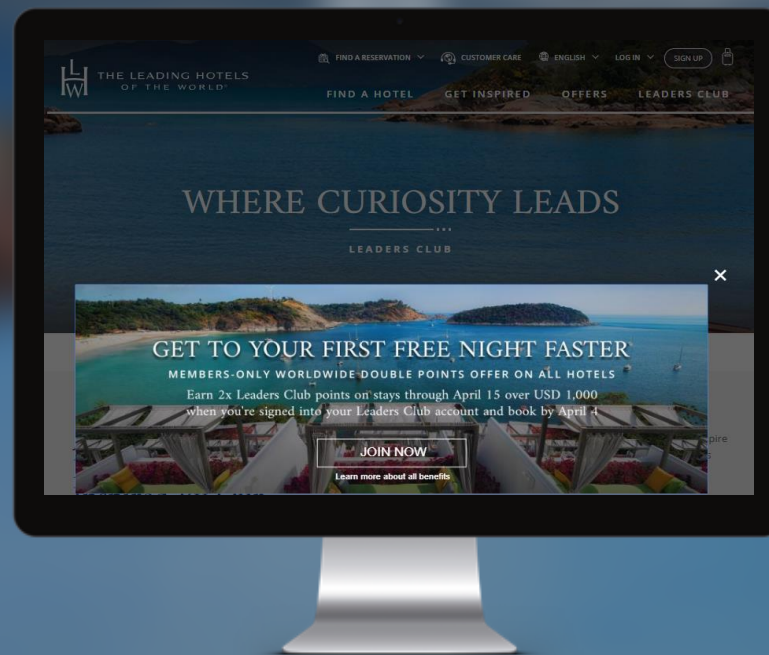
Challenge

Leading Hotels of the World leverages their spend-based loyalty program to incent repeat guest stays while also managing overall loyalty points liability

Promotions are leveraged to targeted customers at key moments to drive travel frequency without impacting long-term liability.

Approach

Leveraging loyalty best-practices and campaign ROI analysis, Aimia worked with LHW to create a promotional calendar based on customer journeys and loyalty milestones; elevating members toward completing another stay



Results

2x Points Campaign

46%

Lift in booking YOY

43%

Lift in revenue YOY