



Cornell study finds:

Hotel loyalty programs =

MORE REVENUE

Rewards Members



Non-members



50%

INCREASE

*in revenue compared to those who
did not join the program*

Frequent guests became even more frequent after they joined a hotel loyalty program. Independent hotels in this study averaged an increase of 50 percent in revenues because the loyalty program members booked more rooms more often.



Cornell University
School of Hotel Administration

#hotelloyalty
#hotelrewards

Read more at:
[hotelschool.cornell.edu/
rewards-study](http://hotelschool.cornell.edu/rewards-study)

