

E-Loyalty in travel, tourism, and hospitality

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Abstract: E-Loyalty project

The project had two main aims:

- First, the project aimed at shedding light on contemporary practices how travel and tourism companies try to increase the loyalty of their customers using electronic tools.
- The main aim was to find out more about the e-loyalty behaviour of customers using data from a representative survey in Germany, the UK and the USA.

Main findings are:

- E-loyalty programmes and measures taken by travel, tourism and hospitality companies are not liked very much by the non-frequent travellers
- To make customers more loyal, travel and tourism companies should invest first in seamless basic services such as a comprehensive website, understandable online booking processes and create a good travel experience. Loyalty programmes are of lower importance.
- US travellers do like loyalty instruments considerably more than travellers from the UK and Germany

There are two publications available from this project about e-loyalty:

- Short version targeted at practitioners in the travel, tourism and hospitality industry:
http://wtflucerne.squarespace.com/storage/ITW_Executive_Brief_Loyalty_final.pdf
- Long version targeted at researchers in the field of travel and tourism:
<http://www.hslu.ch/w-itw-working-paper-series-tourism-01-2014.pdf>