

The Value of Travel Benefits on Cardholder Behaviour

**Cardholder Preferences
in EMEA**



Travel rewards and benefits influence cardholder loyalty, leading to increased acquisition and spend

For financial services providers this represents a great opportunity if the challenges that come with it are addressed. By listening to their customers, these businesses can continuously adapt their offering to ensure long term engagement, cultivate long term loyalty, and have positive impacts on cardholder spend.

Many would now prioritise travel over any other non-essential spend, and their expectations are evolving even further. The requirement for that elevated experience is no longer an aspiration, it's vital. By not offering the right rewards and benefits, businesses will jeopardise customer relationships. Reward fatigue is a real danger and one that is growing in strength. As the old saying goes, the customer is always right, well, we now face a situation where a customer is no longer afraid to speak out for what they want.

Through Collinson's latest findings, we can demonstrate what cardholders are looking for, more specifically, their relationship with travel related benefits and how these contribute to sustained loyalty.

Give the people exactly what they want, and they will continue to trust in your brand.

Rewards and benefits drive customer loyalty, card preference, retention and spend in EMEA



Reward Preference

Airport lounge access scores high
#2 preferred travel benefit of survey respondents



Increase in card usage and intent

Rewards and benefits have the following impact:

- **61%** spend more on **everyday expenses**
- **43%** are motivated to continue spending to keep or unlock new **benefits**



Influence customer retention

62% would change card provider if airport lounge access were removed



Appreciation and loyalty

53% feel valued to have access to rewards and benefits



Perceived value and preference

45% are strongly influenced by the availability of airport lounge access

8,128 frequent travellers across 10 key EMEA markets
by independent data collection agency, Dynata

Card and Account Behaviours



Offering travel benefits on a premium card not only enhances the cardholders' experience but also leads to **continued engagement, card preference and usage.**

KEY BUSINESS OPPORTUNITY

Card and Account Behaviours

- **84%** of consumers said the reward and benefits package offered by a payment card or bank account is “as important” or “more important” than the reputation of the issuer/bank.
- **61%** of consumers said the benefits on a payment card that includes access to airport lounges encourage them to use that payment card more regularly.

A photograph of an airport lounge with large windows overlooking a city skyline under a blue sky with white clouds. In the foreground, there are white leather lounge chairs and a small table with a lamp and a tablet.

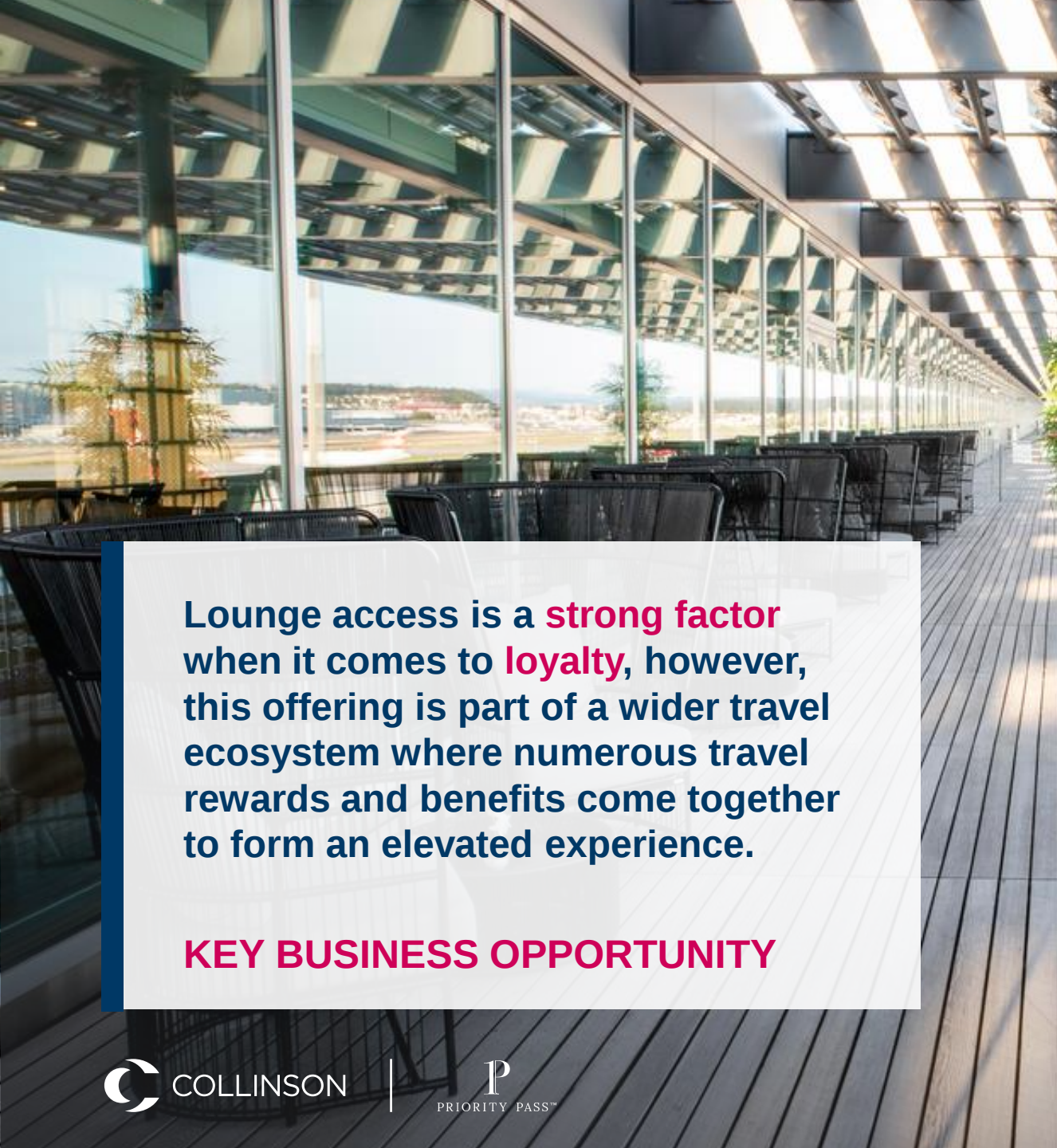
**Travel rewards and benefits
drive Card preference and
customer acquisition.**

KEY BUSINESS OPPORTUNITY

Card and Account Behaviours

- When consumers were asked to score the likelihood that they would recommend their payment card, airport lounge access positively impacted this.
- When consumers made their decision to sign up to a payment card that included airport lounge access as a benefit, **45%** said their decision was highly influenced by the card's benefits.

Popularity of Travel Rewards and Benefits



Lounge access is a **strong factor** when it comes to **loyalty**, however, this offering is part of a wider travel ecosystem where numerous travel rewards and benefits come together to form an elevated experience.

KEY BUSINESS OPPORTUNITY

Popularity of Travel Rewards and Benefits

- When asked to rank **nine** of the most common rewards and benefits available on payment cards by value, access to **airport lounges** takes the **2nd** highest share of this consumer audience by top rank. **Cashback** took the top ranking.
- The remaining choices included **travel insurance**, **airport transfer**, **express airport security lanes**, and **shopping and dining discounts**.
- Discounted **airport parking** and discounted **car hire** also have above-average popularity.

Travel Opinions and Habits



Both **recognition** and **preference** put the Priority Pass brand ahead of most major competitors. Consumers understand and value what is offered by the business.

KEY BUSINESS OPPORTUNITY

Travel Opinions and Habits

- Priority Pass was recognised by **40%** of this audience and makes the top **three** most recognised lounge access programmes, behind only Mastercard Travel Pass (**47%**) and Mastercard Airport Experience (**42%**).
- Priority Pass was most recognised in the UK (**56%**), as well as Denmark (**53%**), Turkey (**48%**), and Sweden (**45%**).



Lounge access is just one of many travel rewards and benefits that consumers are looking for; **additional benefits** need to be provided that elevate and support the customer at every stage of their journey.

KEY BUSINESS OPPORTUNITY

Travel Opinions and Habits

- **48%** of consumers would choose access to airport lounges as their number one choice if they could customise their travel rewards and benefits.
- In addition, customers would choose travel insurance (**42%**), airport transfer (**41%**), express airport security and airport dining discounts (**37%**, respectively).
- When it comes to customisation, consumers look for **travel rewards and benefits** as their main choices.



The nature of airport lounge access is evolving, access alone is no longer the only factor, having the ability to **provide guest access** and **guaranteed access** is rising.

KEY BUSINESS OPPORTUNITY

Travel Opinions and Habits

- **57%** expressed interest in paying a fee to bring a guest with them to an airport lounge.
- **52%** expressed interest in paying a fee to pre-book an airport lounge to guarantee access at peak travel times.

Brand Perception

Priority Pass recognised as status enhancing lifestyle benefit by consumers

STRONG SOCIAL PRESENCE

300+

Each month Priority Pass is tagged in over 300 lounge photos with reference to their benefit provider

301k+

social following across our global platforms building daily relationships with your cardholders

Social Media followers:



Facebook **211.3k**



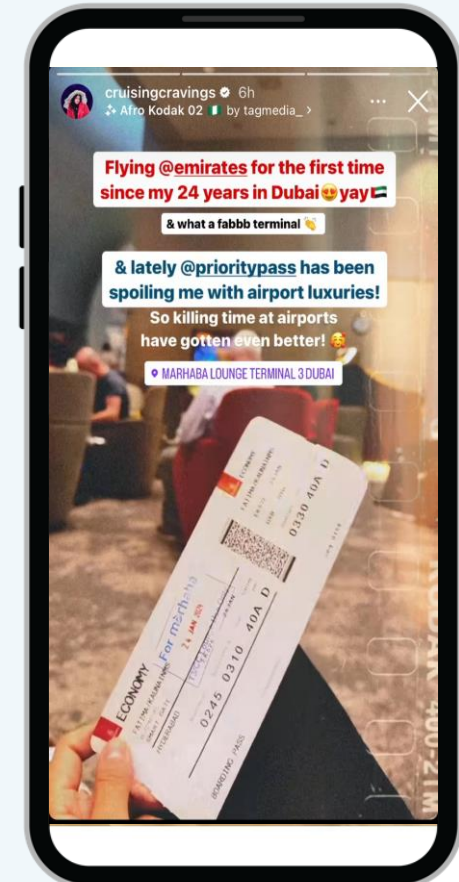
Instagram **148.4k**



LinkedIn **12.7k**

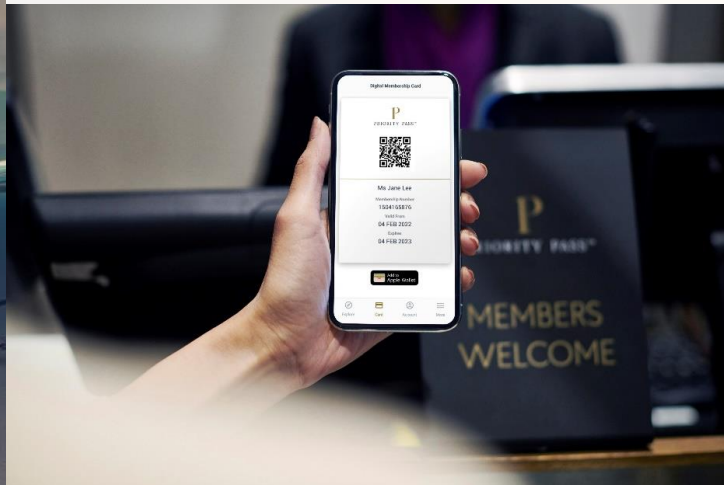


Twitter **26.6k**



Priority Pass is the Industry Leader for Brand Awareness and Perception

67% of consumers would **choose** Priority Pass over another **lounge access** programme.



81% of consumers are aware of Priority Pass, ranking the brand as **number one** when compared to competitors.



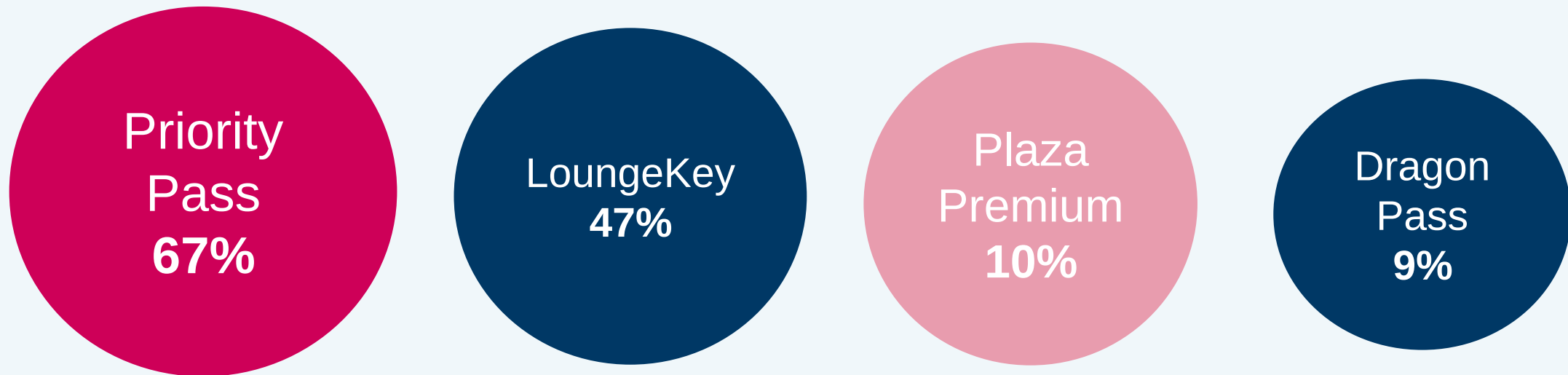
64% of members would consider **switching card providers** if they no longer offered Priority Pass.



Based on the 9,179 global respondents surveyed as part of an independent Brand Perception study conducted by Dynata

Priority Pass is the preferred lounge access program

EMEA consumers rate and will choose Priority Pass above all competitors when it comes to lounge access



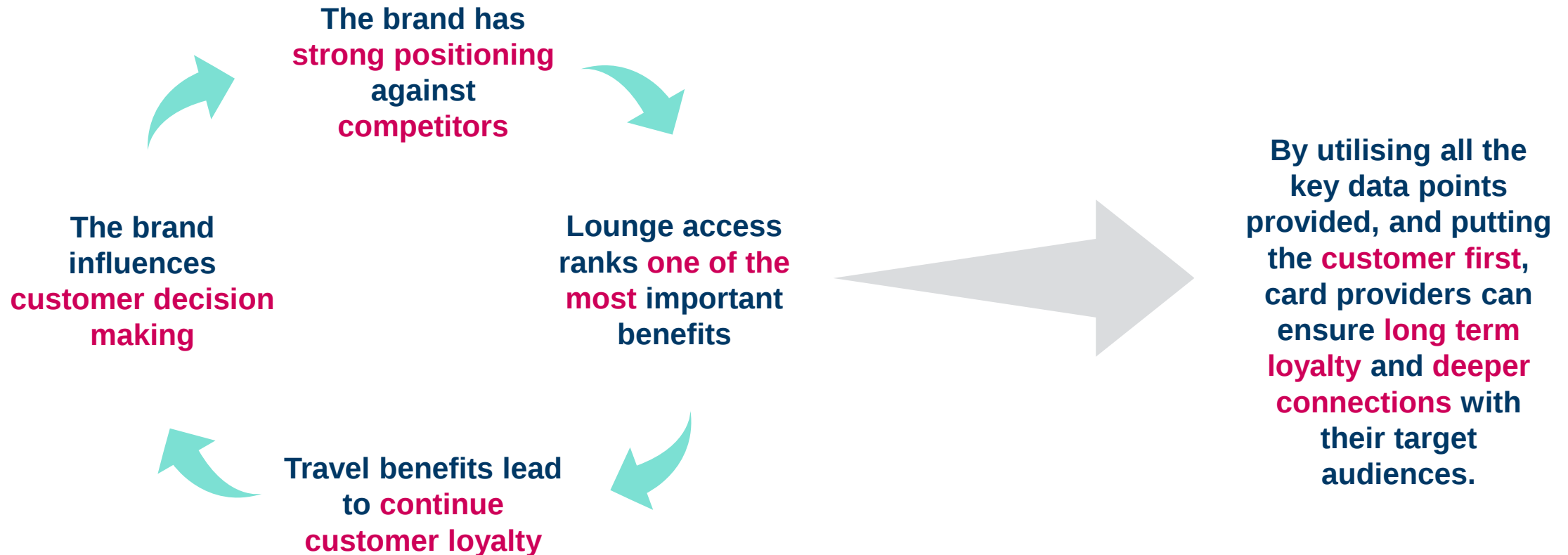
Consumers aware of Priority Pass would **choose Priority Pass** over alternative lounge programmes. Top factors for this preference include that it is **fast, simple and convenient**, **coverage of lounge network**, as well as **ambience and comfort**.

Based on the 9,179 global respondents surveyed as part of an independent Brand Perception study conducted by Dynata

Summary



Airport lounge access increases customer loyalty



Flexible programmes to suit your cardholders' needs



Priority Pass™

The airport experiences brand with the high perceived value it takes to drive your acquisition and retention.



LoungeKey™

Put the benefit directly on your payment card with swift and secure access to airport lounges, dining offers and more.



SmartDelay™

Turn delayed flight stress into lounge rest with an instantly redeemable benefit that enhances your product offering and helps it stand out.

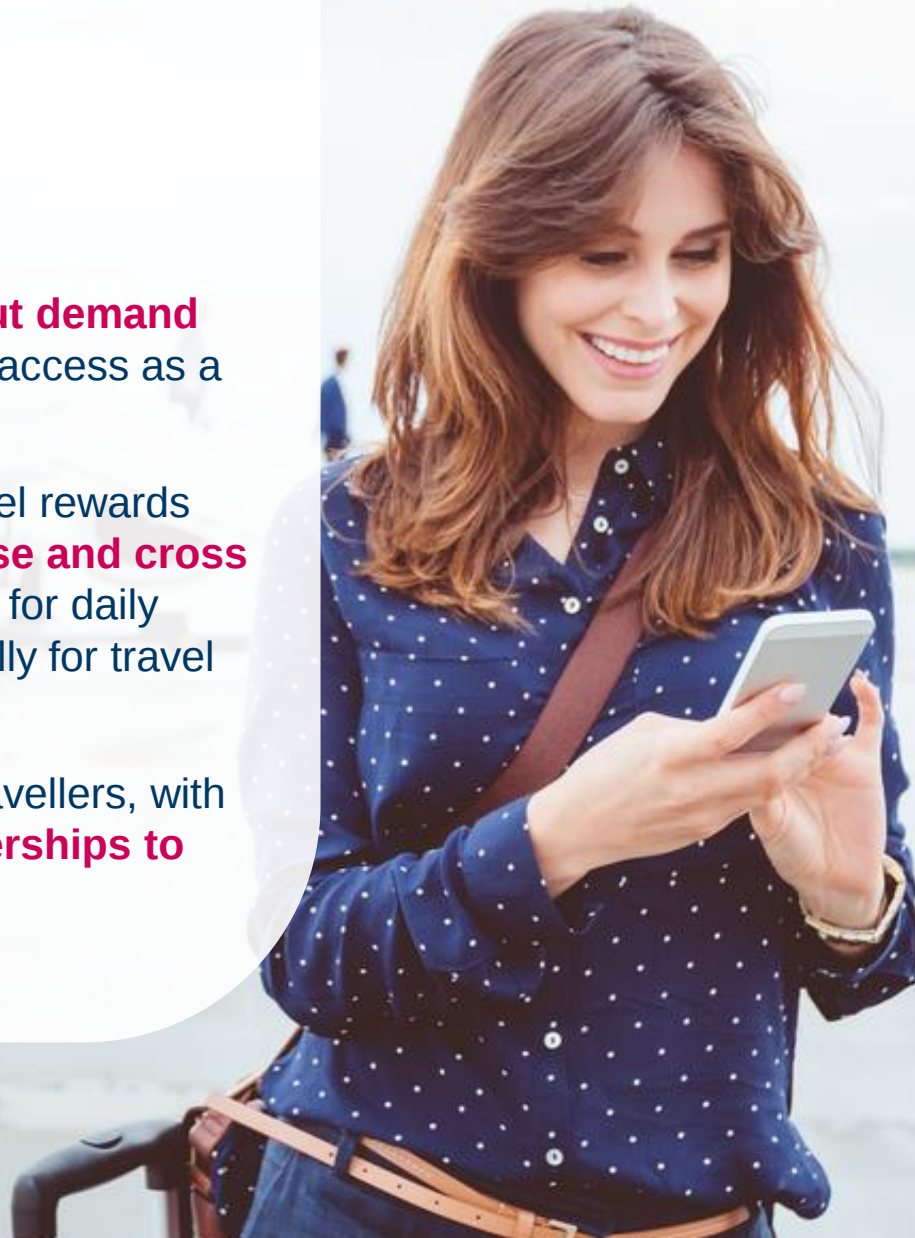


Why Lounge from Collinson?

- Fully PCI DSS compliant: trusted by hundreds of the world's leading financial services brands
- Low cost to issuers for high perceived value
- Dedicated Collinson staff regionally and globally to support this benefit
- 24/7 customer support teams to help cardholders in multiple languages
- Easy issuer onboarding process (Go-to-Market Toolkit) to support communication to cardholders
- Access to mobile App and website helps travellers alleviate stress and enhance their airport experience
- Lounge network constantly growing and product constantly evolving
- Exclusive access to over 400 lounge locations through Collinson operating company, Airport Dimensions

Why Priority Pass is for you

- Travellers in EMEA not **only require but demand** their card issuer provide airport lounge access as a benefit.
- This continued preference towards travel rewards and benefits leads to increased **card use and cross border spending** – 74% use their card for daily expenses, 73% use their card specifically for travel and leisure
- Priority Pass holds strong value with travellers, with the majority recommending the **memberships to both friends and family**.



Drive long-term loyalty and build relationship with travel rewards that put customers first

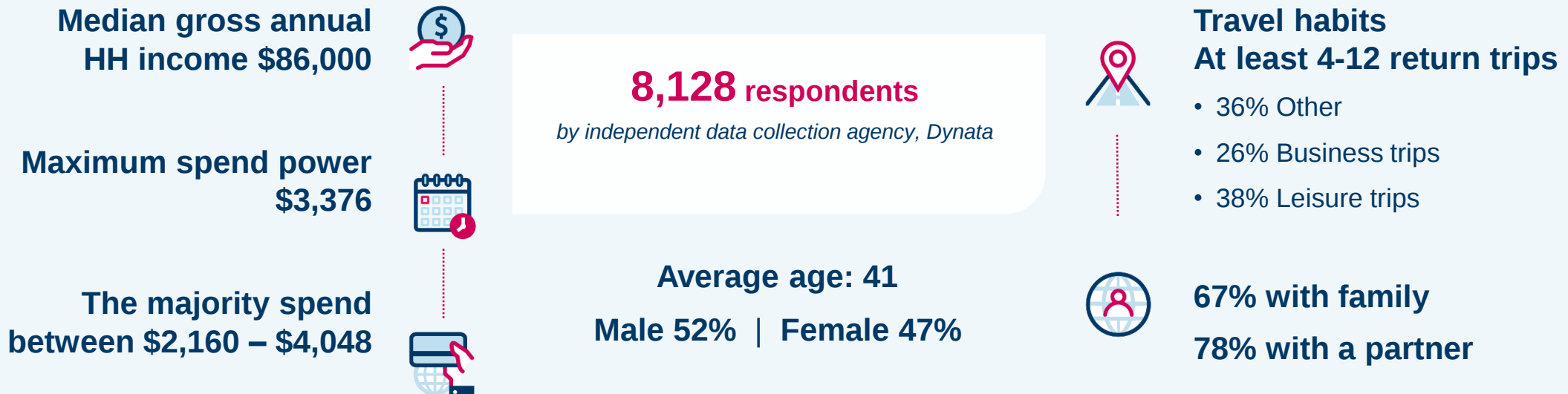
While our consumer insights reveal that airport lounge access holds the most influence over a customer's decision making, many now require additional benefits to truly elevate their travel experience and look to products they not only know and trust but covet for their exclusivity.

Travel benefits like Priority Pass therefore have the power to encourage consumer loyalty and give your card the edge over your competition.

As our survey results and wider conversations with brands reveal, businesses must stop flooding the market with benefits. The key point here is quality and not quantity, travel rewards are what consumers need. By acting on this insight, brands can add value to people's experiences and build loyal, emotional connections.

Research Overview: EMEA Value of Travel Benefits

Collinson commissioned research to understand the appeal of travel-related rewards and benefits to these consumers and their effects on card appeal and use. A secondary aim is to glean information about their recent travel experiences, particularly lounge use.



Research Overview: Brand Perception

Collinson commissioned research to understand the awareness levels of Priority Pass. The overall feelings toward the brand and they perceive the membership against the competition.

Median gross annual
HH income \$60,000



Average household
income between
\$25,000 – \$45,000



9,179 respondents

by independent data collection agency, Dynata

Average age: 42



Travel habits
At least 3-4 return trips



19% Gen Z
38% Millennials
30% Gen X
13% Boomers