

# Loyalty Booster

Loyalty Booster awards travelers additional loyalty points and miles just for booking their company's corporate preferred hotels in-channel.

**It's free to join and requires no extra work from you.**

*"Travel programs are typically seen as restrictive. Loyalty programs present an opportunity to generate positive PR, increase traveler satisfaction and help deliver on program goals. Test them and use the data to determine if they are right for your program."*

— Marilyn Magallan, Global Travel Lead, Yanfeng Automotive Interiors



Many travelers booked outside company channels at least once in the past year for hotel loyalty points, better pricing and convenience.

## Why is non-compliance a problem?

It's a budget buster

**15%**

of travel over-spend can be reduced by enforcing your policies.

It wastes time

**40**  
hours

average time a travel buyer dedicates to reconciling travel and expense data each month.

It increases risk

**60%**

of business travelers are untracked by their company when they book direct.

## Loyalty Booster works!

CWT offered travelers 1,000 bonus hotel loyalty points per eligible booking for two months. The results:

Hotel attachment increased

**12%**

during promotional period

Attachment grew another

**3%**

after promotional period