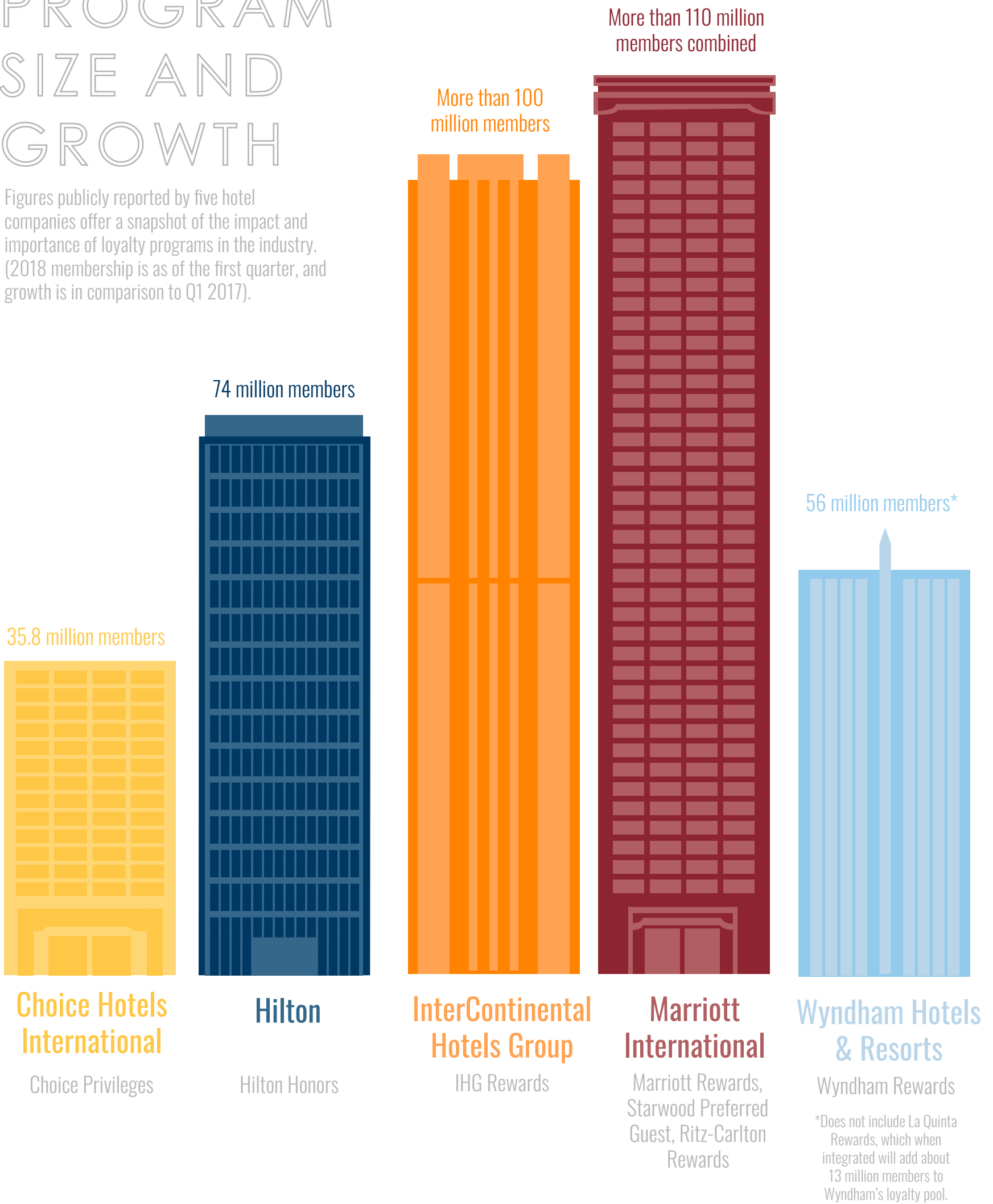


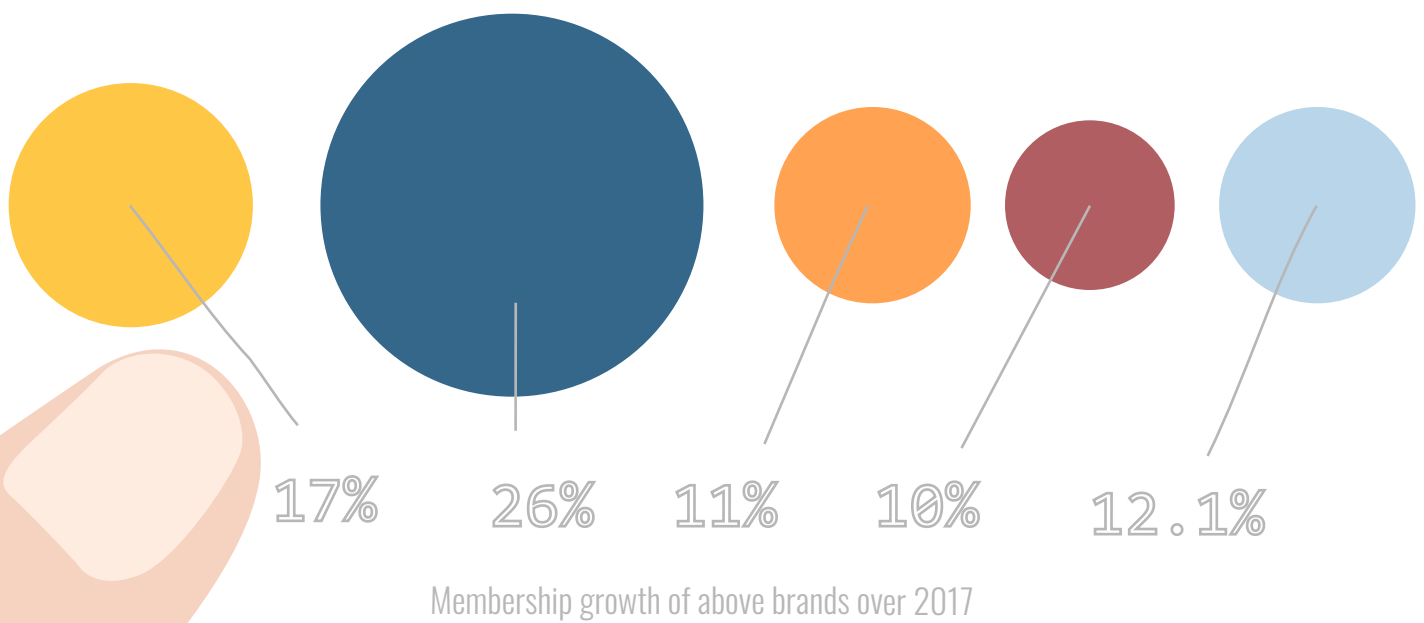
# HOTEL LOYALTY

## PROGRAM SIZE AND GROWTH

Figures publicly reported by five hotel companies offer a snapshot of the impact and importance of loyalty programs in the industry. (2018 membership is as of the first quarter, and growth is in comparison to Q1 2017).



## LOYALTY MEMBER



Key: ● Choice Hotels International ● Hilton ● InterContinental Hotels Group ● Marriott International ● Wyndham Hotels & Resorts

illustrations by rachel daub

Source: Marriott International, InterContinental Hotels Group, Hilton, Wyndham Hotels & Resorts, Choice Hotels International

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