



# Loyalty Beyond Points: Crafting Purpose-Driven Travel Rewards for 2026





## The most powerful travel question today isn't "Where?" — it's "Why?"

In 2026, 91% of Americans plan to travel, and 67% say they would rather invest in experiences like travel than acquire new material goods.<sup>1</sup> Gross travel bookings are projected to reach \$1.67 trillion worldwide,<sup>2</sup> and tourism activities are on track to generate more than \$11.7 trillion in global GDP.<sup>3</sup>

With one in every 10 dollars spent globally tied to travel experiences, trips are becoming less about checking destinations off a list and more about pursuing a purpose: rest, reconnection, or reflection. Consumers now plan trips around what they hope to achieve, not simply what they hope to see.

As travel becomes more intentional, so do consumer expectations. Members are no longer satisfied with transactional value alone; they're evaluating whether loyalty programs reflect their priorities, support their communities, and align with the broader impact of their purchasing decisions.<sup>4</sup>

Intentional consumers demand intentional loyalty.

For brands competing on rewards and retention, relevance now rests on delivering outcomes, not just offers. Traditional points-based models miss what members value most. When every program offers points and perks, loyalty shifts to a transactional routine rather than a relationship strategy.

Travel reshapes what loyalty can deliver. With the power to align with personal motivations, sustainability commitments, and social impact, it moves beyond redemption mechanics and into identity. Travel is a reflection of what matters to members, not just what they can earn and burn.

In a category saturated with comparable perks, purpose-driven travel rewards deepen member loyalty.

The following pages examine how and why this model is gaining traction, with answers to:

- What is purpose-driven travel, and why is it reshaping loyalty programs?
- How do traditional points-based systems fall short for values-conscious consumers?
- What role do sustainability and social impact play in loyalty program selection?
- What makes travel rewards particularly powerful for purpose-driven engagement?

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## The Loyalty Gap: When Points Accumulate But Purpose Doesn't

For decades, loyalty programs have been engineered around points- or miles-based accumulation: Spend more. Earn more. Redeem later.

This traditional loyalty model often looks good on paper. Enrollment numbers remain high, point balances continue to grow, and promotional cycles keep members engaged, but beneath the surface, a gap is widening between participation and emotional commitment.

When asked to define loyalty, members describe it as using a brand over a long period of time (53%) and choosing that same brand whenever they travel (48%).<sup>2</sup> Their descriptions suggest consistency and advocacy. Their behavior, however, tells a different story.

Enrollment is widespread, yet consistent reliance on a single brand is far less common. Today's consumers are switching between loyalty programs within the same industry more frequently than ever, rotating between brands based on price, timing, or perceived value.<sup>5</sup>

In 2026, the intent to be loyal exists. The emotional bond often lags behind.

## Accumulation Without Aspiration

Traditional points systems are highly effective at tracking transactions, but they are far less effective at creating lasting impact. When consumers are asked what motivates them to join new programs, “overall value” consistently ranks first, followed by ongoing benefits and sign-up incentives.<sup>4</sup>

The problem? Value is no longer one-dimensional. This can explain why 40% of members admit to sometimes forgetting to redeem rewards.<sup>4</sup> Points accumulate, but compelling reasons to use them frequently fall short. The result is accumulation without aspiration, and it’s eroding loyalty.

In 2026, 44% of travel loyalty program members cite experiential perks such as room upgrades, early check-in, and late check-out as the most valued benefits.<sup>6</sup> Time-saving advantages (56%), exclusive access (50%), and recognition (47%) also rank highly.<sup>6</sup> These preferences signal that members are drawn to benefits that enhance the experience itself rather than simply discount it.

Yet the strongest signal lies beyond the property. Out-of-hotel benefits matter to 70% of members, with nearly a quarter describing them as “very important.”<sup>7</sup> In other words, loyalty value is no longer confined to the stay; it extends into the broader journey and lifestyle surrounding it.

Today’s members are redefining loyalty as something lived, not just earned.

## Leading Drivers of Consumer Program Adoption

- > Overall value
- > Ongoing benefits
- > Sign-up incentives



## Engagement Without Emotional Connection

The paradox is difficult to ignore: Consumers enroll. They earn. They accumulate points. Yet many continue to move fluidly between brands, responding to short-term incentives or price drops rather than forming long-term attachment. Membership no longer guarantees real loyalty.

Without attachment, rewards are easily matched. When every competitor offers similar points structures, tiers, and discounts, loyalty remains a transactional mechanism rather than an emotional one. Differentiation narrows, and retention becomes more expensive to maintain.

Closing this gap requires more than richer bonuses or accelerated earnings. It requires rewards that resonate with why members engage in the first place: their motivations, their communities, and the outcomes they seek. Few categories offer that opportunity as powerfully as travel.



## Defining Purpose-Driven Travel: The Many Meanings of “Why”

There’s a reason 91% of Americans plan to travel in 2026: trips deliver what everyday life can’t.<sup>1</sup> That distinction defines purpose-driven travel today. Often described as “whycations,” these trips are planned around an intended result rather than a pin on a map. The destination still matters, but it’s secondary to what travelers want the experience to do for them.

### **Whycation** (*noun*)

A purpose-driven trip planned around desired experiences, outcomes, or feelings, rather than the destination itself.

Instead of asking where to go, travelers are asking what they hope to feel, learn, or explore.

When surveyed about their goals, travelers consistently cite aspirational outcomes.<sup>1</sup> More than half (55%) want to spend quality time with loved ones. Another 46% seek deeper immersion in local culture. A majority (57%) identify rest and recharge as the most meaningful benefit of time away. Travel is increasingly evaluated by its impact, not just its itinerary.

## Key Motivations of Purpose-Driven Travel



**Emotional connection**



**Cultural immersion**



**Personal growth**



**Well-being**



**Professional belonging**

## The Evolving Definition of Purpose

Purpose-driven travel is not a niche segment. It reflects a broader expansion of what travelers expect from their time away. The motivations are diverse but measurable:<sup>8</sup>

### Emotional connection

- 82% say children influence holiday decisions.
- 73% prioritize playing together as a family.

### Cultural immersion

- 84% prefer trips that bring them closer to local traditions.
- 61% have chosen a destination specifically for a restaurant or cuisine.
- 72% enjoy exploring local grocery stores abroad.

### Personal growth

- 79% would take time off to explore a passion or hobby.
- 68% actively seek experiences that expand their knowledge or skills.

### Well-being

- 65% prioritize holidays that support mental or physical wellness.
- 57% identify rest and recharge as the single most meaningful travel benefit.

### Professional belonging

- 74% say traveling for work builds community with colleagues.
- 75% believe shared travel strengthens professional relationships.

In other words? Travel is no longer considered solely as an escape; it is positioned as enrichment. This shift reframes how rewards tied to travel are evaluated.



## Purpose and the Sustainability Imperative

Beyond emotional and aspirational outcomes, purpose increasingly includes impact. More than 63% of consumers say sustainability is crucial to brand loyalty.<sup>9</sup> Two out of three identify as belief-driven buyers who seek companies aligned with their values.<sup>9</sup> Among younger cohorts, 55% would choose one loyalty program over another specifically because it prioritizes sustainability.<sup>10</sup>

Travelers are not only evaluating what a trip offers them; they're assessing what their participation supports. Eco-certified partners, community-based tourism, and responsible travel practices are becoming selection criteria rather than secondary considerations. Loyalty programs that incorporate these elements authentically align with how members already make decisions.

## Personalization as the Enabler of Purpose

Purpose-driven travel is inherently personal: a majority of travelers say their trips reflect their personal identity.<sup>6</sup> So, it's no surprise that the rise of "whycations" is closely linked to the rise of personalized planning tools, from ChatGPT and Google Gemini to AI-enabled booking engines.<sup>2</sup>

Nearly 40% of active U.S. travelers are now using generative AI platforms to research and plan travel, while reliance on traditional search engines dropped from 51% in late 2024 to 36% by the second half of 2025.<sup>2</sup> Static recommendation lists are giving way to adaptive, contextual guidance.

If travel planning is becoming individualized, travel rewards must do the same.

Rigid redemption catalogs now feel increasingly misaligned with how consumers plan their journeys. Purpose-driven travel rewards succeed because they allow members to align benefits with their motivations, whether they're personal growth, professional belonging, or physical well-being.



# Why Travel Rewards Are Uniquely Suited for Purpose-Driven Engagement

Travel has long been a core component of cross-vertical loyalty strategies, and it's no different today: 95% of all loyalty programs now include travel rewards, and 84% come complete with direct travel booking capabilities.<sup>11</sup> Few reward categories operate at that level of integration across industries.

Consumer participation data reinforces that influence: 77% of Americans are enrolled in at least one travel loyalty program,<sup>12</sup> and 8 in 10 say those programs factor into destination decisions.<sup>13</sup> For many, loyalty benefits shape planning behavior through transportation upgrades, free stays, and tangible savings.<sup>1</sup>

Travel rewards already sit at the center of modern loyalty ecosystems. However, their strength lies not in popularity, but in the range of purposes they fulfill.

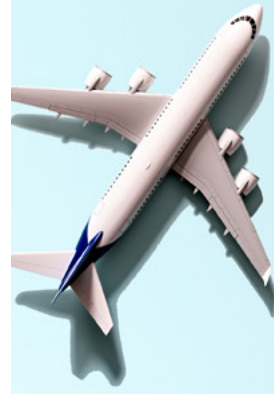
## Travel Rewards Create Emotional Capital

Unlike cash or merchandise, travel rewards unlock experiences that extend beyond the initial transaction. They create anticipation before departure, immersion during the trip, and memory long after return. That arc of emotional engagement is difficult to replicate with points converted to gift cards or one-time discounts.

The data reflects this distinction, too. Nearly half of travelers say maintaining high loyalty status with a travel brand is important to them, and more than half paid for a component of their most recent trip via rewards redemption.<sup>1</sup> These are not dormant balances; travel rewards are actively fueling today's "whycations."

Even pre-trip behavior connects purpose to travel planning.

In the 12 weeks leading up to departure, travelers search for experiences three times more often than hotels and eight times more than flights.<sup>13</sup> The destination matters, but what travelers do when they arrive matters more. Travel rewards plug directly into that mindset, transforming points into purpose and purpose into performance.



## Three Ways Travel Rewards Drive Purpose

1

Create Emotional Capital

2

Capture the Generational Shift

3

Align with Modern Booking Behavior



## Travel Rewards Capture the Generational Shift

The influence of travel rewards only intensifies among younger travelers, who are redefining loyalty expectations in real time. Nearly one-quarter of Gen Z travelers now take seven or more trips annually, making them the most frequent traveling cohort.<sup>14</sup> Older Millennials also represent a significant share of loyalty program bookers, revealing their outsized role in travel engagement.<sup>14</sup>

Travel is not discretionary to younger groups, either: 70% of Millennials say they would give up dining out for six months before sacrificing a vacation,<sup>1</sup> while half of Gen Z consider travel more significant than major career milestones.<sup>6</sup> These aren't casual preferences; they're signals of priority.

Generational redemption behavior confirms this commitment. Paying for recent trips with rewards is reported by 71% of Gen Z and 65% of Millennials, compared to 52% of all travelers.<sup>1</sup> Interest in exclusive travel opportunities and broader destination options also skews higher among these cohorts.<sup>15</sup> Travel rewards are integrated into how younger consumers plan, prioritize, and pay.

As these generations increase their purchasing power, the role of travel rewards will only expand.





## Travel Rewards Align With Modern Booking Behavior

Beyond generational impacts, digital transformation further amplifies travel's strategic advantage. Online travel bookings are projected to reach \$1.07 trillion, illustrating the continued shift toward digital-first planning.<sup>2</sup> At the same time, nearly one in five travelers express openness to booking “whycations” through loyalty programs.<sup>14</sup>

Because most programs already support direct booking functionality, purpose-driven travel rewards operate within the same environment where inspiration and transactions occur. They don't require behavioral change and instead align with members' existing loyalty habits.

This convergence of emotional resonance and operational infrastructure makes travel rewards uniquely adaptable. Itinerary options can be personalized, surfaced contextually, and redeemed within a unified ecosystem. That integration allows loyalty programs to connect purpose and participation in a single engagement cycle.

For organizations seeking to move from transactional incentives toward meaningful engagement, few reward categories can excel across emotional, generational, and digital dimensions simultaneously. Travel can. That advantage translates into measurable returns.



## The Business Case: How Purpose-Driven Loyalty Lifts Revenue, Retention, and Reputation

In 2026, the question is no longer whether consumers will travel — it's whether their loyalty program reflects why they travel.

Interest in travel rewards is not theoretical. In a recent *arrivia* survey, more than 75% of loyalty program members said they would book travel through their program if it were available, and nearly half reported that access to travel rewards would significantly increase their engagement.<sup>15</sup> In other words, travel does not just drive redemption; it drives monetizable engagement.

That engagement translates directly into spend. International visitor spending is projected to climb to an unprecedented \$2.1 trillion.<sup>3</sup> Global destination visitor spending on purpose-driven activities, such as tours, attractions, and activities, is estimated at close to \$1.3 trillion.<sup>16</sup> These are discretionary dollars allocated to experiences and add-ons, not just transportation and lodging.

When loyalty programs integrate purpose-driven travel rewards, they position themselves inside that high-intent spending cycle.

For financial institutions, this can mean a greater share of wallet. For membership organizations, it may translate into higher program utilization and renewal likelihood. For retailers and hospitality brands, it creates incremental revenue moments beyond the core transaction. Regardless of the industry, travel rewards no longer sit adjacent to spend; they sit at the center of it.



# \$1.3 trillion

Global destination visitor spending on tours, attractions, and activities<sup>16</sup>

## Sustainability Strengthens Retention and Reputation

Purpose-driven loyalty boosts more than just bookings. When sustainability options such as carbon offsets, eco-certified partners, or community-based experiences are integrated into travel rewards, retention also improves. Among travel loyalty programs that introduced sustainability-focused choices, 60% reported a reduction in customer attrition after implementation.<sup>10</sup>

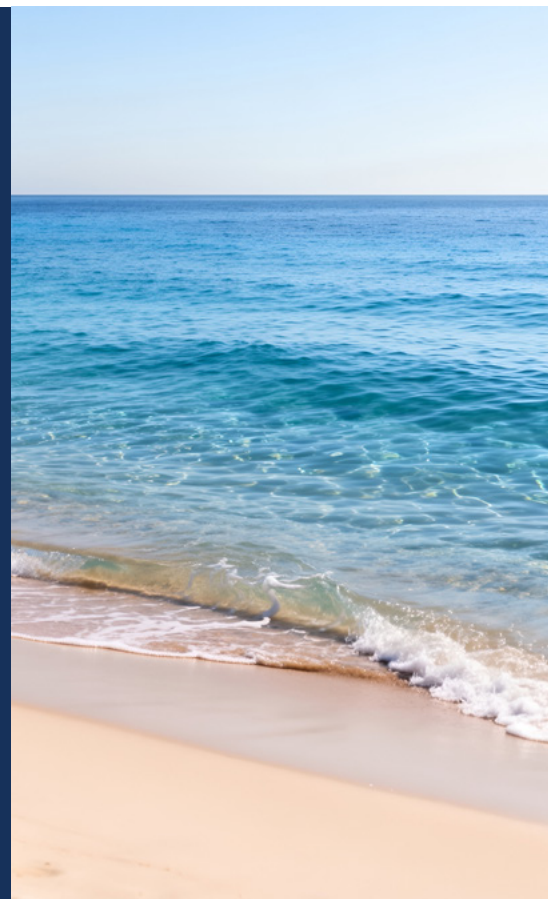
The reputational upside is equally significant. Consumers increasingly evaluate brands through the lens of impact, and authentic integration of ESG principles into loyalty programs strengthens credibility. Travel rewards aligned with personal values drive 27% higher customer loyalty compared to traditional rewards, reinforcing the link between purpose and performance.<sup>17</sup>

## The ROI Multiplier: Engagement That Converts

Speaking of performance, purpose-driven travel rewards also influence measurable commercial outcomes. Consumers offered tailored rewards demonstrate stronger engagement overall, and 24% report increased loyalty to brands delivering the most personalized experiences.<sup>17</sup>

### Brand loyalty translates into measurable behavior

- **Higher redemption rates** that sustain ongoing program participation and prevent dormant balances.
- **Increased purchase frequency**, with purpose-aligned customers 64% more likely to buy more often.<sup>18</sup>
- **Greater pricing resilience**, as 31% of members demonstrate stronger willingness to pay a premium.<sup>18</sup>
- **Expanded share of wallet** through add-on experiences, itinerary upgrades, and destination-based spending.



When rewards reflect identity and intention, they do more than incentivize transactions. They deepen relationships, increase lifetime value, and strengthen brand equity, making purpose-driven loyalty a revenue strategy anchored in how modern consumers make decisions.

## Building Purpose-Driven Loyalty: The Experience Portfolio

If purpose-driven loyalty is the strategy, the experience portfolio is the execution.

Members are not looking for generic redemption catalogs; they are looking for experiences that reflect who they are, what they value, and what they hope to gain from their time away. Building purpose-driven loyalty requires moving beyond broad travel access toward thoughtfully curated experiences that map to distinct motivations.

A strong experience portfolio should span multiple dimensions of purpose, including:

### Family Connection

These rewards prioritize quality time in ways transactional perks cannot.

- Multi-bedroom villa or suite upgrades
- Theme park packages and family attraction passes
- Kids' camp programs and interactive learning experiences
- Guided family adventure excursions, like rafting, safaris, or hiking

### Cultural Immersion

These experiences appeal to members seeking depth and discovery.

- Community-led walking tours and heritage experiences
- Chef-hosted culinary classes and food market tours
- Festival access and cultural event tickets
- Artisan workshops with local makers

### Personal Growth

These activities reinforce travel as a self-development opportunity.

- Educational travel programs and masterclasses
- Passion-focused retreats, such as writing, yoga, surf, and art
- Skill-based workshops, like photography, cooking, or language
- Adventure challenges, including mountain treks or diving certifications

### Professional Growth

These experiences support both career advancement and community building.

- Leadership or executive retreats
- Industry conference travel packages
- Association-hosted destination summits
- Bleisure extensions tied to business travel

## Well-Being

These rewards align with members focusing on rest, resilience, and mental health.

- Guided mindfulness or meditation retreats
- Nature-based rejuvenation escapes
- Fitness-focused travel experiences
- Spa and wellness resort stays

## Community Impact

These perks strengthen members' emotional connections to a brand.

- Volunteer travel experiences
- Impact-focused cultural exchanges
- Community partnership excursions
- Local nonprofit engagement programs

## Sustainability

These options display environmental alignment with values-driven members.

- Low-impact transportation and lodging options
- Conservation-based travel experiences
- Eco-certified accommodations
- Carbon-offset travel packages

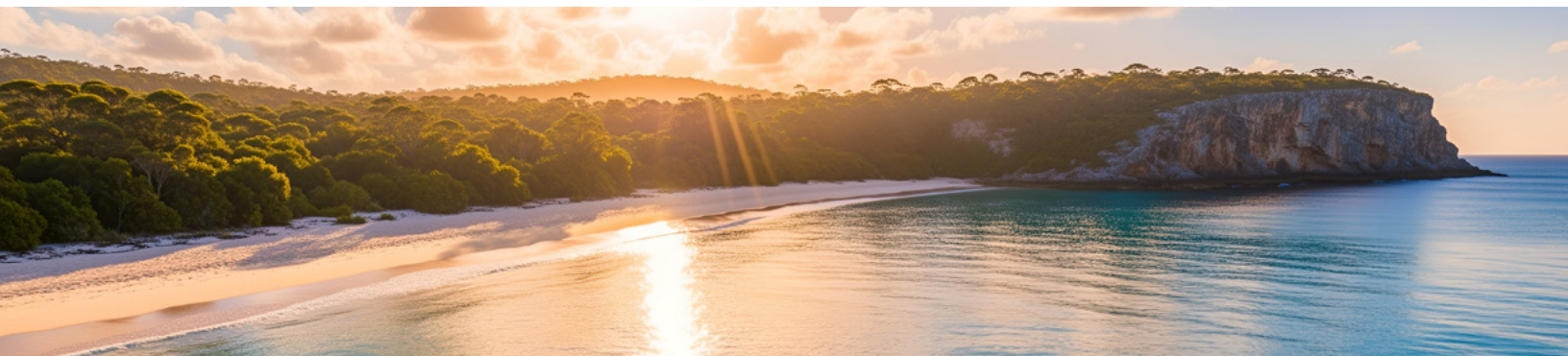
A portfolio built across these categories and member demographics allows loyalty programs to meet travelers where their motivations live. When experiences mirror members' identities and aspirations, redemption becomes an expression of purpose rather than a transactional exchange.

## Expanding the Portfolio: Curation and Choice

Not all travel experiences carry equal weight. A marketplace filled with generic packages may offer variety, but variety alone does not create relevance.

What differentiates a purpose-driven portfolio is thoughtful selection. High-quality partners, distinctive access, and experiences aligned to real motivations matter more than sheer volume. Members should recognize intention in the design of the portfolio — not a random itinerary.

“Members need to be able to earn and burn across a wide range of travel categories to derive value from their programs. For many programs, this means partnering with a loyalty technology provider that can deliver this variety at the right price,” explains Jeff Zotara, Chief Marketing Officer at *arrivia*.<sup>19</sup>



At the same time, curation must coexist with choice.

No two members travel for the same reason, and a purpose-driven rewards portfolio must reflect that diversity. Families seeking reconnection, professionals pursuing advancement, and sustainability-minded travelers should each see themselves reflected in the available options.

When selection is intentional, and options are diverse, the portfolio feels curated rather than crowded. That distinction is what sets programs apart.



## Implementation Strategies: Making Purpose Accessible and Personal

Even as travel rewards grow in strategic importance, many loyalty programs face operational barriers. Introducing new redemption options can be difficult for 14% of brands, while 20% struggle to provide rewards members truly value.<sup>11</sup> These constraints often slow innovation.

The right travel rewards partner can help address these gaps and accelerate purpose-driven loyalty. By expanding access to a global travel portfolio and curated experiences alongside traditional rewards, programs can enhance value without overhauling their existing infrastructure.

This integration begins by expanding redemption pathways. A strong travel partner layers in excursions, destination activities, and experience-driven options that complement existing benefits and broaden reward purpose, all within the same loyalty environment that members already trust.



## Best Practices for Expanding Travel Benefits

Like the experiences themselves, introducing purpose-driven travel rewards should feel intentional. Without structure, expanded portfolios risk becoming overwhelming rather than outcome-driven. Clear positioning makes the difference.

Programs that successfully expand travel benefits typically:

- Create curated collections by motivation, like family escapes, cultural journeys, or professional travel.
- Launch in phases, beginning with high-demand travel categories before broadening itinerary access.
- Surface experiences across multiple touchpoints, such as loyalty apps, not just within booking portals.
- Equip support teams with clear messaging, so experiential rewards are positioned as core benefits, not add-ons.

An organized expansion and easy-to-navigate rewards access help members understand how new offerings fit into their existing benefits. That clarity builds confidence and encourages exploration.

## Personalization as the Access Point to Purpose

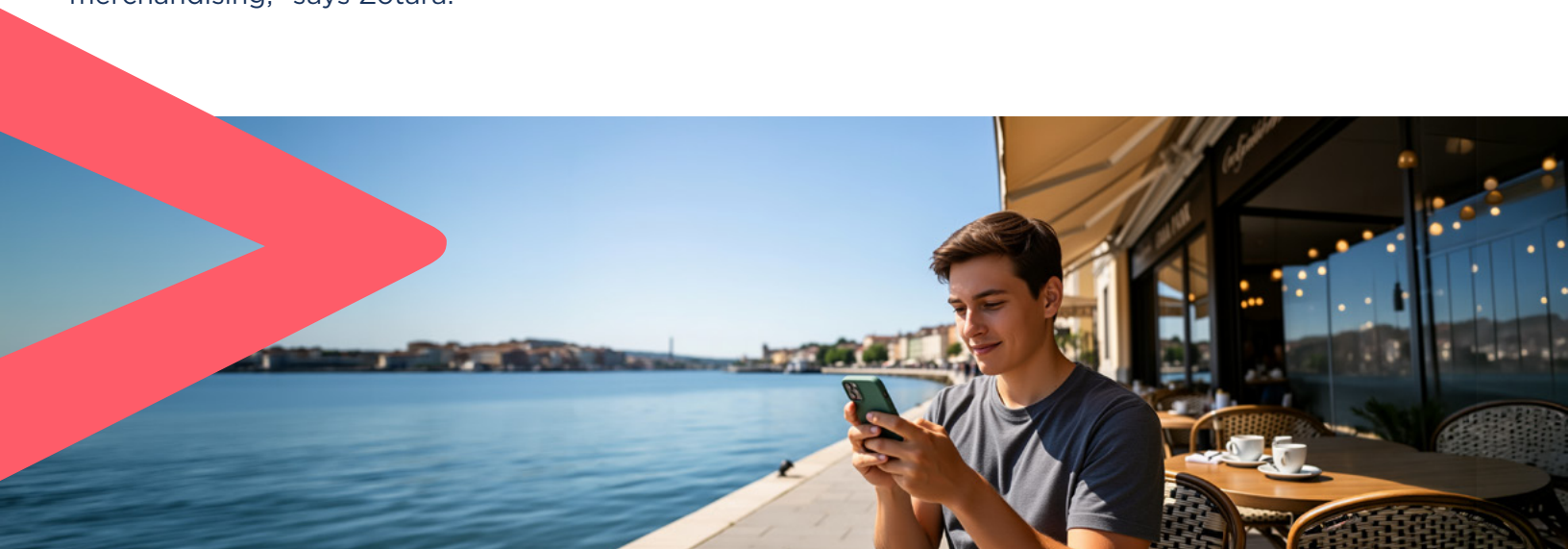
Personalization turns a well-designed portfolio into a relevant one. Purchase history, search behavior, redemption patterns, and zero-party data collected during onboarding can all guide smarter recommendations.

When programs understand how members travel, such as with family, for business, for rest, or for adventure, they can begin to present experiences that align with those motivations instead of relying on generic promotions.

“Personalization is a tactic that member-based travel programs can employ across all touchpoints, from marketing communications like e-mails, direct mail, and text messaging to dynamic merchandising,” says Zotara.<sup>20</sup>

**Personalization is a tactic that member-based travel programs can employ across all touchpoints”**

— Jeff Zotara, CMO, *arrivia*



“By asking questions like — ‘What’s your budget? Do you have children? Which times of the year do you like to travel?’ — we can customize travel offers instead of bombarding members with irrelevant content. For instance, if a member has expressed that they prefer family-friendly cruises instead of all-inclusive resort stays, we can highlight those types of trips when they log on to their booking platform.”

When personalization guides how rewards are surfaced, members are more likely to redeem benefits that reflect their goals. When purpose guides personalization, engagement deepens and redemption follows.



## How Purpose-Driven Travel Rewards Translate Across Industries

Leaders may wonder what purpose-driven travel rewards look like in practice, especially if their core offering is not travel. The reality is that integration is often far more seamless than expected. Travel rewards can complement existing benefits, extend brand values, and create emotional engagement across sectors. Here’s how it translates across industries.



### Financial Services:

#### Turning Daily Transactions Into Bucket List Experiences

Banks, credit unions, and insurance providers already sit at the center of members’ financial lives. Purpose-driven travel rewards allow these institutions to transform everyday transactions into meaningful experiences. Points earned through spending can unlock family vacations, wellness retreats, or cultural excursions that reflect personal goals.

For financial brands, travel rewards reinforce trust and deepen relationships. Instead of simply incentivizing usage, they position the institution as a partner in members’ life milestones and aspirations.



### Membership Organizations:

#### Strengthening Community Through Shared Trips

Unions, associations, and member-based clubs thrive on connection. Purpose-driven travel rewards can amplify that sense of belonging through group travel opportunities, conference extensions, volunteer trips, or culturally immersive experiences aligned with the organization’s mission.

By offering travel that supports professional growth or community impact, membership organizations reinforce shared values. Loyalty becomes less about access to discounts and more about participation in a broader collective identity.



**Retail:**  
Converting Customer Points Into Purposeful Journeys

Retail is a fast-emerging sector for travel loyalty integration. As brands compete for attention and repeat purchases, experiential rewards offer differentiation besides discounts or merchandise.

Retailers can align travel experiences with customer lifestyles, from adventure-focused escapes to sustainability-driven journeys. This approach revamps transactional points into emotional incentives, giving customers a reason to engage that extends well into the next purchase cycle.



**Travel and Hospitality:**  
Elevating Loyalty Long After the Stay

Airlines, cruise lines, timeshares, and hospitality brands are uniquely positioned to evolve their existing programs. By expanding rewards beyond core products, they can offer curated excursions, wellness experiences, or environmentally-conscious travel options that deepen emotional connection.

For these brands, purpose-driven rewards move loyalty into a league above status tiers and upgrades. They reinforce identity, align with sustainability commitments, and create experiences that resonate long after the trip ends.





## Platform Spotlight: How *arrivia* Powers Purpose-Driven Travel Rewards

At this point, the question becomes practical: How do you deliver purpose-driven travel rewards without rebuilding your loyalty program from scratch? That's where *arrivia* comes in.

Our white-label travel platform is designed to expand what modern rewards programs can offer while preserving what already works. Rather than replacing existing points systems, it integrates directly into them, adding experiential travel benefits without disrupting core infrastructure.

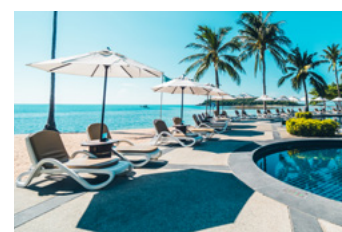
That expansion is meaningful. Our curated network is home to:



**150,000+**  
tours and activities



**30,000+**  
cruise itineraries  
across categories



**200,000+**  
hotels and resorts  
from major providers

This depth allows loyalty programs to tailor rewards portfolios to family connection, cultural immersion, professional growth, sustainability, and other common member motivations.

Flexibility is also built into the *arrivia* framework. Travel benefits can support referral rewards, sales incentives, rebates, gift cards, or traditional points redemption. Programs can layer purpose-driven travel into their ecosystem while maintaining brand continuity and operational control.

Behind the scenes, the platform operates as a fully customizable, end-to-end white-label travel technology solution integrated into existing systems or deployed as a standalone portal. Mobile-ready booking and secure transactions ensure a seamless experience across devices.

The result? Scalable access to differentiated travel rewards delivered through a structured framework.

### White-Label Travel Ecosystems: Branded, Scalable, Seamless

For members, rewards should feel owned, not outsourced. *Arrivia's* white-label capabilities allow organizations to offer a fully branded travel portal that reflects their voice, values, and loyalty strategy. From sign-in to booking confirmation, the experience feels cohesive and intentional.

This approach supports scalability without sacrificing ownership. As purpose-driven rewards expand, redemption remains anchored to the brand members already trust. Travel rewards feel like a natural extension rather than an external add-on, reinforcing credibility and user confidence.



## The Future of Loyalty: Rewards That Reflect What Truly Matters to Members

Purpose-driven travel is not a passing trend; it reflects a deeper shift in how consumers define value. As members prioritize rest, connection, growth, and impact, loyalty programs must evolve beyond transactions and into experiences that mirror those motivations.

Brands that overlook purpose risk becoming interchangeable, while those that embed it into their reward architecture create stronger engagement and long-term relevance.

With the right infrastructure in place, that shift becomes achievable at scale. *Arrivia's* white-label travel technology enables organizations to operationalize purpose-driven rewards without disrupting existing systems, turning purpose into continued participation.

[Connect with the \*arrivia\* team today](#) to explore how your organization can deliver scalable, purpose-driven travel rewards that align with evolving member expectations.

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## Appendices

[Driving Engagement, Loyalty, and Member Benefits Through Innovative Travel Solutions \[Case Study\]](#)

[Sustainable Travel: Revolutionizing Loyalty Programs for the Future \[Whitepaper\]](#)

[Travel Rewards Deliver New Way of Engaging Customers for Global Telecom Leader \[Case Study\]](#)

[Elevate Your Customer Experience: Selecting the Ideal Travel Rewards Program Partner \[Whitepaper\]](#)