

Season's greetings from Collinson Latitude



Welcome to the fourth edition of **r²**, Collinson Latitude's eJournal, designed to give insight into travel trends and next generation revenue strategies.



r² eJournal—Winter 2011

2011—A mixed year for the travel industry



Read today's newspaper or turn on the six o'clock news and you'll hear about the difficulties of financial life. The Chancellor's Autumn Statement predicted more doom and gloom for businesses in the UK, with unemployment set to increase and those people set to retire having to wait until the young age of 67 before they receive their pensions. Merry Christmas to you too, Mr Osborne!

But how has the travel industry fared throughout 2011? Bearing in mind that when the UK 'Guardian' newspaper ran a survey on the health of the travel industry in October 2010, 74.3% of people said the industry would not bounce back in 2011, optimism from the public was not high. However, if the figures from the 'ITB World Travel Trends Report 2011/2012' are to be believed, the industry has survived a difficult year. The majority of people in 13 European countries surveyed said they either planned to travel as much, or more, in 2012 as they had in 2011.

[So what has been going on in the world that might have impacted on travel?](#)

A retail perspective on redemption

Collinson Latitude recently attended the Mega Event in Miami. A key learning from the event was that the travel industry needs to view redemption programmes from a retail perspective, with a strong focus on the best practice of e-commerce. This approach provides greater opportunity for up-sells, cross sells and revenue from points plus cash offering.

[Agree? Take our two question poll](#)



Ancillary Revenue 2011 survey results

In the run up to the Mega Event in Miami, we asked you to complete a survey around ancillary revenues. Iain Webster, Travel Loyalty Specialist at The Collinson Group takes us through the results with a look at how ancillary revenue can progress even further in 2012.

[Read the results](#)



Velocity case study

Using our RewardAll™ proprietary reward platform, we provided Velocity with a fully branded, customised, online shopping portal - the Global eStore - within six weeks. The Global eStore allows members to earn Velocity points on every transaction when they shop at over 160 leading global merchants online.

[View the case study](#)

r² revenue squared

Join Our Network

Follow Collinson Latitude and **r²** on LinkedIn, Twitter and YouTube.



Lifetime Achievement Award



Colin Evans, chairman of The Collinson Group, was awarded the 'Loyalty Lifetime Achievement Mega Award' at the prestigious 2011 Travel Mega Awards in Miami. Evans was singled out for the award as an innovative leader in the loyalty business for 25 years and in recognition of the results he has delivered for clients.

[Read more](#)

Upcoming Events



Book a meeting with us at Loyalty 2012, 27th-29th February in Berlin. We will be exhibiting and running a workshop with our sister company ICLP - demonstrating how together, with your brand, we can help you add value, relevance and choice to your loyalty programme, by finding new ways to motivate and engage your customers.

[Visit our event page](#)



Tnooz webinar highlights

We hosted a free webinar alongside Tnooz 'Ancillary Services or Customer Loyalty: Where should the focus be?' If you missed the webinar watch the ten minute highlights video.

[Watch on YouTube](#)

Latitude in the news

Low-cost carriers should embrace loyalty, says Collinson Latitude

[Read more](#)

Collinson Latitude calls for travel industry to re-ignite loyalty programmes

[Read more](#)

Collinson Latitude launches new reward platform to payment card issuers in the Middle East

[Read more](#)



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