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TRAVEL ADVISOR

Preferred Hotels & Resorts: 54% Of Loyalty Members To Book A Trip In 2020



This month, [Preferred Hotels & Resorts](#) conducted a survey on global future travel among members of the brand’s loyalty program, I Prefer Hotel Rewards, inviting them to share their aspirations and plans for future travel when restrictions are lifted or eased. Most notably? More than half (54 percent) said they will book a trip in 2020—and most will do so as soon as travel restrictions are lifted. Further, 17 percent of respondents are currently booking travel for 2020. “They want to travel,” Preferred Hotels & Resorts said.

Some good news: 43 percent hope to travel internationally to a different continent. With that said, travel to North America was the most popular (44 percent); 30 percent of I Prefer say they will travel to Europe and just 11 percent said the plan to visit Asia Pacific. Interestingly, despite social distancing measures currently in place, 51 percent say the plan to book a city hotel; 30 percent plan to book a beach resort.

A majority of respondents said they plan to travel in 2020 via plane (81 percent) and three-quarters plan to travel with their family. “Having spent so much time apart,” Preferred Hotels & Resorts said, “they are ready to reunite with loved ones.” Equal

groups—32 percent each—said they plan on spending \$150 to \$249 per night on lodging and \$250 to \$499 per night.