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New York - Los Angeles is the Top Market for Frequent Flier Reward Travel in the United States

IdeaWorks releases report listing the top 15 market choices for standard frequent flier rewards on the mainland routes of U.S. airlines.

April 4, 2007, Shorewood, Wisconsin. “What are the most popular markets for reward travel?” The IdeaWorks Company recently answered this question when it completed an analysis of data available from the U.S. Department of Transportation. The 2005 data shows the top airport pairs chosen by frequent flier members for their free reward travel based upon the presence of “zero-fare” passengers.

The markets in the top 15 list were compiled from airport pairs that qualify for free travel at the standard reward level of 25,000 miles. Here is a sampling of the observations from the analysis:

- The list is dominated by the states of New York and California, which touch every market pairing with the exception of #12 Phoenix - Seattle.
- Surprisingly, the major vacation destinations of Las Vegas, Phoenix and Orlando are nearly absent from the list.
- It would appear approximately 10% of airline visitors to California and New York are reward travelers.

“Frequent Fliers Rank New York - Los Angeles as the Top Market for Reward Travel in the United States” was released today as a 5-page Industry Analysis. The full Industry Analysis is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at IdeaWorksCompany.com.

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