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AMADEUS PRIVILEGE ORAZ FIRMOWE BONY TURYSTYCZNE ODPOCZNE.PL
JAKO PRZYKŁADY PROGRAMÓW LOJALNOŚCIOWYCH
NA RYNKU BUSINESS TO BUSINESS W TURYSTYCE

AMADEUS PRIVILEGE AND ODPOCZNE.PL TRAVEL COUPONS FOR
COMPANIES AS EXAMPLES OF LOYALTY PROGRAMS
ON THE BUSINESS TO BUSINESS MARKET IN TOURISM

Summary

The main objective of loyalty programs is to provide support for the process of winning a loyal client, which should result in making the client stay with the given travel enterprise and making client's resignation from its services more and more difficult.

The hereby article presents basic rules for loyalty programs implementation, as well as a practical examples of loyalty programs on business to business market such as program named "Amadeus Privilege" addressed to tourism agencies employees or system of travel coupons for companies by Odpoczne.pl.

Translated by Izabela Michalska-Dudek