

The Rise of Travel Subscriptions: Unlocking New Travel Opportunities



Source: Pixabay (2024)

Background

A subscription is a business model where customers are charged regularly for continued access to a company's product or service (Stripe, 2024). This practice has been the cornerstone of many industries, providing a reliable revenue stream and a medium to engage with customers. In recent years, the concept has emerged and scaled within the travel industry, with more brands and consumers moving towards subscription-based platforms and exclusive travel clubs (LinkedIn, 2024).

What is Travel Subscription?

Similar to subscriptions in other industries, travel subscription programs offer a variety of benefits and financial incentives to travelers. The trend began with airlines and cruise companies introducing "all-you-can-travel" passes that promise unlimited service for a monthly or annual payment (FTN News, 2025). As technology has evolved, the emergence of subscription-based travel agents has enabled customers to access a wide range of travel services—from transportation to accommodation—by subscribing to a single platform, much like how Netflix and Spotify changed the way people access TV shows and music (PhocusWire, 2024).

A Case of eDreams

eDreams, a leading online travel agency in Europe, launched its Prime subscription service in 2017, which has since grown to over 5.4 million members and generates HKD\$2.7 billion in annual recurring revenue (LinkedIn, 2024). The service is designed to provide "choice, convenience, and peace of mind" and offers a range of member benefits, including access to travel services at trade prices, the ability to freeze prices while finalizing travel plans, and hassle-free cancellation of bookings for a monthly fee of HKD\$440 (Forbes, 2025). This exemplifies how subscription-based travel is transforming the planning and overall experience of travel for consumers.

How Does It Differ from Traditional Loyalty Programs?

While both subscription and loyalty programs are designed to retain customers, there is a distinct difference between the two. Loyalty programs allow customers to unlock various rewards by accumulating points, which require continuous commitment and support for the brand. In contrast, subscription programs offer immediate access to member perks and rewards upon payment of the subscription fee (AirPlus, 2022). Furthermore, research shows that members of paid subscription plans are 60 percent more likely to increase their spending on the brand after subscribing, compared to just a 30 percent likelihood increase for members of free loyalty programs (Medium, 2022). This distinction highlights the potential of subscription models to drive greater customer loyalty and spending.

Challenges

Despite the promising potential of travel subscription services, several challenges remain that could impede their growth. One major issue is that some consumers may be reluctant to embrace the model. Some still prefer pay-as-you-go options, which allow more flexibility, while others may be hesitant to commit to a subscription, especially if it means sacrificing accumulated points with brands they have been loyal to. Additionally, retaining subscribers can prove difficult, as travelers may find it challenging to justify continuing their subscription after enjoying the initial perks. Without compelling reasons to remain engaged, such as consistently enhanced benefits or exclusive offerings, subscribers may easily opt to discontinue their service, impacting the overall sustainability and profitability of the subscription model in the travel industry.

Discussion Questions

1. What are the key benefits that travel subscription services offer to consumers, and how do these benefits enhance the overall travel experience?
2. How does the immediate access to perks in subscription programs influence consumer spending behavior compared to traditional loyalty programs?
3. How might travel subscriptions affect the way people plan and book their trips?
4. In what ways have technology advancements facilitated the growth of subscription-based travel services, and what future innovations could further transform this industry?

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Keywords

- Tourism
- Travel Trends
- Consumer Behaviour
- Subscription
- Loyalty Program
- Customer retention

旅行订阅的兴起：解锁新的旅行机遇



Source: Pixabay (2024)

背景

订阅是一种商业模式，客户定期支付费用以持续获得公司的产品或服务（Stripe, 2024）。这一做法已成为许多行业的基石，提供了可靠的收入流以及与客户互动的媒介。近年来，这一概念在旅游业中出现并发展壮大，越来越多的品牌和消费者转向基于订阅的平台和专属旅行俱乐部（LinkedIn, 2024）。

什么是旅行订阅？

与其他行业的订阅类似，旅行订阅计划为旅行者提供各种优惠和财务激励。这一趋势始于航空公司和邮轮公司推出的“随心飞”或“随心游”通行证，承诺在按月或按年付费后提供无限制的服务（FTN News, 2025）。随着技术的发展，基于订阅的旅行社应运而生，使客户能够通过订阅一个单一平台来获取广泛的旅行服务——从交通到住宿——就像 Netflix 和 Spotify 改变了人们观看电视节目和听音乐的方式一样（PhocusWire, 2024）。

eDreams 案例

欧洲领先的在线旅行社 eDreams 于 2017 年推出了其 Prime 订阅服务，该服务现已拥有超过 540 万会员，并产生 27 亿港币的年经常性收入（LinkedIn, 2024）。该服务旨在提供“选择、便利与安心”，并提供一系列会员权益，包括以同业价格获取旅行服务、在最终确定旅行计划时锁定价格的能力，以及支付每月 440 港币即可无忧取消预订（Forbes, 2025）。这例证了基于订阅的旅行如何改变消费者的旅行规划和整体体验。

它与传统忠诚度计划有何不同？

尽管订阅计划和忠诚度计划都旨在留住客户，但两者之间存在明显区别。忠诚度计划允许客户通过累积积分来解锁各种奖励，这需要持续的对品牌的承诺和支持。相比之下，订阅计划在支付订阅费后即可立即享受会员特权和奖励（AirPlus, 2022）。此外，研究表明，付费订阅计划的会员在订阅后增加在该品牌消费的可能性高出 60%，而免费忠诚度计划的会员可能性仅增加 30%（Medium, 2022）。这一区别凸显了订阅模式在推动更高客户忠诚度和消费方面的潜力。

挑战

尽管旅行订阅服务前景广阔，但仍存在一些可能阻碍其增长的挑战。一个主要问题是，一些消费者可能不愿接受这种模式。有些人仍然更喜欢按需付费的选项，这提供了更大的灵活性；而另一些人则可能对承诺订阅犹豫不决，特别是如果这意味着要牺牲他们一直忠诚的品牌所累积的积分。此外，保留订阅者可能很困难，因为旅行者在享受了初始优惠后，可能会觉得难以找到继续订阅的理由。如果没有持续增强的福利或独家优惠等令人信服的续订理由，订阅者很容易选择停止服务，从而影响订阅模式在旅游业中的整体可持续性和盈利能力。

讨论问题

1. 旅行订阅服务为消费者提供了哪些关键好处？这些好处如何提升整体旅行体验？
2. 与传统忠诚度计划相比，订阅计划中立即获得特权的方式如何影响消费者的消费行为？
3. 旅行订阅可能会如何影响人们计划和预订旅行的方式？
4. 技术进步以哪些方式促进了基于订阅的旅行服务的增长？未来的哪些创新可能进一步改变这个行业？

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关键词

- 旅游业
- 旅行趋势
- 消费者行为
- 订阅
- 忠诚度计划
- 客户留存

旅行訂閱的興起：解鎖新的旅行機遇



Source: Pixabay (2024)

背景

訂閱是一種商業模式，客戶定期支付費用以持續獲得公司的產品或服務（Stripe, 2024）。這一做法已成為許多行業的基石，提供了可靠的收入流以及與客戶互動的媒介。近年來，這一概念在旅遊業中出現並發展壯大，越來越多的品牌和消費者轉向基於訂閱的平台和專屬旅行俱樂部（LinkedIn, 2024）。

什麼是旅行訂閱？

與其他行業的訂閱類似，旅行訂閱計畫為旅行者提供各種優惠和財務激勵。這一趨勢始於航空公司和郵輪公司推出的「隨心飛」或「隨心遊」通行證，承諾在按月或按年付費後提供無限制的服務（FTN News, 2025）。隨著技術的發展，基於訂閱的旅行社應運而生，使客戶能夠透過訂閱一個單一平台來獲取廣泛的旅行服務——從交通到住宿——就像 Netflix 和 Spotify 改變了人們觀看電視節目和聽音樂的方式一樣（PhocusWire, 2024）。

eDreams 案例

歐洲領先的在線旅行社 eDreams 於 2017 年推出了其 Prime 訂閱服務，該服務現已擁有超過 540 萬會員，並產生 27 億港幣的年經常性收入（LinkedIn, 2024）。該服務旨在提供「選擇、便利與安心」，並提供一系列會員權益，包括以同業價格獲取旅行服務、在最終確定旅行計劃時鎖定價格的能力，以及支付每月 440 港幣即可無憂取消預訂（Forbes, 2025）。這例證了基於訂閱的旅行如何改變消費者的旅行規劃和整體體驗。

它與傳統忠誠度計畫有何不同？

儘管訂閱計畫和忠誠度計畫都旨在留住客戶，但兩者之間存在明顯區別。忠誠度計畫允許客戶透過累積積分來解鎖各種獎勵，這需要持續的對品牌的承諾和支持。相比之下，訂閱計畫在支付訂閱費後即可立即享受會員特權和獎勵（AirPlus, 2022）。此外，研究表明，付費訂閱計畫的會員在訂閱後增加在該品牌消費的可能性高出 60%，而免費忠誠度計畫的會員可能性僅增加 30%（Medium, 2022）。這一區別凸顯了訂閱模式在推動更高客戶忠誠度和消費方面的潛力。

挑戰

儘管旅行訂閱服務前景廣闊，但仍存在一些可能阻礙其增長的挑戰。一個主要問題是，一些消費者可能不願接受這種模式。有些人仍然更喜歡按需付費的選項，這提供了更大的靈活性；而另一些人則可能對承諾訂閱猶豫不決，特別是如果這意味著要犧牲他們一直忠誠的品牌所累積的積分。此外，保留訂閱者可能很困難，因為旅行者在享受了初始優惠後，可能會覺得難以找到繼續訂閱的理由。如果沒有持續增強的福利或獨家優惠等令人信服的續訂理由，訂閱者很容易選擇停止服務，從而影響訂閱模式在旅遊業中的整體永續性和盈利能力。

討論問題

1. 旅行訂閱服務為消費者提供了哪些關鍵好處？這些好處如何提升整體旅行體驗？
2. 與傳統忠誠度計畫相比，訂閱計畫中立即獲得特權的方式如何影響消費者的消費行為？
3. 旅行訂閱可能會如何影響人們計劃和預訂旅行的方式？
4. 技術進步以哪些方式促進了基於訂閱的旅行服務的增長？未來的哪些創新可能進一步改變這個行業？

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關鍵詞

- 旅遊業
- 旅行趨勢
- 消費者行為
- 訂閱
- 忠誠度計畫
- 客戶留存