Advanced Customer Loyalty Programs for the Leisure Sector Training Course



14 - 18 Dec 2026

LONDON

5900 € (Per Person)

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Course Introduction / Overview:

This comprehensive course provides a deep dive into the art and science of creating and managing successful customer loyalty and membership programs specifically for the dynamic leisure industry. In a sector driven by experiences and discretionary spending, building a loyal customer base is paramount for sustainable growth. This program moves beyond basic reward schemes to explore the psychological drivers of loyalty, the strategic design of tiered and personalized programs, and the data-driven techniques required for optimization. Drawing on principles from leading experts like Frederick Reichheld, a key figure in loyalty economics and author of "The Loyalty Effect," participants will learn how to transform transient guests into passionate brand advocates. The curriculum is designed to equip professionals with the skills to calculate customer lifetime value, design compelling value propositions, and leverage technology for seamless member engagement. At BIG BEN Training Center, we focus on practical application, ensuring that attendees can immediately implement strategies to increase customer retention, drive repeat business, and enhance brand equity in a competitive marketplace. This course is the definitive guide to building loyalty that lasts.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Customer Relationship Management (CRM) Specialists.
- Loyalty Program Managers.
- Hotel and Resort General Managers.
- Guest Relations and Customer Experience Managers.
- Business Development and Strategy Professionals.
- Operations Managers in the leisure and hospitality sector.
- Digital Marketing Executives.
- Entrepreneurs in the tourism and leisure industry.

Target Sectors and Industries:

- Hospitality including Hotels, Resorts, and Serviced Apartments.
- Aviation and Airlines.
- Tourism and Travel Agencies.
- Cruise Lines and Maritime Leisure.
- Entertainment Venues such as Theme Parks and Cinemas.
- Food and Beverage including Restaurant Chains and Clubs.
- Wellness and Spa Centers.
- Fitness Centers and Golf Clubs.
- Governmental Tourism Authorities and Destination Marketing Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Customer Service and Guest Relations.
- Operations Management.
- Strategy and Planning.
- Information Technology (IT) and Data Analytics.
- Finance and Revenue Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Design a comprehensive loyalty program framework from concept to launch.
- Analyze customer data to create targeted segments for personalized offers.
- Develop a multi-tiered membership structure with compelling benefits.
- Calculate and track key performance indicators (KPIs) such as redemption rates and member engagement.
- Master communication strategies to enhance the member experience and drive participation.
- Evaluate and select the appropriate technology and CRM platforms for program management.
- Implement gamification and experiential rewards to increase emotional loyalty.
- Formulate strategic partnerships to expand program value and reach.
- Measure the financial impact and return on investment (ROI) of loyalty initiatives.
- Forecast future trends in customer loyalty to ensure long-term program relevance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can translate theoretical knowledge into real-world skills. We employ a blended learning approach that combines expert-led presentations with hands-on activities. The course heavily features case study analysis of successful loyalty programs from leading global leisure brands, allowing participants to deconstruct what makes them effective. Interactive workshops and group brainstorming sessions will challenge attendees to design their own mock loyalty programs, from defining objectives to creating a benefits structure. Role-playing scenarios will be used to simulate member interactions and problem-solving situations. Furthermore, the course incorporates data analysis exercises using sample datasets to practice segmentation and personalization techniques. Ample time is allocated for peer-to-peer discussions and Q&A sessions, fostering a collaborative learning environment. Our facilitators provide continuous feedback and guidance, ensuring every participant leaves with a clear action plan and the confidence to implement sophisticated loyalty strategies within their organization.

Course Agenda (Course Units):

Unit One: The Foundations of Loyalty in the Leisure Industry

- The Psychology of Customer Loyalty and Retention.
- Differentiating Between Transactional and Emotional Loyalty.
- The Economic Impact of Loyalty: Customer Lifetime Value (CLV).
- Market and Competitor Analysis for Loyalty Programs.
- Understanding the Unique Challenges of the Leisure Sector.
- Key Principles from Frederick Reichheld's "The Loyalty Effect".
- Setting Clear Objectives and Goals for a Loyalty Program.

Unit Two: Strategic Design of Membership and Loyalty Programs

- Choosing the Right Program Structure: Points, Tiers, and Subscriptions.
- Developing a Compelling Value Proposition for Members.
- Designing Tiered Benefits and Recognition Levels.
- Crafting Experiential and Non-Monetary Rewards.
- Financial Modeling and Budgeting for a Loyalty Program.
- Legal and Ethical Considerations in Program Design.
- Integrating the Loyalty Program with the Overall Brand Strategy.

Unit Three: Leveraging Data and Technology for Personalization

- The Role of CRM Systems in Loyalty Management.
- Data Collection Strategies: Touchpoints and Information Gathering.
- Customer Segmentation and Behavioral Analysis Techniques.
- Using Data to Drive Personalization and Targeted Offers.
- Introduction to Predictive Analytics for Churn Prevention.
- The Role of Mobile Apps and Digital Wallets in Loyalty.
- Measuring Program Performance with Key Metrics and Dashboards.

Unit Four: Member Engagement and Program Marketing

- Developing a Multi-Channel Communication Plan for Members.
- Crafting a Successful Program Launch Strategy.
- Techniques for Onboarding New Members Effectively.
- Using Gamification to Drive Engagement and Repeat Business.
- Building a Community Around Your Loyalty Program.
- Leveraging Strategic Partnerships to Enhance Member Value.
- Content Marketing and Storytelling for Loyalty Members.

Unit Five: Optimization, Management, and Future of Loyalty

- Calculating and Proving the Return on Investment (ROI).
- Gathering and Acting on Member Feedback and Surveys.
- Strategies for Program Evolution and Refreshment.
- Managing Program Costs and Liabilities.
- Training Staff to be Loyalty Program Ambassadors.
- Future Trends: Hyper-Personalization, AI, and Sustainability in Loyalty.
- Developing a Long-Term Roadmap for Your Loyalty Program.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a leisure brand create genuine emotional loyalty that transcends transactional rewards and price sensitivity?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its exclusive and deep focus on the leisure industry, a sector with unique dynamics such as high seasonality, intense competition, and an experience-driven value proposition. Unlike generic loyalty courses, every module, case study, and practical exercise is tailored to the specific challenges and opportunities within hotels, airlines, theme parks, and other leisure businesses. We move beyond the conventional wisdom of simple points-based systems to explore sophisticated strategies in emotional loyalty, community building, and the design of experiential rewards that resonate deeply with the modern leisure consumer. The curriculum integrates strategic design with data analytics and marketing execution, providing a holistic 360-degree view of loyalty program management. Participants will not just learn the "what" but the "how," with hands-on workshops focused on financial modeling, ROI calculation, and technology selection. The course emphasizes creating programs that are not just profitable but also become an integral part of the brand's identity and a key differentiator in a crowded marketplace.