

# UNLOCK THE ULTIMATE TRAVEL EXPERIENCE WITH CRYPTOCURRENCY INCENTIVES



Nowadays, if you want to win over customers you need to make sure that you are satisfying the needs and desires that mean the most to them. Incentives can generate leads, but most reward points systems don't cut it for a lot of people. Ironically, more money is being spent on travel than ever before. Furthermore, increasing numbers of people have networks of friends and family that are scattered all over the world – for some, travel has easily become a way of life.

According to Ed Cunningham, CEO of [Trippki](#), there is a huge opportunity to benefit guests and hotels alike. The breakthrough idea is to avoid the middleman while still providing customers with a fast, easy and uniquely winning way to access the features they want.

As a rule, hospitality rewards systems favour hotels more than guests and as such they're not really fit for purpose. However, hotels suffer from this “lose lose” reality as much as guests because in truth, everyone is stuck with loyalty card schemes created over 20 years ago.

In the UK alone around 4.5 billion reward points were not claimed which, in turn, highlights the deeper truth that most consumers who have loyalty cards don't fully use them. Trippki has identified a real need for change and this has coincided with the arrival of cryptocurrencies. This is both, good timing and smart timing.

Trippki integrates blockchain technology with a reward system that delivers immediate benefits for customers. It's simple and friendly. Book a hotel and when you complete your stay you'll receive a TRIP token (a form of crypto asset). As soon as you receive TRIP, you'll be able to easily spend them at all participating properties or even trade them, as you see fit. You get complete control over how you handle this incentive and both you and the hotel can build up useful reputations. Thanks to Trippki, guests will no longer have to travel for an entire year just to get a meager amount of points.

As a whole, the Trippki system is unique and one of the best alternatives to currently outdated rewards systems. What's more, this isn't the end of reward systems, it's their next evolutionary step. That's “win win”.

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<https://www.tourism-review.com/trippki-introduced-brand-new-travel-reward-system-news10343>