



FOR IMMEDIATE RELEASE

Media Contacts:

FlightEvents

Rachel Humphries
+44 (0) 7966 151 962
rachel.humphries@flightglobal.com

Global Flight

Ravindra Bhagwanani
+33 (0)5-61-71-16-57
ravindra@globalflight.net

Leading airlines and hotel take top spots in travel industry loyalty awards

Emirates, Virgin Australia, AirAsia and Shangri-La awarded in 10th Annual Loyalty Awards

BANGKOK, Thailand, February 6, 2018 – FlightEvents and Global Flight have awarded leading airlines Emirates, Virgin Australia, AirAsia and luxury hotels and resorts company, Shangri-La for the outstanding impact of their loyalty reward schemes in the 10th Annual Loyalty Conference and Awards 2018.

One key topic in improving passenger travel is the use of digitizing processes and in the past year, Emirates increased member engagement with the use of big data and insights from mathematical models and predictive algorithms. This leadership secured Emirates the Excellence in Management award for its frequent flyer program, Skywards.

“Emirates have transformed the way they are engaging with passengers through unlocking data from their frequent flyer members”, said Ravindra Bhagwanani, Managing Director, Global Flight. “Their use of artificial intelligence to understand and predict what the passenger wants secured their win in this category.”

For the Best Marketing Campaign, Virgin Australia showed judges the focused strategy they deployed to engage more members to transfer more loyalty points in its Velocity frequent flyer program and “The Billion Point Giveaway” campaign the company launched in 2017.

AirAsia beat the other nominees in the Best Use of Technology category, with its Freedom Flyer Program, aimed at making it easier, faster and better for loyal guests to earn AirAsia BIG Points. Through the introduction of a BIG Loyalty app the company have enabled multiple new features for everyone to have the freedom to fly.

With a new alliance uniting the cultures of India and China and inviting Golden Circle and Taj Innercircle members to enjoy uninterrupted access to all benefits of both loyalty programs, Shangri-La Hotels and Resorts is awarded, Best Loyalty Partnership. The Warmer Welcomes program connects geographies and complementary portfolios to allow members and guests to earn points and gain status across two equally matched brands.

The awards, judged by a panel of leading loyalty management specialists, recognize and commend key travel industry players' loyalty programs that demonstrate strategic thinking, market focused execution, innovation and commercial partnership. For more information about the awards, visit <http://www.loyalty-conference.com>.

About Global Flight

Global Flight, founded in 1996 and based in Toulouse/France, is a leading independent management company focussing exclusively on the complex topic of customer loyalty and loyalty programs in the travel industry.

Next to offering a wide range of management-related services to program operators, Global Flight also offers leading services to frequent flyers and corporations in the area of loyalty programs, allowing them to understand both the user and operator side of the business.

Constantly monitoring all 200+ Frequent Flyer Programs and hundreds of other travel loyalty programs, Global Flight has an incomparable knowledge and expertise, proven by a track record of 21 very successful years working with more than 50 different companies from the travel loyalty industry.

www.globalflight.net



About FlightEvents

FlightEvents is the leading specialist in global conferences designed by aviation professionals targeting aviation professionals. Providing opportunities for high quality learning and networking across the industry. Owned by FlightGlobal.

FlightGlobal, incorporating FlightStats and Diio, helps aviation and travel related businesses drive growth and efficiency, assess risk, and improve customer satisfaction. The company has a unique combination of databases, technology and expertise which power data solutions, APIs, online tools, industry insight and expert advice. Across the globe FlightGlobal's solutions help reduce passenger delays and improve traveler experiences, validate and inform long term planning and minimize exposure and risk. It also helps organizations connect by providing routes to market through insight channels and face to face events. FlightGlobal is a strategic partner of IATA, the association of world airlines and is recognized as the Aircraft Appraiser of the Year, an Aviation 100 Award.

FlightEvents