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American, Etihad, Qantas and 20 Other Airlines Woo Members with Wild, Weird and Wonderful Rewards

From marriage proposals to magic scarves, savvy airlines intrigue customers with mileage rewards that go far beyond flying.

March 9, 2015, Shorewood, Wisconsin – It has become an accepted feature for frequent flier programs to offer rewards beyond airline seats and upgrades. IdeaWorksCompany recently reviewed the frequent flier programs of 160 airlines around the world to gather examples of alternative rewards such as unique experiences, event tickets, and retail goods.

Beyond the benefit of reducing reward liability, alternative rewards can encourage members to interact more frequently and deeply with the program. In addition, a thoughtful selection of rewards can create a personality for the frequent flier program and ultimately the airline. Does the program wish to be playful, luxurious, or socially aware? Through its review of programs worldwide, IdeaWorksCompany offers these examples from the 25 alternative rewards compiled by the report, ranging from the extravagant to everyday comforts:

- The Justin Timberlake live in New York package for two from **American Airlines** includes event tickets, hotel accommodations, and a \$600 prepaid MasterCard; it produced a high bid of 421,000 miles.
- Would-be grooms choosing to pop the big question on an **EI AI** flight can redeem 120 points plus pay \$60 for the carrier's inflight marriage proposal kit.
- The private sidecar tour & gourmet lunch in Beijing, with sparkling wine served along the wall of the Forbidden City, can be enjoyed by redeeming 35,500 points with **Qantas**.
- **Etihad Airways** conducts raffles that cost 100 miles per ticket for prizes such as the Abu Dhabi Grand Prix package for 2 with 4 nights at the St. Regis resort, VIP tickets, and roundtrip business class.
- Low income college students in China can receive a ticket home for the holidays on **Hainan Airlines** when members donate miles to the "Send love home" program.

Airlines Woo Members with Wild, Weird and Wonderful Rewards was released today as a free 17-page report sponsored by Switchfly and is available at the IdeaWorks website: www.IdeaworksCompany.com.

About IdeaWorksCompany: IdeaWorksCompany was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. Its international client list includes airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany specializes in ancillary revenue improvement, brand development, customer research, competitive analysis, frequent flier programs, and on-site executive workshops. Learn more at IdeaWorksCompany.com.

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