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Air Canada, easyJet, Jetstar, LOT Polish, and United Among Airlines Using Non-Traditional Loyalty Methods

There are many methods to love your best customers; IdeaWorksCompany explores seven of them.

January 25, 2016, Shorewood, Wisconsin – Loyalty is increased through a wide array of methods. To be exact, IdeaWorksCompany identifies six additional loyalty platforms beyond a traditional frequent flier program. Some may operate as replacements for traditional FFPs and others work to increase the loyalty of customers through a combination of rewards and recognition. The latest report issued by IdeaWorksCompany describes the many loyalty choices available, such as coalition programs, subscription plans, and credit-card based rewards:

- **Air Canada** hires an independent company to provide loyalty benefits. It paid more than C\$240 (\$176) million in 2014 for the points accrued by Aeroplan members who took flights on the airline.
- **EasyJet's** recently announced Flight Club is a recognition-only program with no plans to offer flight rewards to complement the recognition-only benefits.
- **Jetstar** doesn't operate an FFP, but its Jetstar MasterCard allows cardholders to choose Jetstar Dollars or points in the Qantas Frequent Flyer Program as a reward benefit.
- **LOT Polish** does not operate a frequent flier program and has chosen to participate in Lufthansa Miles & More; Lufthansa does not own LOT Polish, which makes the relationship unique.
- **United** offers subscription products for checked baggage, extra leg room seating, and airport lounge access. The cash outlay, such as \$499 for a 12-month subscription for Economy Plus seating, ensures travelers remain loyal to the airline.

“How Do I Reward Thee? Let Me Count the Ways Dear Traveler” was released today as a free 15-page report available at the IdeaWorksCompany website: www.IdeaWorksCompany.com. The 2016 Loyalty Marketing Report series is sponsored by Switchfly. Switchfly is a global technology company that powers travel commerce, loyalty program engagement, and ancillary product offerings for leading airlines, hotels, online travel agencies, and financial service providers. For more information, visit www.switchfly.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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