

## Media information

### **Golden Loyalty Awards winners announced at Loyalty & Awards 2023**

Rio de Janeiro, 11 October 2023 – The winners of the annual Golden Loyalty Awards were announced at Global Flight's Loyalty & Awards 2023 conference last night. This largest gathering of the travel loyalty industry is currently taking place for the first time in Latin America. The newly introduced Lifetime Achievement Award went to industry legend Randy Petersen.

The annual Golden Loyalty Awards, judged by a panel of leading international loyalty management specialists, recognize and encourage loyalty programs in the travel industry, which have made proof of strategic reasoning and innovation, while being successful when putting it into practice. Four different award categories are open to program operators, completed by the award for the most innovative supplier in the loyalty industry and the newly introduced Lifetime Achievement Award, recognising a personality having contributed significantly to shape the travel loyalty industry.

The award recognising the “Best Marketing Campaign” was received by the Greek flag carrier, Aegean Airlines. On the occasion of the 20<sup>th</sup> anniversary of its loyalty program, Miles + Bonus, the company celebrated with a set of campaigns, released within a 4-month period. Aegean’s campaigns obtained outstanding results in terms of activation and reengagement of members.

Ethad Airways was the winner in the “Best Use of Technology” category. The airline was one of the early movers in the NFT area by launching a collection of aircraft models, dubbed EY-ZERO1. The purchase of NFTs was also smartly linked to granting benefits in the Ethad Guest loyalty program.

Global Hotel Alliance deserved the Award in the "Excellence in Management" category thanks to a far reaching and well executed program transformation. Leaving its historic recognition-only approach behind and notably introducing a redeemable award currency delivered results beyond expectations.

The last award for program operators recognised the “Best Loyalty Partnership”. Accor and Qantas emerged as winners here. They extended their already close partnership by including

more tier members to the benefits granted on the respective partner. The uptick notably in terms of member engagement convinced the jury.

In the supplier category, IT company Loyalty Juggernaut topped the competition for the third year in a row. It introduced GRAVITY Pulsar, a patent-pending innovation powered by Generative AI that delivers an autonomous approach to loyalty campaign management, enabling a much more personalised approach than traditional means.

As new element of this year's Golden Loyalty Awards, the Lifetime Achievement Award was attributed to an industry personality. Without any surprise, industry icon and veteran Randy Petersen won this Award under standing ovations of the packed room. Since the late 80ies, he has dedicated his life to defend the interests of program members, notably by creating the largest frequent traveller community (FlyerTalk), the largest platform for loyalty bloggers (BoardingArea) and the most important industry awards voted for by customers (Freddie Awards).

Ravindra Bhagwanani, Managing Director of Global Flight, also organiser and chairman of the Loyalty & Awards conference, stresses the importance of the Golden Loyalty Awards in the current market environment: "With record profits in the industry, it is sometimes difficult for loyalty managers to convince management to invest in loyalty. Those winning initiatives show, however, clearly that this is exactly what is needed to be ready for the future, when companies will have to rely again more on their powerful loyalty programs", he said.

For more information concerning the Golden Loyalty Awards or the Loyalty & Awards conference, which is associated to them, please visit the website <http://www.loyalty-and-awards.com>.

### About Global Flight

*Global Flight, founded in 1996 and based near 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 a wide range of management-related services for program operators, Global Flight organises an annual conference for the travel loyalty industry and 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.*

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