

## Media information

### **Golden Loyalty Award winners announced at Loyalty & Awards 2022**

Madrid, 12 October 2022 – The winners of the annual Golden Loyalty Awards were announced last night at Global Flight's Loyalty & Awards 2022 conference. This largest gathering of the travel loyalty industry is currently being held in Madrid. Lufthansa's Miles & More program has thereby managed to win this award for the first time ever.

The annual Golden Loyalty Awards, judged by a panel of leading 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.

The award recognising the “Best Marketing Campaign” was won by Etihad Airways for its campaign called "BIG Australia celebration". Shortly after the reopening of the Australian borders for international travel, Etihad operated a special flight from Australia, reserved to 175 local Etihad Guest members, which were selected in a prize draw. The trip allowed them to reconnect with people and places they missed most during the Covid lockdown.

In the “Best Use of Technology” category, Lufthansa's Miles & More program managed to win a Golden Loyalty Award for the very first time. It nominated with an app-based gamification element ("My Challenge"), which helped to raise significantly the usage of its mobile app.

After a few years of absence, Australian airline Qantas returned to the winner circle, this time in the "Excellence in Management" category. Qantas took a pioneer role in bringing the sustainability topic to loyalty programs by introducing a new membership tier, called Green Tier. Qantas Frequent Flyer members achieve this tier through a sustainable behaviour, both in relation to travel, but also in their daily lives.

The last award for program operators recognised the “Best Loyalty Partnership”. Air Canada emerged as winner here, thanks to the introduction of a cutting-edge co-branded credit card in its Aeroplan program for the US market. Issued by Chase, the card offers benefits going well beyond the market standards.

In the supplier category, IT company Loyalty Juggernaut topped the competition for the second year in a row. Its GRAVITY loyalty platform was further enhanced by introducing intelligent autonomous elements, enabling loyalty managers to focus more on strategic aspects rather than losing time with operational aspects related to the loyalty platform.

Ravindra Bhagwanani, Managing Director of Global Flight, also organiser and chairman of the Loyalty & Awards conference, stresses the importance of the Golden Loyalty Awards for the evolution of the market: "While the winners get the top recognition they deserve, it is encouraging to see across all nominations how much programs invest in developing the market further, being motivated by this ultimate recognition. Those innovations across the board are a clear indication that interesting times are ahead, both for the program operators themselves as for their members", he said.

For more information concerning the 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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