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## Media Information

Plaisance du Touch, 12 May 2022 – Global Flight's Loyalty & Awards conference welcomes loyalty professionals from around the world to the marvellous city of Madrid, Spain from 10-12 October 2022. Registrations for the 100% in-person event are now open as the event is taking shape.

[Loyalty & Awards](#) is the premiere conference for travel loyalty professionals from program operators, partners and suppliers. The two-and-a-half-day live event brings together airlines, hotels and other companies in the travel loyalty industry as well as suppliers to exchange information on new trends, achievements and innovations in travel loyalty.

Now in its 18<sup>th</sup> year, the conference comes back to its destination, where Global Flight ran its first event ever in 2005, to Madrid. Every year since then, Loyalty & Awards has continuously offered high-quality education, knowledge sharing sessions and fostered the network of loyalty travel professionals at its live events, even in 2020 and 2021.

The conference will be filled with networking activities and discussions as well as workshops that are directly related to solving and tackling current issues. A wide range of speakers is already confirmed, including high-level executives from United Airlines, Accor, SAS, Etihad Airways, Global Hotel Alliance and Renfe.

In addition, Loyalty & Awards hosts the Golden Loyalty Awards - the leading awards in the travel loyalty industry, judged by a panel of industry experts, which makes them particularly valuable to the winners. Nominations are already open.

Ravindra Bhagwanani, Managing Director of Global Flight and chairman of the Loyalty & Awards conference, invites all loyalty travel professionals to join the 2022 gathering, what is particular important in the current context. "Our 2021 event in Dubai has clearly shown that face-to-face meetings can't be replaced by anything. Based on the feedback we receive, it is clear that all loyalty marketers in the industry need to attend such live events again for inspiration and out-of-the-box thinking. Loyalty & Awards will certainly be the best place to do so this year!", he says.

More than 250 delegates are expected to gather at the Novotel Madrid Center in October, with almost 100 already registered at this early point. It is indeed the best time to register for Loyalty & Awards 2022 now: Until 23 June 2022, the low early bird rates are still available, allowing program attendance at affordable prices.

The event is also supported by leading industry suppliers. Delegates from state-owned companies in Russia or Belarus are excluded from attendance by the organisers.

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### **About Global Flight**

*Global Flight, founded in 1996 and based near Toulouse/France, is a leading independent management company focusing 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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### **For further media information, please contact:**

Global Flight SARL  
4, impasse du Petit Castet  
F31830 Plaisance du Touch / France

#### Contact person:

Justine Massip, Marketing & Event Manager

Phone: +33 (0)6.88.16.29.34

E-mail: <[justine@globalflight.net](mailto:justine@globalflight.net)>

#### Loyalty & Awards 2022 website links:

Website: [click here](#)

Registration link: [click here](#)

Early bird rates: [click here](#)

Agenda: [click here](#)

Sponsors presentation: [click here](#)

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Global Flight website: [click here](#)

#### Conference Call:

If you wish to learn more about the conference, feel free to schedule an appointment by reaching out to us at [justine@globalflight.net](mailto:justine@globalflight.net) or [marla@loyalty-and-awards.com](mailto:marla@loyalty-and-awards.com).