

Media information

**Golden Loyalty Awards winners announced at Loyalty & Awards 2024**

Bangkok, 30 October 2024 – The winners of the annual Golden Loyalty Awards were announced at Global Flight's Loyalty & Awards 2024 conference last night. The event is currently taking place in Bangkok, marking its first return to the APAC region since 2018. Global Flight has been running this largest gathering of the travel loyalty industry for 20 years now.

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. The Lifetime Achievement Award recognises a personality having contributed significantly to shape the travel loyalty industry.

The award recognising the “Best Marketing Campaign” was received by SAS Scandinavian Airlines. The carrier operated a mystery flight in April, which was only open to members of its EuroBonus program redeeming their points for a 4-day trip. The "Destination Unknown" - Athens - was only revealed during the flight.

Shangri-La Hotels & Resorts was the winner in the “Best Use of Technology” category. The group was rethinking the whole customer journey to introduce new standards for accessibility and guest satisfaction. This helped to increase customer satisfaction, but also to drive conversion and incremental revenue.

Turkish Airline operator TAV Aviation Services was the winner in the “Best Use of Technology” category. The group initiated a project to optimize its operational procedures by applying a customer-centric focus and data-driven methodology,. An AI-based algorithm was used to analyze customer and business process data. to reduce service times and elevate customer satisfaction.

The last award for program operators recognised the “Best Loyalty Partnership”. Bilt Rewards, a growing US-based program rewarding members for paying rents, emerged as winner here thanks to its landmark partnership with Alaska Airlines, going clearly beyond industry norms.

In the supplier category, Belgian company Stampix topped the competition for the first time, after already having been a finalist in 2023. The company enhances customer engagement and loyalty in travel by offering personalised photo rewards, notably as micro-redemptions for program members.

Finally, the Lifetime Achievement Award, aiming at identifying an industry personality with a long-time contribution to the industry, went to Rob MacLean. After a first part of his career at different Canadian companies, Rob founded Points, which he led as CEO until the company was absorbed by Plusgrade in 2022. Under his leadership, the company has grown to one of the most important and respected players in the industry, working almost with all leading travel loyalty programs around the world.

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 industry: "Each year, we see a few companies, program operators and suppliers alike, trying to push the boundaries. Some of these initiatives are not only successful, but actually really help to change the way the industry as it may turn our a few years later. Our Awards aim at recognizing such innovations - and at encouraging the players in the industry to continue on such path", 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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