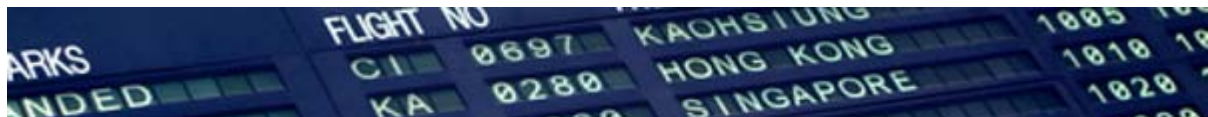




Frequent Flyer news released on March 16, 2010

After the recent troubles around Japan Airlines, the airline is now attacking in order to win back its customers. And in the heart of these efforts, you will find the "JAL Mileage Project 2010", where members of the **JAL Mileage Bank** can expect several promotions and program enhancements this year. The campaign starts with a double mileage promotion on all flights of the *Japan Airlines* group in April and May as well as a doubled elite bonus from April 01 to September 30. It will hence reach from 100 to 250%. The bonus in the program applies to the Japan Airlines group only. It is to be expected that the double miles promotion does not remain the only offer, which will be matched by rival All Nippon in its **ANA Mileage Club**.



The announcement that Indian carrier Kingfisher Airlines - one of only six 5-star carriers according to the ranking of Skytrax, which is recognised as official - had signed a Memorandum of Understanding to join the **oneworld** alliance came a bit as a surprise. While this would indeed be a good fit to **oneworld's** focus on quality airlines, it was nevertheless a surprise since Kingfisher maintains already several Frequent Flyer partnerships with SkyTeam members in its **King Club**, but not a single one with **oneworld** members. By the way, it became so silent regarding the cooperation between Kingfisher and *Jet Airways*, which was recently announced with a big fuss, that this has probably to be called a stillborn...



With some technical-related delay, WestJet has just launched its own loyalty program **Frequent Guest Program**. The program operates on a turnover basis, whereby customers receive 2.5% of the ticket value as credit towards future purchases - which, however, can only be used starting with a minimum annual spent of 1,500 CAD. 2.5%? Certainly not a dramatically sensational value and it needs to be doubted that such a program will allow WestJet to make any significant inroads against the dominant **Aeroplan** program. Customers, who spend at least 4,500 CAD per year, receive in addition a complimentary companion ticket within Canada as well as two lounge passes. At 6,000 CAD, a complimentary international companion ticket is yours and again two lounge passes. The 4,500-threshold has been lowered to 3,000 CAD in 2010 as introductory offer.



Not everybody thinks in first place of the Aeroflot program **Bonus** in order to extend its portfolio of programs - but it is indeed one of the more attractive ones of the SkyTeam alliance. And now, there is an additional motivation to register in the program: The program will soon count two million members and Aeroflot offers to the two millionth member a Business Class ticket with Aeroflot to Amsterdam for two persons and a one-week stay at the *Swissôtel* on site. Aeroflot made this announcement on March 05.



Rare are the partnerships between Frequent Flyer Programs and railway companies as airlines look at railways much too often as competitors, in spite of all the nice speeches. That's why it took even years within the Virgin group until Virgin Atlantic and *Virgin Trains* have managed to decide in favour of a partnership: **Flying Club** members can now earn two miles per pound spent on online bookings for journeys on Virgin Trains. But those concluding from this that there is now a direct link between *Virgin Atlantic* flights and the high speed network of Virgin Trains, live in a visionary world (which, however, really exists outside of England!) and are an estimated 23 years ahead of their time. By the way, Virgin Trains also offers an own loyalty program, **Traveller**, which is, however, limited to frequent travellers in First Class.