



Frequent Flyer news released on September 15, 2008

Members of the **Starwood Preferred Guest** program can also use their points for the purchase of tickets with hundreds of airlines as of now, without the need to bypass via the conversion of points into miles. The [award levels](#) are linked to the current ticket price, whereby apparently a value of about 1 US cent per point is applied. There are definitely more rewarding ways to use points, but Starwood clearly counts on the comfort of not facing any capacity restrictions and - not to be underestimated these days - of not having to add any fees, surcharges etc. on award tickets. While similar products are already offered by some banks, this represents an absolute innovation for a hotel program.

Japan Airlines has already announced now that international award flights with *Japan Airlines* in Economy, Premium Economy and Business Class in its **JAL Mileage Bank** would be reduced by up to 10.000 miles during additional periods if booked online. The new periods are April and May 2009 as well as from December 01, 2009 to February 28, 2010, what obviously allows a long term planning - a small luxury among Frequent Flyer Programs these days. It has already been announced before that these discounts would also apply this winter from December through February.

Midwest Airlines might not be in its best shape as many other carriers, but makes at least, as often, a lot of efforts for its customers. This is now even underlined by two promotions in the **Midwest Miles** program. Until November 19, one receives double miles on all - yes, on all! - flights. And those travelling eight one-way segments on Midwest until December 31 are granted elite status for 2009. Both promotions can be combined.

Kulula Air in South Africa became the first African low cost airline to introduce a Frequent Flyer Program, called **Jetsetters**. Like that, Africa surpasses in a certain manner Eastern Europe, the Far East, Latin America and Ireland where it seems that the news about the advantages of Frequent Flyer Programs has yet to be spread among low costs carriers. Jetsetters operates on a simple point basis whereby points can be used directly as mean of payment, including as co-payment. This latter feature is particularly important as points are only valid for six months - a negative record among all Frequent Flyer Programs.

We talked about new Frequent Flyer Programs still coming to the marketplace last month. But there are also again and again hotel and car rental companies launching their first FFP affiliations. As current example, the *Swire Hotels* joined a program for the first time on September 01, Cathay Pacific's program **Asia Miles**. But also companies one would not necessarily expect in Frequent Flyer Programs discover more and more the advantages - as the example of Sochi-based car rental company *Rentacarov* demonstrates, which has been a partner in the Aeroflot program **Bonus** since this month, too.