



# A SIMPLE GUIDE TO CORPORATE AIRLINE REWARD SCHEMES

**FLIGHT CENTRE**<sup>®</sup>  
Business Travel



If you travel a lot for work, then you'll know about airline reward schemes. These programmes encourage travellers to book again and again with the same airline, collect loyalty points and exchange them for benefits such as discounted fares and free upgrades. But did you also know that in addition to these frequent flyer schemes for individuals, there are also airline reward schemes for companies? These corporate reward schemes are a great way to maximise the value of your company's travel spend, while benefitting your travellers at the same time.

**EARN UP TO 50%  
MORE POINTS**



## THE BENEFITS OF AIRLINE REWARD SCHEMES

Signing up to a loyalty programme brings many benefits. Of course, as the name suggests, the airline gets continued loyalty from you, but what do you get in return? First of all, there are perks for your travellers, such as lounge passes and seat upgrades, which improve their comfort and productivity, leaving your travellers rested and happy after their flight. Secondly, there are benefits for your company, such as free or discounted flights, pre-booked upgrades and excess baggage discounts, all of which save money for your business. Travellers in loyalty schemes are also more likely to receive ad hoc upgrades from the airlines, benefitting both them and your business.

Airline reward schemes are also an easy way to encourage your travellers to stick to your company's travel policy. Simply add your most frequently booked airlines to your policy, sign up to their reward scheme, and your travellers will be far more likely to book with them, especially if they are also individual members of the airline's frequent flyer scheme.



## EXAMPLES OF AIRLINE REWARD SCHEMES

A number of airlines offer corporate reward schemes, which are usually completely free to join and require no minimum spend. Take British Airways for example, whose On Business scheme allows you to earn points each time your travellers fly with British Airways, American Airlines, Iberia and their eligible partners, which can be spent on cabin upgrades and reward flights. Better yet, if you book flights using British Airways American Express Corporate Card or Corporate Card Plus, you can earn 50% more points. Meanwhile, any of your staff signed up to BA's Executive Club will continue to earn Avios points as they fly.

Over at Lufthansa, their Partner Plus Benefit scheme offers SMEs the chance to collect BenefitPoints on flights with Lufthansa and its partner airlines. The points can be redeemed against reward flights, upgrades, seat reservations, excess baggage, car rental vouchers and cashback, while members of the Miles & More frequent flyer scheme will continue to earn individual points.

Better yet, you only need one employee to join the scheme and they'll give you 1000 BenefitPoints when you sign up!

Continuing the trend, Scandinavian Airlines' SAS Credits programme, which has no minimum joining requirements, gives 2-4% rewards on air travel (depending on booking class) and hotel stays to spend on flights, upgrades and Radisson hotels, while employees continue to earn Euro Bonus points for themselves.

## BOOKING WITH A TRAVEL MANAGEMENT COMPANY

If you're booking your flights through a TMC such as FCBT, it couldn't be easier to manage your corporate reward scheme, as we will do all the hard work for you. We'll set up your traveller profiles, including their frequent flyer numbers and corporate memberships.

We'll save their passport numbers and flight preferences, such as vegetarian meals, or window aisle seats. Then, each time you book, these details will automatically be allocated to your booking, so you don't have to repeat them. Your company and your travellers will earn some great rewards, without you having to lift a finger.

## CORPORATE AIRLINE REWARD COMPARISON - OVERVIEW

Airline / Name of scheme	Dedicated support team	Accrual type	Minimum Travellers Required	Travellers earn on Airlines own FF scheme?	Managed by	Earn via
<b>UK British Airways (BA) On Business</b>	Yes	Points	2	Yes – Avios	Agent & Client	BA and partner flights
<b>Air France / KLM (AFKL), Kenya Airlines, Delta, Virgin Atlantic Blue Biz</b>	Online	Credits	1	Yes – Flying Blue	Agent & Client	AF KL DLVS and partner flights
<b>Emirates (EK) Business</b>	Yes	Points	1	Yes – Skymiles	Agent & Client	EK flights
<b>Etihad (EY) Business Connect</b>	Yes	Miles	1	Yes – Guest	Agent & Client	EY flights
<b>Lufthansa Group* Partner Plus Benefits</b>	Yes	Plus Points	1	Yes – on individual scheme	Agent & Client	Lufthansa Swiss Air Austrian Brussels Airlines SAS Scandinavian Airlines Alaska Airlines United Airlines Air Canada All Nippon Airways Tap flights
<b>Qatar (QR) Beyond Business</b>	Yes	Qrewards	1	Yes – Qmiles	Agent & Client	Qatar Airways and British Airways joint business codeshare flights
<b>Scandinavian Airlines (SK) SAS Credits</b>	Yes	Credits	1	Yes – Euro Bonus	Agent & Client	SAS Scandinavian Airlines

\*Lufthansa Group includes: Lufthansa Airlines (LH), Swiss (LX), Austrian Airlines (OS), Brussels Airlines (SN), SAS Scandinavian Airlines (SK), Lot Airways (LO), United Airlines (UA), Air Canada (AC), ANA All Nippon Airways (NH), Tap Portugal (TP)

## CORPORATE AIRLINE REWARD COMPARISON - SPEND

Airline / Name of scheme	Flights	Upgrades	Hotels	Lounge access	Other 3rd parties
<b>UK British Airways (BA) On Business</b>	Yes	Yes	No	No	No
<b>Air France / KLM (AFKL), Kenya Airlines, Delta, Virgin Atlantic Blue Biz</b>	Yes	Yes	No	No	Other Sky Team carriers
<b>Emirates (EK) Business</b>	Yes	Yes	No	No	No
<b>Etihad (EY) Business Connect</b>	Yes	Yes	Yes	No	Rewards Shop
<b>Lufthansa Group* Partner Plus Benefits</b>	Yes	Yes	No	No	Lounges Taxes/YQ on award tickets Advance seat reservation
<b>Qatar (QR) Beyond Business</b>	Yes	Yes	No	No	Excess Luggage
<b>Scandinavian Airlines (SK) SAS Credits</b>	Yes	Yes	Yes – Radisson	No	No

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