AIRBALTIC CLUB INTEGRATES PINS LOYALTY PROGRAM

News / Airlines

airBaltic travel loyalty program, branded as the airBaltic Club, is in the process of fully integrating the PINS program under one brand therefore providing even more attractive offers to the customers. M?ris Rudens, Managing Director of SIA Loyalty Services: "The joint loyalty program airBaltic Club is set for a change to become larger and more rewarding loyalty program for travellers in the Baltics, thus focusing on more travel-related partners and airline related rewards."

"For airBaltic, every innovation in the loyalty program represents an effort to bring greater value to the customer and to improve the overall customer experience. The digital stamp card concept, which was introduced two years ago with a purpose to serve those who are travelling less frequently, is already paying its dividends. The number of loyalty members is continuing to increase by more than 50% year on year," M?ris Rudens added.

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airBaltic Club is a loyalty program, where it is possible to earn PINS loyalty points and collect stamps while travelling and receive various rewards. Members can earn PINS every time they fly airBaltic or use the services of many other travel and retail partners. Points can also be earned by using Booking.com, Sixt, Hertz, Avis, Narvesen services among others.

Any member who travels with airBaltic at least five times per year, can earn a free flight with participation in airBaltic Club. Customers who travel less can also receive valuable rewards like free checked baggage, advanced seat reservation among others.

For frequent travellers, airBaltic Club will continue to offer Executive and VIP membership levels with even more benefits for the customers. The company is also introducing digital loyalty cards which member will be able to download to their mobile wallets. That will allow to earn loyalty points during the flight for onboard purchases or to access tier level benefits while travelling without a need of physical plastic card.

To read more about airBaltic Club, please visit airBaltic website: https://www.airbaltic.com/en/airbaltic-loyalty-club.

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