

## Good for passengers, good for business

Take a good look around the cabin next time you fly. How many passengers do you think are **flying thanks to Avios**? And how many are **collecting Avios** for their next flight?

You may be surprised. **More than a million seats** have been booked using the **Avios reward currency** since its launch in November last year, and it's actively collected by **5.5 million people** worldwide.

By giving your passengers **flights** and other **travel rewards**, Avios has become a powerful way for British Airways to build **customer loyalty**.

## Things you should know about Avios:

- It's the **shared currency** for all **International Airlines Group (IAG)** reward programmes – that's British Airways Executive Club, Iberia Plus and the Avios UK frequent buyer programme
- It was **launched in November 2011** – that's when it replaced **BA Miles** as the reward currency for British Airways Executive Club
- The name 'Avios' was chosen because it **evokes the spirit of flight** and travel in many languages.
- It's **always just 'Avios'**, never say 'Avios Points' or 'Avios Miles'

## Members can collect Avios on things like:

flights, hotels, credit cards, groceries, fuel, car hire, holidays, foreign currency and airport parking

## And they can spend Avios on travel rewards like:

flights and upgrades with British Airways, Iberia and oneworld® alliance, hotels, car hire, holidays, days out, activities and eating out

SINCE LAUNCH

# 30 BILLION

AVIOS HAVE BEEN SPENT ON REWARDS LIKE  
FLIGHTS, HOTELS AND CAR HIRE



EACH MONTH YOU COULD FILL

# 565 BOEING 747s

WITH SEATS BOOKED BY PEOPLE USING THEIR AVIOS



# 5.5 MILLION

PEOPLE WORLDWIDE  
ACTIVELY COLLECT AVIOS



## British Airways Executive Club and Avios

### The facts:

- It's **free to join**. Members can start collecting Avios straight away
- Members get **1 Avios for every mile they fly** to any one of **600 destinations** with British Airways and **oneworld®** alliance (they'll collect a minimum of 500 Avios each way)
- They get 25% more Avios flying **World Traveller Plus**, 50% more with **Club Europe** and **Club World**, and 100% more with **First**
- Members upgrade their membership by collecting '**Tier Points**' every time they fly with British Airways and **oneworld®** alliance airlines. **Bronze, Silver** and **Gold** members get **bonus Avios**

**2 MILLION**

PEOPLE A YEAR SPEND AVIOS ON INTERNATIONAL AIRLINES GROUP (IAG) FLIGHTS



## Your customers might have questions about Avios like:

### Q. Why did Avios replace BA Miles?

International Airlines Group (IAG) is growing and we wanted a reward currency that could grow too. By using a shared currency across all IAG reward programmes, we can reduce costs and offer our members more ways to collect and spend Avios.

### Q. How many Avios do I need for a reward flight?

It depends where you want to fly. We've split the world into nine Zones, each with its own Avios fare. For example, you'll need 9,000 Avios for an economy flight to Zone 1, 15,000 Avios for Zone 2 and 20,000 for Zone 3.

### Q. Do I pay airline taxes, fees and surcharges when I book a reward flight with my Avios?

Yes. However, we pay them for you if you're a Regular Collector flying to Zone 1-3 – all you pay is the Avios fare plus £27 pp. That's what we call our Reward Flight Saver, and you get it if you've collected at least 1 Avios in the past 12 months.

### Q. How do I book a reward flight with my Avios?

You can book online at [www.ba.com/redeem](http://www.ba.com/redeem). You'll need your membership number and password to log in to your online account.

### Q. Can I collect Avios with more than one reward programme?

Yes. You can be a member of all IAG reward programmes and collect Avios with each. You can transfer Avios between British Airways Executive Club, Iberia Plus and Avios UK accounts if they're registered under the same name.

### Q. I'm a member of British Airways Executive Club and Avios UK, which programme should I use to collect Avios on a flight?

If you're a frequent flyer, or flying in any cabin other than economy, we suggest you use British Airways Executive Club – so you add to your 'Tier Points'. If you're not a frequent flyer, it's best to use Avios UK.

### Q. Can I collect Avios on a flight I've already taken?

Yes. A British Airways Executive Club member can claim their Avios **online** up to six months after taking an eligible British Airways flight. And Avios members can call us on **XXXX XXX XXXX** within six months of their inbound flight.

## Who's flying with Avios?

