

Air Astra launches frequent flyer programme ORBIT

- A Monitor Report

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Dhaka : The newest Bangladeshi airline Air Astra launched its frequent flyer programme-ORBIT-through a grand ceremony at an elite hotel in the capital on July 11.

Rubaba Dowla, Managing Director of Oracle Bangladesh, Imran Asif, CEO and Sohail Majid, CCO of Air Astra, among other high officials, were present on the occasion.

ORBIT has been uniquely designed to cater to the loyal customers through a tiered membership structure-Eco, Evo and Pro.

Passengers travelling frequently with Air Astra can accumulate mileage and redeem them for a range of rewards from both the airline's privileged services like free flights, priority check-in and additional free baggage allowance as well as on the airline's partners' services including hotels, fashion and lifestyle brands, restaurants and cafes,

among others, for exclusive perks and benefits, said a release.

Air Astra is also offering a welcome kit which includes discount and benefit vouchers from ten leading brands across a diverse portfolio of industries-Sharetrip, GoZayaan, Shahrukh Amin, Twelve Clothing, Apex Footwear, Mana Bay Water Park, Sea Pearl Water Park, Secret Recipe, Red by Afroza Parveen and Foy's Lake Resort-offering ORBIT members savings on travel, shopping, dining and entertainment.

Joining ORBIT is simple. Passengers can register through the website or mobile app of Air Astra, or through filling up forms at airport check-in counters or onboard the flights during their journeys.

Air Astra currently operates 14 daily flights from Dhaka to Cox's Bazar, Chatto-gram, Saidpur and Sylhet.

The airline's current fleet comprises of four ATR 72-600 aircraft.

Air Astra will be launching international flights to new destinations soon, concluded the release.