

Loyalty program points of Emirates, Accor now convertible to each other

- A Monitor Report

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Dubai : Emirates Skywards, the loyalty program of Emirates and flydubai, and ALL-Accor's loyalty program and booking platform-elevate their partnership offering members additional benefits and opportunities to maximize their rewards. The partnership introduces seamless two-way conversions between the two loyalty programs.

ALL is a booking platform and loyalty program of the Accor. Through the ALL.com website and app, customers can access an unrivaled choice of stays from more than 45 Accor brands in 110 countries, at the best price, as per a release.

Through this enhanced collaboration, Emirates Skywards members who are also members of ALL can now convert their Skywards Miles into ALL Reward Points, unlocking extraordinary experiences across Accor's extensive network of over 5,600 hotels across more than 45 Accor

brands and 5,000 Limitless Experiences.

For every 4,000 Skywards Miles, members will receive 1,000 ALL Reward Points, which can be redeemed for stays, exceptional dining experiences, or exclusive Limitless Experiences available on ALL.com.

ALL Members can also convert their ALL Reward Points into Skywards Miles, with 4,000 ALL Reward Points equating to 2,000 Skywards Miles. Skywards Miles can be redeemed for an extensive range of rewards, including flight tickets on Emirates and partner airlines, flight upgrades, gift cards, hotel stays, hospitality at sporting and cultural events, tours, and money cannot buy experiences.

With this strengthened alliance, ALL and Emirates Skywards are offering members more flexibility, value, and exclusive rewards.