

## American airlines launches new AAdvantage perks

- A Monitor Desk Report

Date: 01 March, 2025



New York: With the start of the new AAdvantage® program year on March 1, American Airlines is giving millions of members a head start on earning status and rewards for 2025.

For a limited time, AAdvantage® members can earn an additional 500 Loyalty Points for each flight flown in March 2025 — up to a total of 5,000 Loyalty Points.

Today, the AAdvantage® program offers even more options to personalize customers' travel and experiences with the same rewards and status qualification requirements they already enjoy. Plus, while status and Loyalty Point Reward levels have remained the same for the new year, members can now more intuitively track their path to status thanks to a redesigned AAdvantage® Activity page online.

Members can now receive a new personalized, collectible luggage tag\* as a Loyalty Point Reward after they reach 15,000 Loyalty Points. Starting March 18, members will be able to purchase food and

beverages using their miles during eligible flights. This new way to use miles builds on the introduction of the option to use miles for Wi-Fi, which American added in 2024 and has received glowing feedback from AAdvantage® members.

Members can choose World of Hyatt awards at various levels in Loyalty Point Rewards after they link their AAdvantage® account to the Hyatt program.

These opportunities expand on several additional ways members can already use their miles including the below and more:

Beginning at AAdvantage Platinum Pro® status, members can redeem miles for access to American's Flagship® First Dining lounge as they travel on eligible flights.

Members can purchase an Admirals Club® One Day Pass or Flagship® Lounge single visit pass, valued at \$79 or 7,900 miles in select locations. Members can enjoy unique experiences and events by using miles to purchase tickets through AAdvantage Events™ for concerts, shows, professional sporting events and more online.

In December, American announced the addition of new Million Miler™ lifetime\*\* status levels for members who've reached millions of miles flown:

As a surprise for these valued travelers, American delivered this new benefit earlier this month, ahead of the new program year. This enhancement is a direct answer to member requests for more recognition for their travel with American.

In response to further feedback, any member with systemwide upgrades now has longer to use their upgrades than years past.

As members charge into the program year ahead, they'll enjoy a more intuitive Activity page when logged into their AAdvantage® account. Updates to the experience will help loyalty enthusiasts monitor their progress toward rewards and status.

The most rewarding global travel loyalty program

The AAdvantage® program is the world's longest-running loyalty program. Members earn miles for flying, shopping, dining and more with American or its partners.

At the same time, members earn Loyalty Points toward rewards and status and can unlock Loyalty Point Rewards starting at 15,000 Loyalty Points — well before a member even reaches AAdvantage Gold® status at 40,000 Loyalty Points. Each program year runs from March 1 through the end of February the following year, giving members plenty of time to achieve status.

In 2024, AAdvantage® members redeemed about 15 million awards, including travel redemptions for flights and upgrades on American and other air carriers, which is the most in the program's history and an increase of 2 million awards from the previous year. American reports that about 9% of its 2024 total revenue passenger miles flown were from award travel.

• -B