

## Delta makes changes to loyalty program

- A Monitor Desk Report

Date: 07 October, 2022



Delta will raise the threshold for reaching the top three loyalty tiers.

The changes begin with next year's accruals for 2024 status. It is the first such change to be implemented by the airline since 2015.

To achieve Medallion Status, SkyMiles Members must meet an annual minimum spent dollars and couple this with an annual minimum segments flown or annual minimum miles flown.

Delta will not change the current \$3,000 spending requirement to qualify for Silver Medallion status. Gold costs \$8,000 instead of \$6,000. For platinum, the threshold increases from \$9,000 to \$12,000. Diamond will require flyers to spend at least \$20,000 in 2023, up from \$15,000.

"As Delta weathers an unprecedented summer of travel demand and navigates an evolving industry landscape, the airline remains committed to ensuring that Delta SkyMiles membership and Medallion status levels provide exclusive, well-deserved opportunities for its most loyal customers," said the airline.

Medallion Qualification Dollars are earned by spending on Delta and qualifying partner flights. Basic Economy purchases do not earn qualifying dollars.

Next year's changes will not affect minimum flight segments or flown miles.

Delta will continue to waive SkyMiles members from the minimum qualifying dollar requirement for Silver, Gold and Platinum status when spending \$25,000 on a co-branded American Express credit card. Members who charge \$250,000 to a co-branded card remain exempt from the Diamond Qualification Dollar requirement.

New perks for top Delta customers

As Delta makes it more expensive to achieve its top three loyalty tiers, the airline will also introduce some new perks for loyalty members. Beginning next year, Medallion Members with Upgrade Certificates will be able to request upgrades digitally when completing their purchase on the Delta website. The carrier is working on a similar solution for its app.

The airline will also enhance offerings in its Choice Benefits program, which Diamond and Platinum members are eligible for.

For example, these members may select items such as a \$250 travel voucher. Diamond status members are also eligible for \$500 in Delta Vacations hotel and flight credit, while those with Platinum status can choose a \$400 credit.

Delta will raise the threshold for reaching the top three loyalty tiers.

The changes begin with next year's accruals for 2024 status. It is the first such change to be implemented by the airline since 2015.

To achieve Medallion Status, SkyMiles Members must meet an annual minimum spent dollars and couple this with an annual minimum segments flown or annual minimum miles flown.

Delta will not change the current \$3,000 spending requirement to qualify for Silver Medallion status. Gold costs \$8,000 instead of \$6,000. For platinum, the threshold increases from \$9,000 to \$12,000. Diamond will require flyers to spend at least \$20,000 in 2023, up from \$15,000.

"As Delta weathers an unprecedented summer of travel demand and navigates an evolving industry landscape, the airline remains committed to ensuring that Delta SkyMiles membership and Medallion status levels provide exclusive, well-deserved opportunities for its most loyal customers," said the airline.

Medallion Qualification Dollars are earned by spending on Delta and qualifying partner flights. Basic Economy purchases do not earn qualifying dollars.

Next year's changes will not affect minimum flight segments or flown miles. Delta will continue to waive SkyMiles members from the minimum qualifying dollar requirement for Silver, Gold and Platinum status when spending \$25,000 on a co-branded American Express credit card. Members who charge \$250,000 to a co-branded card remain exempt from the Diamond Qualification Dollar requirement.

New perks for top Delta customers

As Delta makes it more expensive to achieve its top three loyalty tiers, the airline will also introduce some new perks for loyalty members. Beginning next year, Medallion Members with Upgrade Certificates will be able to request upgrades digitally when completing their purchase on the Delta website. The carrier is working on a similar solution for its app.

The airline will also enhance offerings in its Choice Benefits program, which Diamond and Platinum members are eligible for.

For example, these members may select items such as a \$250 travel voucher. Diamond status members are also eligible for \$500 in Delta Vacations hotel and flight credit, while those with Platinum status can choose a \$400 credit.