

Emirates Skywards hits the 20-year mark with over 27 million members

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Dubai: Emirates Skywards, the loyalty programme of Emirates and flydubai, has marked 20 years of service. Over the past two decades – the loyalty programme has grown its membership base from a million members in 2005, to 27 million members in 2020

The programme has continually invested to diversify its brand partnerships, and utilise innovative digital technology, so that it can offer its members across the globe with more ways to earn and enjoy rewards, conveniently and via new touch points.

The loyalty programme has 27 million members worldwide, of which, more than 32,000 are founding members who joined the programme in 2000 and are still active. In celebration of its 20th anniversary, Emirates Skywards is offering members double Tier Miles on any flight booked by 10 December, for travel until 31 March 2021, while founding members can earn double Tier Miles and double Skywards Miles on any flight booked by 10 December, for travel until 31 August 2021.

Emirates Skywards members come from more than 180 countries, including: 3.5

million members in the United Kingdom, 2.7 million in the United States, 2 million in Australia, 1.9 million in India, 1.9 million in the United Arab Emirates and over 70,000 in Bangladesh.

Emirates Skywards has expanded its range of partners over the past 20 years to create new, exciting and exceptional value offerings for its diverse membership base. The loyalty programme currently has nearly 200 partners, including: 16 airline partners; more than 100 hotel partners; 33 financial partners, 22 retail and lifestyle partners, 7 car rental partners.

Emirates Skywards offers four tiers of membership: Blue, Silver, Gold and Platinum, with each tier earning exclusive privileges. Emirates Skywards members earn Skywards Miles with partners ranging from airlines, hotels and car rentals to financial, leisure and lifestyle brands. Skywards Miles can be spent on an extensive range of rewards, including flight tickets on partner airlines, flight upgrades, hotel stays, tickets, hospitality at sporting and cultural events, tours and one-of-a-kind experiences. Emirates Skywards has so far scooped more than 50 awards over the past 20 years.