

Emirates Skywards 'Miles' can be used to watch exciting sporting events

- A Monitor Desk Report

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Dubai: Emirates Skywards, the loyalty programme of Emirates and flydubai, has rolled out exciting offerings with Skywards Exclusives - a unique airline loyalty initiative that offers members more ways to redeem Skywards Miles (points) on-ground at world-renowned sporting events across cricket, motorsport racing and football matches. The offer demonstrates Emirates' expansive sponsorships portfolio across different global sports organizations and sport clubs.

With Skywards Exclusives, members can now redeem Miles on match tickets to watch the gripping tournament, taking place in the UAE until 14 November, 2021.

Starting at 3,000 Miles, members can buy tickets to watch the matches. Members can also join an exciting auction to win General Admission tickets to any of the key matches, including semi-finals and finals, as well as hospitality tickets for a world-class experience.

Emirates is the Official Airline Sponsor of the ICC Men's T20 World Cup. The airline has also been a Global Partner of the International Cricket Council (ICC) since 2002.

Besides, Skywards Miles can be redeemed for tickets to attend the Main Race Days

in Mexico (7 November), Brazil (14 November) and Saudi Arabia (28 November) of Formula one Grand Prix.

Football fans redeem their Miles for matches of Arsenal's home games at the Emirates Stadium in the U.K., from 18 October until 28 December.

Members can redeem Skywards Miles to watch AC Milan's home games in Milan from 17 October until 19 December, 2021 at the San Siro Stadium.

The offer is also applicable for football matches on Olympique Lyonnais taking place from 31 October 2021 until 14 May, 2022 as well

Emirates Skywards members will also can redeem Miles for hospitality tickets to watch one of the most widely supported football clubs in the world - Real Madrid.

With Skywards Exclusives, members can also have a chance to grab up to 100 exclusive merchandise items across Emirates' sponsorship portfolio. Starting at 52,000 Skywards Miles - members can buy signed football jerseys and balls from legendary football clubs including Arsenal, AC Milan, Benfica, and Chelsea.

The loyalty programme continues to leverage Emirates' extensive sponsorship portfolio to offer its 27 million members worldwide exceptional experiences.