

Etihad, Ethiopian launch frequent-flyer partnership

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Dhaka: Etihad Airways and Ethiopian Airlines have launched a frequent-flyer partnership under their landmark joint venture agreement, allowing members of Etihad Guest and ShebaMiles to earn and redeem miles across both carriers' networks.

The partnership follows Etihad's inaugural flight to Addis Ababa on Oct. 8 and enables passengers of both airlines to earn miles when travelling across each other's global routes.

Etihad Guest members can redeem miles on flights, hotel stays, holidays, and products from the Etihad Guest Reward Shop, while ShebaMiles members can use earned miles for a range of programme benefits, the airlines said in a joint statement.

Etihad Guest Managing Director Mark Potter said the partnership would "deliver greater value to guests travelling across Africa, the Middle East

and Asia,” and create “a more seamless and comprehensive combined network.”

Rahel Assefa, Ethiopian Airlines Group Vice President of Marketing, said the programme would expand members’ “connectivity and flexibility in earning miles,” calling it “a great opportunity for loyalty programme members of both airlines.”

The joint venture, linking the national carriers of the UAE and Ethiopia, aims to expand travel options and improve connectivity between African cities such as Kampala, Kinshasa and Lusaka and key destinations in the UAE and Asia, including Colombo, Islamabad, Phnom Penh, Krabi, Chiang Mai and Medina, the latter launching on Nov. 9.

Addis Ababa was Etihad’s tenth of 31 new destinations announced this year as part of its plan to fly to 125 destinations by 2030, with additional African routes to Tunis and Zanzibar set to launch in November and June, respectively.

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