

# airBaltic Continues to Innovate on Customer Loyalty



**Riga.** The Latvian airline *airBaltic* has revolutionized its loyalty program *PINS*, by introducing a new service suited for different flying habits – *airBaltic Club*. The new digital platform will offer additional

benefits also to travellers who are flying just a few times per year.

Jouni Juhani Oksanen, SVP e-Commerce, Sales and Marketing of *airBaltic*: “*PINS* loyalty program has been well appreciated in the Baltics and Finland, where in total over 2.4 million users have joined it. *PINS* mobile app aims to make your travel and shopping even more convenient. From now on members can collect digital stamps, check in for flights, and redeem numerous additional bonuses even if they fly only few times a year.”

“The new service is a major improvement in how we reward our customers of different flying habits compared to traditional loyalty programs. It is a truly innovative approach as currently there is no similar loyalty platform available elsewhere,” Oksanen added.

By joining *airBaltic Club*, each member collects both *PINS* and digital stamps. Member receives first two stamps upon joining the *airBaltic Club*, and after that, each one-way flight with *airBaltic* will earn an additional digital stamp.

As member collects stamps, different rewards such as free checked baggage, advanced seat reservation among others will be available for his next flight. Upon collecting just 12 digital stamps, member will be rewarded a free flight. In addition, members are informed about their account status and special offers available only to *airBaltic Club* members.

For frequent travellers, *airBaltic Club* also includes Executive and VIP levels with even more benefits for the customers. It will now be possible

to reach the Executive level of the program faster.

It is possible to join *airBaltic Club* at <http://www.airbaltic.com/en/airbaltic-loyalty-club>. In order to collect digital stamps, add your *airBaltic Club* number, while booking tickets on *airBaltic* website. It is possible to track the progress and earned awards on *PINS* app, which is available for both *iOS* and *Android* operating systems.

*PINS* mobile app allows to collect and spend one common loyalty currency at region's largest travel companies and retailers. *PINS* is used by 2.4 million members in Baltics and Finland and aims to make member travel and shopping experience both more rewarding and convenient.

*airBaltic* serves over 70 destinations from Riga, Tallinn and Vilnius, offering the largest variety of destinations and convenient connections via Riga to its network spanning Europe, Scandinavia, the CIS and the Middle East. For summer 2019, *airBaltic* has introduced three new destinations from Tallinn to Malaga, Brussels and Copenhagen. In addition, next summer *airBaltic* will launch new direct routes from Riga to Stuttgart and Lviv.



### ***airBaltic* in brief:**

***airBaltic*** (AIR BALTIC CORPORATION) is the world's most punctual airline connecting the Baltic region with 70 destinations in Europe, the Middle East, and the CIS. *airBaltic* is a joint stock company that was established in 1995. Its primary shareholder is the Latvian state, which holds 80.05% of the stock, while Lars Thuesen holds around 20% through his fully-owned Aircraft Leasing 1 SIA. The *airBaltic* fleet consists of 36 aircraft – 13 *Airbus A220-300s*, 11 *Boeing 737s* and 12 *Bombardier Q400 Next Gen* aircraft. *airBaltic* has received numerous international awards for excellence, innovative services, and achievements in reshaping its business. In 2017, the airline received the CAPA Regional Airline of the Year awards, while

in 2018 *airBaltic* received the ATW Airline Industry Achievement Award as the Market Leader of the Year. *airBaltic* achieved the best on-time performance globally in 2014, 2015, 2016 and 2017.