

FOR IMMEDIATE RELEASE

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Qatar Airways Privilege Club Adopts Avios As Its New Rewards Currency Starting Late March

- ***Ground-breaking new partnership will open a new world of reward opportunities for Privilege Club members, in addition to their current redemption options***
- ***The airline's loyalty programme adopts Avios, a leading loyalty currency, on a 1:1 ratio with Qmiles***

DOHA, Qatar – Qatar Airways has today announced that it will be adopting Avios as the reward currency for all members worldwide from late March 2022.

All Privilege Club members will experience a seamless transition into the loyalty programme's new reward currency, Avios, with their existing Qmiles balances changing automatically to Avios on a 1:1 ratio basis.

Privilege Club members will be provided even greater opportunities to accumulate rewards and leverage exciting new innovations in managing and spending with the change to Avios. In addition, members will retain their well-earned rewards balance and will be able to continue enjoying the redemption opportunities they currently have. Further details are available on www.qatarairways.com/Avios and more will be announced by Qatar Airways Privilege Club next month.

Qatar Airways Group Chief Executive His Excellency Mr. Akbar Al Baker, stated: "The transition from Qmiles to Avios marks a ground-breaking new era for Privilege Club, enabling our loyal members to participate in the most compelling loyalty network and the largest portfolio of partners in the industry.

"As the World's Best Airline, Qatar Airways continues to redefine loyalty through the adoption of exciting digital innovations to create unique world-class experiences for our members. We look forward to revealing more details of this exciting change over the coming weeks, as we explore even more ways to reward our valued members both on and off the ground."

IAG Loyalty owns and manages the Avios currency. CEO of IAG Loyalty, Mr. Adam Daniels, said: "Qatar Airways have recognised the power of Avios. By adopting Avios they will be able to offer their customers a wider range of benefits and support their business development ambitions. It's an exciting step for IAG Loyalty as we extend our leadership in loyalty, increase Avios' global reach, and build out our partnership strategy even further."

Avios is the global loyalty currency used by British Airways Executive Club, AerClub, Iberia Plus and Vueling Club, and will soon be the new Qatar Airways Privilege Club currency. Through its existing programmes, Avios can be collected across a wide mix of consumer sectors, including aviation, travel, leisure, shopping and financial services. IAG Loyalty currently partners with over 200 leading global brands such as American Express, Nectar, Avis Budget Group and Marriott. Further information is available at [iagloyalty.com](https://www.iagloyalty.com).

IAG Loyalty and Qatar Airways are working to introduce new customer benefits from the partnership, as well as more ways to earn and collect Avios around the world in the coming months.

Privilege Club has recently honoured the loyalty of its valued members by extending their tier status. This initiative benefits all Silver, Gold and Platinum members whose tier status is due for renewal between December 2021 and December 2022. The tier validity of these members would be automatically extended to 31 December 2022.

Additionally, the airline's loyalty programme has launched multiple partnerships over the past year to provide members with increased opportunities of earning Avios. Privilege Club members can earn Avios when flying with Qatar Airways, **oneworld**® airline partners, and other airline partners, as well as with a number of financial and lifestyle partners. Avios can be used towards a range of rewards including award flights, cabin upgrades, extra baggage and much more.

Qatar Airways Privilege Club is the Official Frequent Flyer Programme of the FIFA World Cup Qatar 2022™, and has recently commenced the one-year countdown to the highly-anticipated tournament with rewarding opportunities for members.

Notes to Editors:

About Avios

Avios is the loyalty currency of the British Airways Executive Club, Iberia Plus, Aer Lingus AerClub and Vueling Club. There are more than 35 million members worldwide, collecting in excess of 3000 Avios every second. IAG Loyalty is the owner of Avios.

Avios is now 10 years old, find out more about this milestone [here](#).

About IAG Loyalty

IAG Loyalty has a singular focus on loyalty excellence: creating unparalleled and rewarding experiences for Avios members, including a broad range of flight and travel rewards as well as delivering lasting growth and strong customer relationships for their partners.

Its parent company, International Airlines Group (IAG) is one of the world's largest airline groups with 533 aircraft flying to 279 destinations and carrying around 118 million passengers each year (pre-COVID). Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL.

For further information on IAG Loyalty, please visit the website: <https://www.iagloyalty.com>

For IAG Loyalty and Avios media enquiries, please contact media1@avios.com

About Qatar Airways

A multiple award-winning airline, Qatar Airways was recently announced as the 'Airline of the Year' at the 2021 World Airline Awards, managed by the international air transport rating organisation, Skytrax. It was also named 'World's Best Business Class', 'World's Best Business Class Airline Lounge', 'World's Best Business Class Airline Seat', 'World's Best Business Class Onboard Catering' and 'Best Airline in the Middle East'. The airline continues to stand alone at the top of the industry having won the main prize for an unprecedented sixth time (2011, 2012, 2015, 2017, 2019 and 2021).

Qatar Airways has also become the first global airline in the world to achieve the prestigious 5-Star COVID-19 Airline Safety Rating by Skytrax. This follows the success of Hamad International Airport (HIA) as the first airport in the Middle East and Asia to be awarded a Skytrax 5-Star COVID-19 Airport Safety Rating. These awards provide assurance to passengers across the world that the airline's health and safety measures are subject to the highest possible standards of professional, independent scrutiny and assessment. For full details of all the measures that have been implemented on board and at HIA, please visit qatarairways.com/safety.

Hamad International Airport, the airline's home and hub, was also recently announced as the 'World's Best Airport' in the Skytrax 2021 World Airport Awards. HIA has been steadily rising in the 'World's Best Airports' rankings since the start of its operations in 2014.

Qsuite, a patented Qatar Airways product, features the industry's first-ever double bed in Business Class, as well as privacy panels that stow away, allowing passengers in adjoining seats to create their own private room, a first of its kind in the industry.

Qatar Airways was the first Gulf carrier to join global airline alliance oneworld, enabling its passengers to benefit from more than 1,000 airports in more than 160 countries, with 14,250 daily departures.

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