

## Nectar and Avios partner allowing members to convert points into amazing travel experiences

- From 25 January, existing balances and future points collected with Nectar can be converted into Avios, which can be redeemed through the British Airways Executive Club on flights, upgrades, hotel stays and more
- 400 Nectar points collected can be converted into 250 Avios and if customers wish to receive more Nectar points, then they can convert 250 Avios into 400 Nectar points
- Just 4,000 Avios are needed to get members a flight to Amsterdam, meaning Nectar customers can turn everyday spending into some special travel experiences
- To celebrate, customers will receive a one-off bonus 500 Avios when they convert 1,600 Nectar points, lending a helping hand as travellers begin to think ahead for future trips. Customers will also be rewarded with 2x Nectar points at Sainsbury's until 19 April 2021
- Avios joins more than 300 existing Nectar partners including Sainsbury's, Argos, eBay, Café Nero, Vue and more, while Nectar adds to British Airways' extensive partner list

**Thursday 21 January:** Nectar and British Airways have today announced a new partnership, giving customers the opportunity to convert Nectar points into Avios and plan for some truly incredible travel memories.

It means that for the first time ever, customers who collect Nectar points will be able to convert their points balance to Avios through the British Airways Executive Club, which can be put towards flights with British Airways, as well as upgrades, hotel stays, car hire and more. The partnership will turn everyday spending into special travel experiences and help travellers as they think ahead for future trips.

The conversion works both ways and customers who wish to receive more Nectar points can convert 250 Avios into 400 Nectar points. Average customers get over 3 times more points with the latest offers on the Nectar app\*.

Customers can convert Nectar points into Avios, and vice versa, from 25 January 2021. To convert points, customers can link their Nectar and British Airways Executive Club accounts. Customers who are not existing British Airways Executive Club or Nectar members can join either club for free. Customers can link their accounts by visiting either the Nectar website or British Airways Executive Club website.

Every 400 Nectar points collected can be converted into 250 Avios – and vice versa - and with just 4,000 Avios needed to get a flight to Amsterdam\*\*, it's another great way that Nectar customers can be rewarded when they shop.

What's more, to celebrate the launch, customers who convert a minimum of 1,600 Nectar points by 14 February will be rewarded with a bonus 500 Avios. Customers will also be rewarded with 2x Nectar points at Sainsbury's until 19 April 2021.

**James Moir, Managing Director at Nectar, said:** "Partnering with British Airways allows us to provide another exciting way to reward our Nectar customers. Although the past year has been uncertain, it's important to have something to look forward to. We are delighted to offer customers the chance to turn their points into some incredible future travel experiences via Avios and for the

first time, Avios can be turned into Nectar points so customers can make the most out of their everyday spending.”

**Carolina Martinoli, British Airways' Director of Brand and Customer Experience, said:** *“Today's announcement will give our loyal Executive Club Members even more ways to collect and spend Avios and we are excited about the opportunities this new partnership will bring. Everyday spending can quickly become a flight, upgrade or hotel stay giving members of Nectar and the Executive Club something to look forward to after a difficult last year.”*

**Adam Daniels, CEO of Avios, said:** *“Like Nectar, we pride ourselves on working with a wide range of partners for the benefit of our members, so working together was a natural step. Nectar will join hundreds of partners who all offer a whole host of exciting and varied ways to collect and spend Avios.”*

Avios offers exceptional flexibility – they don't expire as long as members collect, use or purchase at least one Avios every 36 months, and if members change their mind about a flight, they won't lose their Avios as changes or cancellations can be made up to 24 hours before a flight for a small fee.

ENDS

**\* Average Nectar collectors who are 12 week active on the app collect 3.6 times more points, over last 52 weeks, compared to those not app active.**

**\*\*points conversion subject to flight availability and off-peak timings. £17.50 required to cover taxes, fees and carrier charges.**

#### **Notes to Editors:**

##### **About Nectar**

Nectar, the United Kingdom's largest coalition loyalty programme, is owned by Sainsbury's. In 2020, Nectar celebrated 18 years of rewarding British shoppers and has given back £3 billion of rewards to collectors, including money off shopping, travel, and hot drinks.

Over 18 million collectors collect Nectar points when shopping for groceries and buying petrol. Collectors can also get Nectar points every time they shop online via [nectar.com](https://nectar.com) at almost 300 leading online retailers. For more information about Nectar, please visit [www.nectar.com](https://www.nectar.com)

##### **About Sainsbury's**

Offering delicious great quality food at competitive prices has been at the heart of what we do since John James and Mary Ann Sainsbury opened our first store in 1869. Today, inspiring and delighting our customers with tasty food remains our priority and our purpose is clear - driven by our passion for food, together we serve and help every customer.

Our focus on great value food and convenient shopping, whether in-store or online is supported by our brands – Argos, Tu Clothing, Habitat, Sainsbury's Bank and Nectar. Sainsbury's has over 600 supermarkets and over 800 convenience stores. Argos is a leading digital retailer and is the third most visited retail website in the UK, with over 90 per cent of its sales starting online. Argos is conveniently available for customers to collect from hundreds of Sainsbury's stores. Digital and technology enables



us to adapt as customers shop differently and our profitable, fast-growing online channels offer customers quick and convenient delivery and collection capability.

Our 172,000 colleagues are integral to our success, now and in the future.

### **About Avios and the British Airways Executive Club**

The Executive Club is British Airways' customer loyalty programme. It's free to join and has more than ten million members worldwide.

Members collect reward points called Avios when they fly with British Airways and its oneworld® partner airlines. They are also able to collect Avios with a range of travel, shopping and lifestyle partners including hotels, car hire, parking and currency exchange. Members can then spend their Avios on flights, upgrades, hotels, car hire and other travel rewards.

Flights that are booked using Avios are called reward flights. Members can take reward flights with British Airways, Iberia, oneworld® and other partner airlines, wherever there's availability. Customers pay Avios plus a cash amount to cover the taxes, fees and carrier charges.

If members don't have enough Avios for their chosen flight, they can purchase Avios or pay a cash amount to reduce the number of Avios required. If members have collected any Avios in the past 12 months, they can get an even better deal on flights within Europe with Reward Flight Saver. They pay Avios and a flat fee of £1 for return Euro Traveller flight.

As well as purchasing reward seats outright, customers can also use their Avios to save money on flights, called Avios part payment.

As well as Avios, members can collect Tier Points when they fly to help them move through the Executive Club tiers and enjoy more benefits. The more you fly the more benefits you can enjoy. This includes lounge access, priority check in and boarding and free seat selection, depending on their tier.