

Frequent Traveler Awards Unveils 2019 Winners

LONDON, UK September 19, 2019

On Thursday, September 19th, Frequent Traveler Awards unveiled the winners of the Frequent Traveler People's Awards and Titan Awards for Europe and the Middle East, the Americas, and Asia Pacific. The ceremony was attended by senior leaders of airlines, hotels, and car rental companies, as well as representatives of the top players in the loyalty industry.

Frequent Traveler Awards recognizes the companies and teams that create, design, and manage inspiring loyalty programs. Frequent Traveler Awards is the only travel loyalty-focused recognition event that provides regional recognition across three core travel divisions (airlines, hotels, and rental cars.)

Frequent Traveler Awards represents both the voices of frequent travelers and of industry titans. The Titan Awards are selected by a board of previously notable loyalty leaders who have been an integral part of building the loyalty industry. The People's Awards are selected by consumers, who have voted online to choose the Best Promotion, Best Elite Program, Best Redemption Ability, Best Loyalty Customer Service, Program of the Year (presented by Engage), and Best Affinity Credit Card.

The winners for the awards are as follows (the list is also available at <https://ftawards.com/awards/winners/>):

Americas

- Best Overall Airline Promotion: Avianca LifeMiles
- Best Overall Hotel Promotion: Marriott Rewards and SPG
- Best Overall Car Rental Promotion: Hertz Gold Plus Rewards
- Best Elite Airline Program: United MileagePlus
- Best Elite Hotel Program: Hilton Honors
- Best Elite Car Rental Program: Hertz Gold Plus Rewards
- Best Airline Redemption Ability: Air Canada Aeroplan
- Best Hotel Redemption Ability: Hilton Honors
- Best Car Rental Redemption Ability: Avis Preferred
- Best Airline Loyalty Customer Service: GOL Linhas Aéreas Smiles
- Best Hotel Loyalty Customer Service: Radisson Rewards
- Best Car Rental Loyalty Customer Service: Hertz Gold Plus Rewards
- Airline Program of the Year (presented by Engage): Air Canada Aeroplan
- Hotel Program of the Year (presented by Engage): Hilton Honors
- Car Rental Program of the Year (presented by Engage): Hertz Gold Plus Rewards

Europe and Africa

- Best Overall Airline Promotion: TAP Miles&Go Programme
- Best Overall Hotel Promotion: Radisson Rewards
- Best Overall Car Rental Promotion: Europcar Privilege
- Best Elite Airline Program: Air France KLM Flying Blue
- Best Elite Hotel Program: Hilton Honors

- Best Elite Car Rental Program: Sixt Cards
- Best Airline Redemption Ability: Norwegian Reward
- Best Hotel Redemption Ability: Le Club AccorHotels
- Best Car Rental Redemption Ability: Avis Preferred
- Best Airline Loyalty Customer Service: TAP Miles&Go Programme
- Best Hotel Loyalty Customer Service: Hilton Honors
- Best Car Rental Loyalty Customer Service: Europcar Privilege
- Airline Program of the Year (presented by Engage): TAP Miles&Go Programme
- Hotel Program of the Year (presented by Engage): Le Club AccorHotels
- Car Rental Program of the Year (presented by Engage): Europcar Privilege

Asia Pacific

- Best Overall Airline Promotion: Qantas Frequent Flyer
- Best Overall Hotel Promotion: Marriott Rewards and SPG
- Best Overall Car Rental Promotion: Avis Preferred
- Best Elite Airline Program: Singapore Airlines KrisFlyer and PPS Club
- Best Elite Hotel Program: World of Hyatt
- Best Elite Car Rental Program: Avis Preferred
- Best Airline Redemption Ability: Singapore Airlines KrisFlyer and PPS Club
- Best Hotel Redemption Ability: Hilton Honors
- Best Car Rental Redemption Ability: Europcar Privilege
- Best Airline Loyalty Customer Service: Cathay Pacific Asia Miles
- Best Hotel Loyalty Customer Service: Le Club AccorHotels
- Best Car Rental Loyalty Customer Service: Europcar Privilege
- Airline Program of the Year (presented by Engage): Qantas Frequent Flyer
- Hotel Program of the Year (presented by Engage): Le Club AccorHotels
- Car Rental Program of the Year (presented by Engage): Avis Preferred

Others

- Best Affinity Credit Card - Europe: Lufthansa Group Miles & More Credit Card Gold
- Best Affinity Credit Card - Americas: Southwest Rapid Rewards Premier Visa
- Frequent Traveler Titan Award - Airline: United MileagePlus
- Frequent Traveler Titan Award - Hotel: Marriott Rewards and SPG
- Frequent Traveler Titan Award - Car Rental: Hertz Gold Plus Rewards
- Lifetime Achievement Award: Bjorn Kjos, Founder of Norwegian Air Shuttle

Presented by Sixt and Engage People, the invite-only Awards Ceremony at the May Fair London Hotel featured an elegant three-course dinner, and a ceremony attended by industry executives from around the globe.

“As loyalty programs evolve and change, they should be rewarded for their efforts,” said Tommy Danielsen, Founder of Frequent Traveler Awards. “Too often, certain regions of the world are excluded from awards, and we want to ensure that every program is heard and presented to travelers from every walk of life, no matter where they’re from. As Frequent Traveler Awards expands, we are always looking at the best ways to ensure that the top programs are honored.”

= About Frequent Traveler Events, LLC =

Frequent Traveler Events, LLC provides knowledge, recognition, and inspiring events to the loyalty industry. We create hubs of knowledge through our pools of frequent travelers, program connections, supplier relationships, and our own consultative approach to better connect our industry. The company offers Frequent Traveler Awards, Loyalty Summit, Frequent Traveler University, and Travel Rewards Expo.

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