

## Frequent Traveler Awards Reveals 2021 Worldwide Winners

The unveiling of the Frequent Traveler Awards winners of the Frequent Traveler People's Awards for Europe, Africa, Middle East, Asia, and Oceania was done on Thursday September 22, at The May Fair Hotel in London, England.

The Frequent Traveler People's Awards is an annual event held to recognize the companies and teams that create, manage, and design inspiring loyalty programs for all travelers. It is the only travel loyalty focused event that recognizes programs from the four core travel divisions of airline, hotel, cruise, and rental car. The People's Awards are selected by consumers who have voted online for the Best Elite Member Benefits, Best Customer Service, Best Earning & Redemption Ability, Best Affinity Credit Card, and the Wall Street Journal sponsored Program of the Year.

Over 1.4 million travelers voted, making this the largest participation for the Frequent Traveler Awards ever.

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

	Europe, Middle East, Africa	Americas	Asia Pacific
<b>Airlines</b>			
Best Elite Member Benefits	Miles & More	Delta SkyMiles	Qantas Frequent Flyer
Best Customer Service	Emirates Skywards	Delta SkyMiles	Singapore Airlines KrisFlyer
Best Earning and Redemption Ability	Miles & More	Air Canada Aeroplan	Qantas Frequent Flyer
Best Airline Affinity Credit Card	Miles & More Gold Mastercard	Delta SkyMiles Gold American Express Card	Qantas American Express Ultimate Card
Program of the Year	Emirates Skywards	Delta SkyMiles	Qantas Frequent Flyer

### **Hotel**

Best Elite Member Benefits	ALL – Accor Live Limitless	Marriott Bonvoy	ALL – Accor Live Limitless
Best Customer Service	ALL – Accor Live Limitless	Marriott Bonvoy	ALL – Accor Live Limitless
Best Earning and Redemption Ability	ALL – Accor Live Limitless	Marriott Bonvoy	ALL – Accor Live Limitless
Best Hotel Affinity Credit Card	Nordic Choice Club Mastercard	Marriott Bonvoy Boundless from Chase	Hilton Honors American Express Premium Card
Program of the Year	ALL – Accor Live Limitless	Marriott Bonvoy	ALL – Accor Live Limitless

## Global

### **Car Rental & Mobility**

Best Elite Member Benefits	Avis Preferred
Best Car Rental & Mobility Innovation	Hertz Gold Plus Rewards
Program of the Year	Avis Preferred

### **Cruise Loyalty Programs**

Best Elite Member Benefits	Celebrity Captain’s Club
Best Cruise Affinity Credit Card	Disney Premier Visa Card from Chase
Program of the Year	Celebrity Captain’s Club

Presented by The Wall Street Journal, and sponsored in addition by StatusMatch and Attached – language intelligence, the invite-only Awards Ceremony at The May Fair Hotel offered an elegant three-course dinner and a ceremony led by CBS Travel Editor, Peter Greenberg.

“It has truly been a tough few years for the Loyalty industry”, said Tommy Danielsen, Founder of the Frequent Traveler Awards.

"As we come out of the COVID-19 pandemic, we are honored to recognize the businesses who went above and beyond to relate to consumers. We look forward to continuing to recognize excellence and innovation in loyalty."

#### About Frequent Traveler Events, LLC

Frequent Traveler Events, LLC provides knowledge, recognition, and inspiring events to the loyalty industry. Frequent Traveler Events creates hubs of knowledge through pools of frequent travelers, program connections, supplier relationships, and a consultative approach to better connecting the industry. Frequent Traveler Events offers the Frequent Traveler Awards, Loyalty Summit, and Frequent Traveler University.

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