

A simple guide to corporate airline reward schemes

If you travel a lot for work, then you'll know about airline reward schemes. These programmes encourage travellers to book again and again with the same airline, collect loyalty points and exchange them for benefits such as discounted fares and free upgrades.

But did you also know that in addition to these frequent flyer schemes for individuals, there are also airline reward schemes for companies? These corporate reward schemes are a great way to maximise the value of your company's travel spend, while benefitting your travellers at the same time.

Earn up to 50% more points!





THE BENEFITS OF AIRLINE REWARD SCHEMES

Signing up to a loyalty programme brings many benefits. Of course, as the name suggests, the airline gets continued loyalty from you, but what do you get in return? First of all, there are perks for your travellers, such as lounge passes and seat upgrades, which improve their comfort and productivity, leaving your travellers rested and happy after their flight. Secondly, there are benefits for your company, such as free or discounted flights, pre-booked upgrades and excess baggage discounts, all of which save money for your business. Travellers in loyalty schemes are also more likely to receive ad hoc upgrades from the airlines, benefitting both them and your business.

Airline reward schemes are also an easy way to encourage your travellers to stick to your company's travel policy. Simply add your most frequently booked airlines to your policy, sign up to their reward scheme, and your travellers will be far more likely to book with them, especially if they are also individual members of the airline's frequent flyer scheme.

EXAMPLES OF AIRLINE REWARD SCHEMES

A number of airlines offer corporate reward schemes, which are usually completely free to join and require no minimum spend. Take Qantas for example, whose Qantas Business Rewards scheme allows you to earn points each time your travellers fly with Qantas or on Qantas operated eligible partner airlines, which can be

spent on cabin upgrades, reward flights, carbon offsets or on one of the products in the Qantas Store. Meanwhile, any of your staff signed up to Qantas' Frequent Flyer program will continue to earn status credits and points as they fly.

Over at Virgin Australia, the Accelerate scheme offers SMEs the chance to accrue Travel Credits throughout the year, that are awarded on each 12 month anniversary. These Travel Credits can be spent on cabin upgrades and flights with Virgin Australia and eligible partner flights. While your business is earning these credits, members of the Virgin Australia Velocity frequent flyer scheme will continue to earn individual points and status credits.

Better yet, for both of these programs you will only need 1 employee to start and you can begin to receive discounts off eligible flights as soon as you're signed up.

BOOKING WITH A TRAVEL MANAGEMENT COMPANY

If you're booking your flights through a TMC such as FCBT, it couldn't be easier to manage your corporate reward scheme, as we will do all the hard work for you. We'll set up your traveller profiles, including their frequent flyer numbers and corporate memberships.

We'll save their passport numbers and flight preferences, such as vegetarian meals, or window aisle seats. Then, each time you book, these details will automatically be allocated to your booking, so you don't have to repeat them. Your company and your travellers will earn some great rewards, without you having to lift a finger.

COMPARISON OF CORPORATE AIRLINE REWARDS SCHEMES

Airline/Name of Scheme	Dedicated Support Team	Accrual Type	Minimum Travellers Required	Travellers earn on Airlines own FF scheme	Managed by	Earn via
Qantas (QF) <i>Qantas Business Rewards</i>	Yes	Points	1	Yes Frequent Flyer	Agent & Client	Qantas and partner airlines
Virgin Australia (VA) <i>Accelerate</i>	Yes	Dollars	1	Yes Velocity	Agent & Client	Virgin Australia and partner airlines
Emirates (EK) <i>Emirates Business Rewards</i>	Yes	Points	1	Yes Skymiles	Agent & Client	Emirates Flights
Etihad (EY) <i>BusinessConnect</i>	Yes	Miles	1	Yes Gues	Agent & Client	Etihad Flights
Singapore Airlines (SQ) <i>HighFlyer</i>	Yes	Points	1	Yes KrisFlyer	Agent & Client	Singapore Airlines, SilkAir, Scoot and eligible Lufthansa and Swiss Air flights
United Airlines (UA) <i>UA Simple</i>	Yes	Amenities	1	Yes MileagePlus	Agent & Client	United Airlines Flights
Qatar (QR) <i>Beyond Business</i>	Yes	QRewards	1	Yes QMiles	Agent & Client	Qatar Airways and eligible British Airways flights

Airline/Name of Scheme	Upfront Discounts	Redeeming points/dollars				
		Flights	Upgrades	Hotels	Lounge Access	Other 3rd parties
Qantas (QF) <i>Qantas Business Rewards</i>	Yes	Yes	Yes	Yes	No	Qantas Rewards store
Virgin Australia (VA) <i>Accelerate</i>	Yes	Yes	Yes	No	No	No
Emirates (EK) <i>Emirates Business Rewards</i>	No	Yes	Yes	No	No	No
Etihad (EY) <i>BusinessConnect</i>	No	Yes	Yes	Yes	No	Rewards Shop
Singapore Airlines (SQ) <i>HighFlyer</i>	No	Yes	Yes	No	No	No
United Airlines (UA) <i>UA Simple</i>	Yes	Yes	Yes	No	Yes	No
Qatar (QR) <i>Beyond Business</i>	No	Yes	Yes	No	No	Excess Luggage

For more information please contact Flight Centre Business Travel on fcbt.com.au or 1300 797 826