

# Avios launches rewards programme in South Africa

Avios, a new travel rewards programme launched in South Africa on 28 August 2013 with partners Pick n Pay, BP and the Avios credit card, which is issued and supported by ABSA. The new loyalty programme allows travellers to collect Avios points to use for flights in South Africa, Europe and worldwide on British Airways.



Due to the way the programme is structured, members can collect enough Avios within one year to use towards a return flight to Mauritius on British Airways. Another great advantage is that the taxes, fees and carrier charges on domestic and regional flights are capped at R350 (one-way) and R700 (return).

Members need not go out of their way to collect Avios as it can be done on everyday spend, such as groceries and fuel. Points can also be collected with Avis car rental, on British Airways flights and by selling property through Lew Geffen Sotheby's Real Estate. This is applicable to both the British Airways Executive Club Members as well as the Avios Travel Rewards Programme members in South Africa.

Nick Pilbeam, director of new markets and business development for Avios Group Limited (AGL), says, "With the new programme, members can collect points on things they buy every day, such as bread and milk- so collecting is easy and doesn't require people to spend on items they wouldn't normally buy. Another great advantage is it is free to join and the points will not expire, so long as one collects or redeems them within three years. This means that members of programme can save money on items such as flights, allowing them to upgrade their accommodation, visit more destinations and extend their holidays."

An independent survey of 1 000 South Africans conducted by AGL showed that the majority of South Africans only go on holiday once a year (34%) or twice (36%) a year. Interestingly, when they go on holiday, many only go for between three and five days (32%). South Africans can now use this new programme to their advantage by potentially holidaying more frequently and for longer.

The research also showed that 76% of South Africans who have recently travelled did so locally with coastal holidays to KwaZulu-Natal and the Western Cape ranking highest. With Avios, South Africans can widen their holidays to other parts of Southern Africa.

"Members of the programme can use their Avios to get a return flight with British Airways to locations such as Mauritius and Victoria Falls and beyond; leaving them more spending money whilst they are on holiday. Flights start from 4 500 Avios and R350, one way, from Johannesburg to Durban. All British Airways domestic and regional flights have up to 50% cheaper taxes, fees and carrier charges than most rewards programmes because with Avios, these fees are capped at just R700 return," concludes Pilbeam.

From end October 2013, by swiping their card, members will earn one Avios for every two litres of fuel purchased at any one of the 500 BP service stations around the country.

For more information, go to [www.avios.com](http://www.avios.com), [www.facebook.com/aviosSA](http://www.facebook.com/aviosSA), follow on [@AviosSA](https://twitter.com/AviosSA) and view on [www.youtube.com/AviosUK](http://www.youtube.com/AviosUK).

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