



photo by Alice Gipps

The Mileage company

Proud to be
**Official Partner of
the England Polo Team**

With 21 years' experience, we manage bespoke reward schemes in UK and global markets – and add value and drive customer engagement for our partners.

See how we can help your business
www.themileagecompany.com



The experts in running reward schemes



BRITISH AIRWAYS
BA Miles

How to give Avios

and get something back

We all know, when you give customers little extras, you get more too – whether it's a simple thank you or more bookings. Now you can help them get hundreds of Avios – to use for travel rewards.

That's every time you book them a flight with British Airways, Iberia and future IAG airlines.

Isn't it time you got on board?

What is Avios?

Avios is the new reward for British Airways Executive Club, Iberia Plus and the Avios programme (previously known as Airmiles).

And it will be the reward for all future airlines of International Airlines Group (IAG).

You can collect Avios on everyday shopping, from groceries to fuel. But one of the fastest ways is on flights.

And that's where you come in.

How it works

Collecting Avios on flights is a new thing for our members.

Your customers may know already. If not, ask if they're collecting, you could give them a welcome surprise.

- 1) **Log in to your GDS**
(e.g. Amadeus/Galileo/Sabre)
- 2) **Book the flight as usual**
- 3) **Choose Avios as the frequent flyer programme**
(or CJ if you're asked for an airline code)
- 4) **Enter their nine digit membership number**
(depending on your GDS, you may need to add CJ at the beginning)
- 5) **They'll get Avios within seven days of their return flight**

They'll collect 1 Avios for every mile they fly (at least 500 Avios for every booking). And even more for premium cabins.

The membership number

The Avios membership number is nine digits long.

Members can find it on letters from us, by calling us on 0844 49 333 49 or on their Avios Card – see how at www.avios.com/membershipcard

The airline code

When booking flights, many GDS ask for an airline code (such as BA for British Airways).

At Avios we use CJ – the code for BA CityFlyer, who are also part of IAG.

If your customer collects Avios as they fly, you will need to enter CJ before their Avios membership number – e.g. CJ123456789.

Don't forget to ask your customers for their Avios membership number.

Discover more at www.avios.com



anything can fly



What is Avios?

Avios is the reward currency for British Airways Executive Club, Iberia Plus and the Avios UK reward programme (previously known as Airmiles). And for all future airlines of International Airlines Group (IAG).

When members of these programmes buy a British Airways or Iberia flight, they can collect Avios.

They'll collect 1 Avios for every mile they fly (at least 500 Avios for every booking). And even more for premium cabins.

So don't forget to ask your customers for their frequent flyer programme membership number.

How it works

1. Log in to your GDS (e.g. Amadeus / Gallileo / Sabre)
2. Book the flight as usual
3. Choose either Avios, British Airways Executive Club or Iberia Plus as the frequent flyer programme
4. Enter the member's nine digit membership number. It's on their Avios UK (the nine digits following 308147), British Airways Executive Club or Iberia Plus membership card
5. Members will get their Avios added to their account 5-6 weeks after the departure date of their booking

The airline code

When booking flights, many GDS ask for an airline code (such as BA for British Airways, and IB for Iberia). At Avios we use CJ.

