Emirates and JetBlue Launch Joint Frequent Flyer Partnership

Jun 29, 2012

Emirates and JetBlue Launch Joint Frequent Flyer Partnership

Airlines to offer double TrueBlue Points/Skywards Miles promotion -

NEW YORK, June 29, 2012 /PRNewswire via COMTEX/ --Emirates, one of the world's largest international airlines, and JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline(TM), have announced the launch of a joint frequent flyer partnership.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

Starting July 1, 2012, members of JetBlue's customer loyalty program TrueBlue will be able to earn TrueBlue points across Emirates' network of more than 120 destinations worldwide, while Emirates' Skywards members will be able to earn Skywards Miles on JetBlue's network throughout the Americas (a). The partner airlines plan to introduce a redemption agreement in February 2013.

"Emirates is proud to develop its successful partnership with JetBlue by offering our customers the benefit of this frequent flyer partnership. With double daily service from New York JFK to destinations across the Far East, Middle East, Africa, Southeast Asia and the Indian Subcontinent, Emirates looks forward to welcoming JetBlue customers with our award-winning luxurious service and superb onboard product," said Brian Labelle, Senior Vice President - Skywards.

"What better way to celebrate the expanding partnership of two world-class airlines than to reward our mutual customers with the ability to earn points whether travelling for business or pleasure," said JetBlue's Senior Vice President Marketing and Commercial Strategy Marty St. George. "We're opening up our network for our customers to earn TrueBlue points on any of the six continents that Emirates flies to and look forward to serving those connecting from Emirates to the dozens of cities that we serve."

In addition, both airlines are offering a special promotion for customers to earn double TrueBlue points or Skywards Miles. To sign up for the promotion, members can visit either jetblue.com or skywards.com to register for travel from July 1 through Sept. 30, 2012 (b).

TrueBlue, JetBlue's loyalty program, is free to join and includes the ability to use points for any seat on any JetBlue operated flight, no blackout dates, and points that don't expire if you fly JetBlue or use your JetBlue Card by American Express at least once every twelve months. Additional information about TrueBlue and registration can be found at https://trueblue.jetblue.com/.

Emirates and JetBlue already operate a codeshare agreement that connects the carriers' networks via New York's John F. Kennedy (JFK) International Airport. Tickets featuring an Emirates flight number are available for sale for JetBlue-operated connections between New York/JFK and the following U.S. destinations: Boston (BOS); Burlington, Vermont (BTV); Buffalo, New York (BUF); Charlotte, North Carolina (CLT); Chicago/O'Hare (ORD); Fort Lauderdale, Florida (FLL); Jacksonville, Florida (JAX); Orlando, Florida (MCO); Portland, Maine (PWM); Raleigh/Durham, North Carolina (RDU); Tampa, Florida (TPA); and Washington/Dulles (IAD).

Customers also enjoy the convenience of a single combined ticket for Emirates and JetBlue-operated flights, plus other advantages including one-stop check-in and baggage transfer.

With the launch of Emirates' newest routes to Barcelona and Lisbon next week, the airline will fly to 126 cities globally via the airline's state-of-the-art hub in Dubai, the commercial and tourism centre of the Gulf region.

Emirates currently serves seven gateways within North America: New York (JFK), Houston (IAH), San Francisco (SFO), Los Angeles (LAX), Dallas/Fort Worth (DFW), Seattle-Tacoma (SEA) and Toronto (YYZ). The airline will start non-stop daily flights to Washington DC on September 12th 2012.

From JFK, Emirates offers two daily nonstop flights aboard its flagship A380 and ultra-long range 777-300ER. Winner of over 500 international awards, Emirates' unique service offering includes complimentary chauffeur-driven airport transfers for premium customers, privacy suites in First Class, and an inflight entertainment system, *ice*, featuring over 1,200 channels of the latest Hollywood movies, complete seasons of TV shows; 19 sports channels featuring favorites such as baseball and ice-hockey, plus US documentaries from the History Channel, National Geographic and Discovery. Emirates frequent flyer program, Skywards, is free to join and offers its 7 million members exclusive privileges such as earning Skywards Miles on Emirates and partner airlines, or when they use the program's designated hotels, car rentals, financial, leisure and lifestyle partners.

Known for its award-winning customer service, JetBlue offers transfer customers from Emirates' network a premium experience that includes all-leather seating, unlimited free snacks and drinks, the most legroom in economy class (based on average fleet-wide seat pitch) and the most free live entertainment of any U.S. airline. JetBlue operates one of America's youngest airline fleets, with 175 Airbus and EMBRAER aircraft. At JFK Airport, JetBlue operates from its acclaimed 26-gate Terminal 5, while Emirates operates from the adjacent Terminal 4, allowing for fast and easy connections between flights.

About Emirates

Emirates, one of the fastest growing international airlines, has received more than 500 global awards for excellence. Currently serving 124 destinations in

74 countries, the airline reported a net profit of US$ 409 million for the 2011/12 fiscal year. Emirates operates 175 wide-body Airbus and Boeing aircraft including the world's largest fleet of A380 and has orders for an additional 230 aircraft, worth more than US$ 84 billion. Visit Emirates online at: www.emirates.com

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, Orlando and San Juan. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) as well as super-spacious Even More Space seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 71 cities with 750 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call +1 800-538-2583, TTY/TDD +1 800-336-5530, or visit www.jetblue.com.

(a) TrueBlue members accrue TrueBlue points on Emirates commercial tickets and Skywards members accrue Skywards Miles while flying on commercial tickets on JetBlue.

(b) You must register here for this Double Points promotion and be a TrueBlue member. Offer valid with the purchase of flights marketed and operated by Emirates between 6/28/12 and 9/30/12 for travel between 7/1/12 (12:01 AM local time) and 9/30/12 (11:59 PM local time). TrueBlue points will be earned based on the number of miles flown and the class of service that is purchased. Double points will not be earned for Class of Service bonus points. See the Emirates partnership page for an overview of point accrual opportunities for TrueBlue members flying on eligible Emirates flights. If your itinerary includes flight segments operated by JetBlue, you will also receive Double TrueBlue points on the JetBlue segments. You must register prior to booking and completing eligible travel; travel must be booked between 6/28/12 and 9/30/12 and flown between 7/1/12 and 9/30/12. Offer will not apply to non-revenue travel (e.g., travel booked with a travel certificate, award flights, etc.). Please allow 4-6 weeks for TrueBlue points earned from this promotion to be credited to your TrueBlue account. In the event you cancel your reservation, you will not receive any TrueBlue points from that reservation, and any points already awarded will be debited from your TrueBlue account. Offer is not valid in connection with Getaways vacation packages, other partner, codeshare or interline flights or any other product or service. TrueBlue account must be in good standing. Offer may not be combined with other special offers; is not redeemable for cash; has no cash value; and is subject to change without notice. Additional restrictions apply. See TrueBlue Terms and Conditions for details.

SOURCE JetBlue Airways

Powered by SITECORE