



NEWS RELEASE

# Ready, set, jet toward status with up to 5,000 Loyalty Points as American Airlines kicks off the AAdvantage program new year

2025-02-26

With the start of a new AAdvantage® program year March 1, American Airlines is offering millions of members a launch pad to get a head start on status and rewards in 2025. For a limited time, AAdvantage® members may earn 500 additional Loyalty Points for each flight taken in March 2025 — up to 5,000 Loyalty Points total.

Here's how to make the most of the offer:

Register for the promotion in your AAdvantage® account

Book an American Airlines flight

Complete your travel by March 31, 2025

Earn 500 additional Loyalty Points for each flight — up to 5,000 total

(Pro tip: Earnings add up if you have a connection, as members earn 500 Loyalty Points for every flight on their trip.)

Today, the AAdvantage® program offers even more options to personalize customers' travel and experiences with the same rewards and status qualification requirements they already enjoy. Plus, while status and Loyalty Point Reward levels have remained the same for the new year, members can now more intuitively track their path to status thanks to a redesigned AAdvantage® Activity page online.

Updated rewards and ways to use AAdvantage miles

This program year, American is giving members more Loyalty Point Rewards so they can personalize travel for what matters most to them, along with more ways to use miles.

Options include:

- Members can now receive a new personalized, collectible luggage tag\* as a Loyalty Point Reward after they reach 15,000 Loyalty Points.
- Starting March 18, members will be able to purchase food and beverages using their miles during eligible flights. This new way to use miles builds on the introduction of the option to use miles for Wi-Fi, which American added in 2024 and has received glowing feedback from AAdvantage® members.
- Members can choose **World of Hyatt awards** at various levels in Loyalty Point Rewards after they link their AAdvantage® account to the Hyatt program.

These opportunities expand on several additional ways members can already use their miles including the below and more:

- Beginning at AAdvantage Platinum Pro® status, members can redeem miles for access to **American's Flagship® First Dining lounge** as they travel on eligible flights.
- Members can purchase an Admirals Club® One Day Pass or Flagship® Lounge single visit pass, valued at \$79 or 7,900 miles in select locations.
- Members can enjoy **unique experiences and events** by using miles to purchase tickets through AAdvantage Events™ for concerts, shows, professional sporting events and more online.

More recognition for members

In December, **American announced** the addition of new Million Miler™ lifetime\*\* status levels for members who've reached millions of miles flown:

- Members who've reached 4 million miles earned lifetime Platinum Pro® status
- Members who've reached 5 million miles earned lifetime Executive Platinum® status

As a surprise for these valued travelers, American delivered this new benefit earlier this month, ahead of the new program year. This enhancement is a direct answer to member requests for more recognition for their travel with American.

In response to further feedback, any member with systemwide upgrades **now has longer to use their upgrades** than years past.

As members charge into the program year ahead, they'll enjoy a more intuitive Activity page when logged into their AAdvantage® account. Updates to the experience will help loyalty enthusiasts monitor their progress toward rewards and status.

The most rewarding global travel loyalty program

The AAdvantage® program is the world's longest-running loyalty program. Members earn miles for flying, shopping, dining and more with American or its partners. At the same time, members earn Loyalty Points toward rewards and status and can unlock Loyalty Point Rewards starting at 15,000 Loyalty Points — well before a member even reaches AAdvantage Gold® status at 40,000 Loyalty Points. Each program year runs from March 1 through the end of February the following year, giving members plenty of time to achieve status.

In 2024, AAdvantage® members redeemed about 15 million awards, including travel redemptions for flights and upgrades on American and other air carriers, which is the most in the program's history and an increase of 2 million awards from the previous year. American reports that about 9% of its 2024 total revenue passenger miles flown were from award travel.

Members reward AAdvantage program in travel industry awards

AAdvantage® members have selected the program as the winner of 11 consecutive Freddie Awards for the Best Elite Program in the Americas. Voting for the 2025 award season runs through March 31. Members of the program are invited to vote for the six categories the airline is nominated, and winners will be announced April 30 in Chicago.

### Vote now

For the second year in a row, American is keeping the same requirements for status and reward levels as members unlock Loyalty Point Rewards on their journey toward rewards and status. This consistency makes achieving or retaining status and all its benefits more straightforward.

American will continue to evolve its industry-leading travel rewards program to deliver more value and customizable experiences for AAdvantage® members. Travelers not already enrolled in the AAdvantage® program can **join for free** and make the most of their travel starting from the program new year.

Learn more about the AAdvantage program

## The AAdvantage program

American 

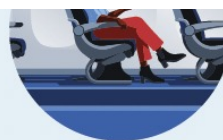
### About miles and Loyalty Points

Earn Loyalty Points to earn status and rewards





→  
Earns



## 1 eligible mile\*

### What they're for

Use for flights, upgrades, rental cars, hotel stays and more

### When they expire

As long as you earn or use miles at least once every 24 months, they don't expire. Your miles never expire when you're an AAdvantage® credit cardmember.

## 1 Loyalty Point

### What they're for

Reaching AAdvantage® status and Loyalty Point Rewards

### When they expire

Loyalty Points reset on March 1 every year. Earn as many as you can each year.

## Program benefits

The AAdvantage® program is free to join, and members can enjoy benefits like the ability to:



**Manage** trips and credits with ease



**Earn** miles toward future travel



**Enjoy** Group 6 boarding



**Customize** their travel experience

Enroll at [aa.com/join](https://aa.com/join)

## How to earn miles and Loyalty Points



**Fly** with American or 20+ partner airlines



**Shop** at 1,200 retail partners



**Dine** at 30,000 restaurants



**Book** a rental car



**Book** qualifying hotels, vacations and experiences



**Use** an AAdvantage® credit card for everyday purchases to earn miles and Loyalty Points even faster



\*Eligible AAdvantage® miles include all base miles you earn, as well as additional miles earned from flying in the premium cabin on other airlines or from having AAdvantage® status.

- **Fact sheet PDF»**

\*While supplies last

\*\*For the life of the member and only so long as the AAdvantage Gold®, AAdvantage Platinum®, AAdvantage Platinum Pro® or AAdvantage Executive Platinum® programs exist.