

IAG Loyalty Increases The Power Of Avios At UK's Ultimate Shopping Destination; Bicester Village



- **IAG Loyalty furthers its 12-year partnership with Bicester Village with an in-store collection mechanism, making earning Avios even easier for customers**
- **Shoppers simply link their credit or debit cards to their British Airways Executive Club account to seamlessly earn rewards when they spend.**
- **Every £4 spent in store will earn 5 Avios, available across renowned luxury brands that include dunhill, Isabel Marant and Manolo Blahnik.**

London, UK – 22nd November 2023. IAG Loyalty, owners of the global loyalty currency Avios, has announced a new in-store collection mechanism with Bicester Village, Oxfordshire's luxury shopping and dining destination, strengthening its loyalty offering to the open-air retailer and benefiting millions British Airways Executive Club members in the UK.

By simply linking a debit or credit card to their BA Executive Club account, shoppers easily collect Avios with every purchase spent across 150+ boutiques at Bicester Village, at a rate of 5 Avios to £4. This new way for members to shop in-store with Bicester Village, which is a first across an entire UK shopping centre, strengthens the partnership between IAG Loyalty and Bicester Village which has seen members collect millions of Avios in the last year alone.

IAG Loyalty's Card Linked Offer (CLO) is an in-store collection mechanism, offering members a convenient and automatic way to collect Avios alongside their credit cards, Uber trips and when shopping online with BA. IAG Loyalty has experienced more than 50% year-on-year

growth in registrations for CLOs to date from 2022, with the average member registering more than two cards. Nearly 100 million Avios has been collected through CLO in 2023 already, across the shopping, dining and leisure sectors primarily. Bicester Village join

IAG Loyalty Head of Retail, Travel and Leisure, David Black, said: "We're delighted to bring a more streamlined user experience to our long-term partner, Bicester Village. It's yet another example of just how easy it is to earn Avios every day, taking members one step closer to that dream holiday with every purchase."

Bicester Village International Markets and Partnerships Director, Clive Doble, said: "Customer experience is at the heart of everything we do at Bicester Village. With that said, we are delighted to make the shopping experience even more special with the introduction of this in-store collection mechanism. Its simplicity adds genuine value to our customers who deserve more, wherever possible. Helping them get a step closer to their dream holiday is incredibly rewarding, but it is also the prime reason we are the luxury shopping destination of choice in the UK. Caring for our customers will always come first."

Further information, visit <http://www.iagloyalty.com>.

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About Avios and IAG Loyalty

Avios is the global loyalty currency of the British Airways Executive Club, Qatar Airways Privilege Club, Iberia Plus, Aer Lingus AerClub and Vueling Club. There are more than 40 million members worldwide, collecting in excess of 3,000 Avios every second.

IAG Loyalty is committed to helping businesses transform relationships, by maximising the potential for loyalty. We create unparalleled and rewarding experiences for Avios collectors, including a broad range of flight and travel rewards. Its parent company, International Airlines Group (IAG) is one of the world's largest airline groups with 533 aircraft flying to 279 destinations and carrying around 118 million passengers each year (pre-COVID). Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL.

For further information on IAG Loyalty, please visit: <https://www.iagloyalty.com> For IAG Loyalty and Avios media enquiries, please contact: media1@avios.com

About Bicester

Bicester Village is the founding Village a Collection of 11 global shopping destinations, all home to world-leading fashion and lifestyle brands at exceptional prices. Bicester Village first opened in 1995, since then it has grown to include more than 150 boutiques lining the Village's beautifully landscaped streets. Open seven days a week, the Village offers an array of services, including a multilingual Concierge, Personal Shopping, Hands-free Shopping and more.