

PRESS RELEASE

Loganair becomes the latest airline to adopt Avios as its loyalty currency

- Loganair will become the seventh airline to adopt Avios as the currency for its Clan loyalty programme in 2025
- The airline's adoption of Avios will see more than 1 million extra seats made available for redemption per year for customers
- It joins existing carriers using Avios - British Airways, Iberia, Aer Lingus, Vueling, Qatar Airways and Finnair

9 January 2025 – IAG Loyalty and Loganair have announced the Scottish-based airline will become the latest partner to adopt Avios for its Clan loyalty programme in 2025, making it the seventh airline to join the global loyalty currency.

Loganair is the UK's largest regional airline and carries over 1.5 million passengers per year across nearly 70 routes from its hubs in Glasgow, Edinburgh, Aberdeen, Inverness and Newcastle, as well as operating 5 routes from London Heathrow. It already has a well-established codeshare agreement with British Airways, and this latest move will help deepen the partnership further.

The airline's adoption of Avios will see more than 1 million extra seats made available for redemption per year and add 21 new destinations for British Airways Executive Club members.

At launch, Loganair will automatically convert Clan members' existing Clan Points balances into Avios, giving them access to a wider range of redemption and conversion options, including the ability to transfer their balances between Clan and other loyalty programmes.

Veronica Vicars, Chief Growth Officer at IAG Loyalty, said: "We're thrilled to welcome Loganair as the newest member of our Avios family, marking a significant milestone as our seventh airline partner. With Loganair's addition, we're now able to offer customers even greater opportunities to earn and redeem Avios across their important domestic network in the UK and beyond, providing even more choice and value. This is yet another step towards achieving our ambition to make Avios the most flexible and widely accepted travel loyalty currency globally"

Luke Lovegrove, Chief Commercial Officer at Loganair, said: "We are constantly reviewing how we can improve our Clan Loganair programme, ensuring that our customers are rewarded for flying with us. We are thrilled to announce that in 2025 we will be launching a

partnership with IAG Loyalty to use Avios as the primary currency for Clan Loganair. This is a step change for the programme, bringing significant benefits to existing and new Clan members alike. If you haven't yet signed up, we would encourage you to do so."

Loganair joins six other airlines that also use Avios as their loyalty currency: British Airways, Iberia, Aer Lingus, Vueling, Qatar Airways and Finnair.

ENDS

Notes to editors

- The transition from Clan Points to Avios will take place in 2025, and further information including Avios accrual and redemption rates will be announced nearer to launch.
- British Airways Executive Club will become the British Airways Club from 1 April 2025.

Media Contacts

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About IAG Loyalty

IAG Loyalty is home to The Wine Flyer, British Airways Holidays and Avios, the loyalty currency of the British Airways Executive Club, Iberia Plus, Aer Lingus AerClub, Vueling Club, Qatar Airways Privilege Club and Finnair Plus.

IAG Loyalty is proud to create the world's most rewarding experiences, creating millions of memories for members around the world through the power of loyalty.

It's parent company, International Airlines Group (IAG), is one of the world's largest airline groups, flying more than 118 million customers each year across leading airlines in the UK, Spain and Ireland, including British Airways, Iberia and Aer Lingus.

For further information on IAG Loyalty, visit www.iagloyalty.com.

About Loganair

Loganair is the UK's largest regional airline. The Glasgow-based carrier operates a fleet of 36 aircraft and carries over 1.5 million passengers each year across a network of nearly 70 routes linking the UK, Isle of Man, Ireland and Scandinavia.

Every ticket on a Loganair flight includes a luggage allowance of up to 21kg, spread between on-board and cabin bags.