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Aeroplan offers its Members a new way to make their dream vacation a reality

Members can now book hotel stays, car rentals and vacation packages using cash with Destination Miles

MONTREAL, April 12, 2012 /CNW Telbec/ - [Aeroplan](#), Canada's premier coalition loyalty program announced today that it is introducing Destination Miles, a new service exclusive to Aeroplan Members and operated by its affiliate Destination Miles Booking Service Inc., that will allow members to use cash to book hotel stays, car rentals and vacation packages online or by phone through the Destination Miles Travel Desk. In addition, members will be able to earn miles for every purchase by booking through Destination Miles. In celebration of the launch, members can earn 3 miles for every \$1 spent for a limited time.

"This new initiative is excellent news for our members as now members can use their Aeroplan Miles for a flight and purchase a hotel stay, car rental or vacation package at the same time," said David Klein, Vice President, Marketing & Innovation, Aeroplan. "With Destination Miles, our group proposes a unique offering in the world of travel which will give Aeroplan Members more choice and flexibility when making their travel arrangements."

Starting today, members will be able to:

- Purchase hotel stays with more than 78,000 properties globally from both Aeroplan partner and non-partner hotel brands;
- Rent cars from Avis and Hertz in Canada, the United States and Europe;
- Buy vacation packages with Air Canada Vacations;
- Earn Aeroplan Miles for every purchase by booking through Destination Miles;
- Benefit from competitive rates; and
- Enjoy the flexibility, convenience and value when making a booking online or through the Destination Miles Travel Desk.

The launch marks continued momentum for Aeroplan in its ongoing efforts to increase member satisfaction and engagement and is an additional foothold as Aeroplan continues its commitment to enhance and broaden the reach of the program.

Added Klein, "This new service will further strengthen and bring value to Aeroplan's growing roster of travel partners by providing new communication channels, targeted marketing opportunities and renewed opportunities to leverage member travel insights to increase their overall market share."

To develop and implement this new service, Destination Miles Booking Service Inc. worked with Aimia, and its Proprietary Loyalty Services group in Canada to develop Destination Miles as well as to provide the IT applications and infrastructure and the agent training needed.

Destination Miles Booking Service Inc. holds a travel agent license issued by the president of the Office de la protection du consommateur and is an affiliate of Aeroplan Canada Inc.

For more information about Destination Miles please visit: www.aeroplan.com/destinationmiles.

For broadcast quality B-Roll of Aeroplan please visit: <http://cnw.pathfireondemand.com/viewpackage.action?packageid=531>.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., doing business as Aimia, a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2011, approximately 2.3 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

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