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Aeroplan Adds Langham Hospitality Group as its Newest Premium Partner

Members can earn miles at 19 participating luxury hotels across the world

MONTREAL, June 25, 2013 /CNW Telbec/ - Aeroplan today announced it has entered into a multi-year agreement with Langham Hospitality Group, a family of distinctive luxury hotels under The Langham, Langham Place, Eaton and 88 Xintiandi brands that are located on four continents. This agreement will enable Aeroplan Members to earn Aeroplan Miles for each of their stays at 19 participating hotels and resorts around the globe.

Starting July 1st, Aeroplan Members can earn 500 Aeroplan Miles for each qualifying night, up to 1,500 miles per stay at participating The Langham, Langham Place and 88 Xintiandi branded hotels in Asia, Europe, North America and the Pacific. Members can also earn 250 Aeroplan Miles for each qualifying night, up to 750 miles per stay, at participating Eaton branded hotels, in Toronto, Hong Kong, Shanghai and New Delhi. To earn miles, members simply present their Aeroplan card at the hotel when checking-in or enter their Aeroplan number when making their booking.

"For more than 140 years, Langham Hospitality Group has been known for impeccable hospitality, extraordinary facilities, traditional elegance and contemporary innovation throughout the world and we are excited to add them to the Aeroplan program," said David Houston, Vice President, Partnerships, Aeroplan. "This partnership will complement and enhance Aeroplan's extensive hotel portfolio and give our members an opportunity to earn at additional premium properties around the world and in Toronto, Ontario, at the Eaton Chelsea."

"Our new affiliation with Aeroplan will greatly benefit our leisure guests and corporate travellers as they will now be able to earn Aeroplan Miles at participating locations," said Simon Manning, Vice President, Sales and Marketing of Langham Hospitality Group. "We are excited to work together to serve our customers' expectations and to better enhance their travel experience at our hotels."

As a special launch promotion, Aeroplan Members who book and stay at a participating The Langham, Langham Place, Eaton and 88 Xintiandi properties, can earn 2X the miles, until October 31, 2013, and until December 31, 2013 at Eaton Chelsea, Toronto. Aeroplan Members who are part of Langham's *take the lead* program can also earn 2X the miles per meeting and events group booking held by December 31, 2013, up to a maximum of 130,000 miles. For more information on all offers, please visit: www.aeroplan.com.

About Langham

As the wholly-owned subsidiary of Great Eagle Holdings, Langham Hospitality Group encompasses a family of distinctive hotels under The Langham, Langham Place, Eaton, and 88 Xintiandi brands that are located on four continents. The Group takes its name from the legendary Langham in London which was widely recognized as Europe's first Grand Hotel. For almost 150 years, this flagship hotel has represented sophisticated and gracious hospitality, a philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses across all properties. For reservations, please contact a travel professional or access the website at www.langhamhotels.com.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., 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 2012, 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.

SOURCE: Aeroplan

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