



# AIR CANADA

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## Aeroplan and Rocketmiles announce partnership renewal

MONTREAL, April 23, 2018 /CNW Telbec/ - [Aeroplan](#) today announced the renewal of a multi-year agreement with [Rocketmiles](#), a hotel booking site that helps consumers earn miles' incentives. Rocketmiles is a wholly owned entity of Booking Holdings, the world's leading travel and accommodations company whose portfolio of brands includes Booking.com and Priceline.com, among others. The extended partnership will enable Aeroplan Members to continue to earn up to 10,000 Aeroplan Miles per night on stays at hotels worldwide.

Rocketmiles features more than 400,000 hotels in hotspots around the globe – from boutique properties to favorite chains. Perfect for business and leisure travelers, Rocketmiles helps Aeroplan Members get on vacation faster by awarding an average of 7,000 Aeroplan Miles per booking, or about 10-20x the typical incentive.

"We're thrilled to renew our partnership with Rocketmiles to give members more choice and flexibility when booking hotels," said Jennifer Jones, Vice President, Retail, Travel and Strategic Development, Aeroplan. "Since joining the program in 2014, our members have been able to earn a minimum of 1,000 miles and up to 10,000 miles per night per stay if they use Rocketmiles for their hotel bookings, ultimately ensuring our members are able to get to their vacation plans sooner."

"Renewing our partnership with Aeroplan is a significant milestone for us," said Bart Welch, Chief Revenue Officer, Rocketmiles. "We look forward to expanding our relationship and delivering thousands of Aeroplan Miles to Canadians."

How it works:

- Members simply visit [Rocketmiles.com/aeroplan](#);
- Book hotels;
- Enter your Aeroplan number on payment page to earn thousands of Aeroplan Miles per night.

From now until June 30, 2018, members can earn 50% more miles – up to 15,000 miles per night on their first booking. For more information, please visit: [rocketmiles.com/aeroplan-more](#).

### About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.

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 2017, approximately 2.7 million rewards were issued to members including 2 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 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](#).

### About Rocketmiles

Rocketmiles allows frequent fliers to earn previously unheard of quantities of loyalty program miles and points when booking rooms at high-quality hotels. For consumers, Rocketmiles makes saving up for incredible vacations faster and easier.

For more information, visit [www.rocketmiles.com](#).

SOURCE Aeroplan

For further information: Christa Poole, Aeroplan, 416-352-3745, [christa.poole@aimia.com](mailto:christa.poole@aimia.com)

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