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Aeroplan renews partnership with Le Club AccorHotels

MONTREAL, Oct. 17, 2018 /CNW/ - [Aeroplan](#) is furthering its commitment to provide members great value and increased flexibility with the announcement of the renewal of a multi-year agreement with [Le Club AccorHotels](#), the free loyalty program for [AccorHotels](#), a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries. As of July 2nd, 2018, this now includes Fairmont, Raffles, and Swissôtel brands.

"Aeroplan Members love to travel and by partnering with Le Club AccorHotels, and their innovative family of hotels, we're giving members more ways to earn miles when travelling," said Jennifer Jones, Vice President, Travel, Retail and Strategic Development. "Our members will continue to benefit from a wide range of properties including 31 brands from luxury to economy hotels."

The renewed partnership will enable Aeroplan Members to continue to earn the following:

- Earn on each stay by choosing "auto conversion": Members can simply update their Le Club AccorHotels profile by [selecting "Aeroplan" as their automatic conversion preference](#). Or
- Convert Le Club AccorHotels Points into miles later: Log in to Le Club AccorHotels to convert points online into Aeroplan Miles in increments of 4,000 (4,000 Le Club AccorHotels points equals 2,000 Aeroplan Miles).

"I am delighted to renew our strategic partnership with Canada's premier travel loyalty program," said Isabelle Birem, SVP Loyalty, Le Club AccorHotels. "We look forward to expanding our relationship to provide Aeroplan Members a true VIP experience, wherever they travel in the world. Le Club AccorHotels' program wants to provide clients a seamless and rewarding travel journey with exclusive membership perks and experiences."

Until December 31, 2018, Aeroplan Black and Diamond Status members can earn 1,000 bonus Aeroplan Miles for each conversion from Le Club AccorHotels points into Aeroplan Miles. Aeroplan Status members can also receive special treatment, based on their tier level, when they book a stay directly at Fairmont.com using their exclusive Fairmont Aeroplan status Promotional Code which can be found when logged into aeroplan.com.

About Aeroplan

Aeroplan, Canada's premier travel 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 ACCORHOTELS

[AccorHotels](#) is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned [hotel brands](#) encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in [luxury private residence](#) rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of [concierge services](#), [co-working](#), [dining](#), [events management](#) and [digital solutions](#).

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to

make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - [Le Club AccorHotels](#).

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through [PLANET 21 Acting Here](#), a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the [AccorHotels Solidarity Endowment Fund](#) has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit [accorhotels.group](#) or [accorhotels.com](#). Or join and follow us on [Twitter](#) and [Facebook](#).

SOURCE Aeroplan

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