



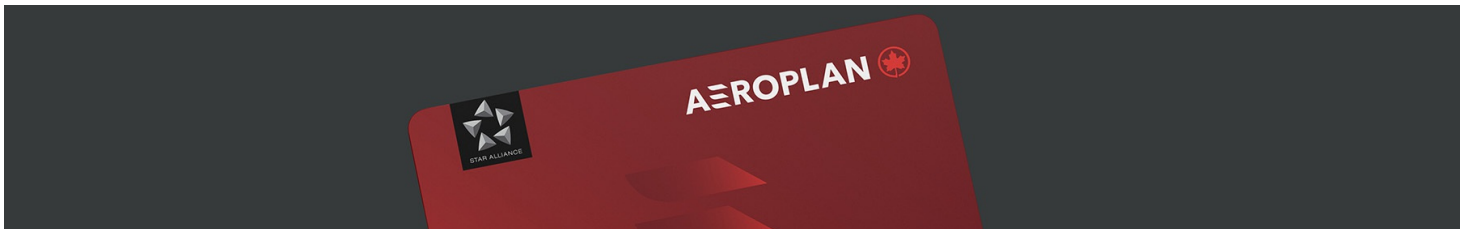
AIR CANADA

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Air Canada's revamped Aeroplan program receives rave reviews



Sep 01, 2020



In August, [Air Canada announced the highly anticipated details of our revamped Aeroplan program](#) outlining the attributes and credit card benefits members can enjoy when the new program launches November 8, 2020.

The new Aeroplan program offers customers more personalized, flexible and easier-to-use features, delivering a truly rewarding loyalty experience.

"Air Canada promised an outstanding new Aeroplan that would be among the best travel loyalty programs in the world, and we are fulfilling that promise," said Calin Rovinescu, President and Chief Executive of Air Canada. "The new Aeroplan program, which has been extremely well thought through, has been eagerly anticipated as a key driver of our ongoing transformation, this is more important than ever as airlines compete to earn and retain customer loyalty in a rapidly changing environment."

"Since we announced our commitment to improve Aeroplan, we've been listening to feedback from more than 36,000 consumers; we've benchmarked against loyalty and frequent flyer programs from around the globe, and we've completely rebuilt our digital infrastructure," said Mark Nasr, Vice President, Loyalty and eCommerce at Air Canada. "The result is a truly responsive and flexible loyalty program delivering a more rewarding experience so that members can travel more and travel better."

The unveiling received widespread coverage across multiple platforms. Here are some of the highlights:

BNN Bloomberg: Mark Nasr, Vice President, Loyalty and eCommerce at Air Canada, spoke with [BNN Bloomberg's Amanda Lang](#) about the new program.

Globe & Mail: [Air Canada set to relaunch Aeroplan rewards program, despite pandemic restrictions](#)

Financial Post: [Air Canada unveils new loyalty program that allows families to share benefits](#)

Canadian Press: [Air Canada to launch revamped Aeroplan program in November](#)

The Points Guy: [Start here: TPG details Air Canada's sweeping Aeroplan changes](#)

One Mile At A Time: [Revealed: Aeroplan's Spectacularly Unique New Award Chart](#)

Milesopedia: [The New Aeroplan Credit Cards](#)



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