

PRESS RELEASE

Kenya Airways Unveils New 'Asante Rewards' Loyalty Program to Reward Customers

Nairobi, 14 June 2023 – Kenya's National carrier, Kenya Airways (KQ) has today unveiled Africa's most awaited loyalty program dubbed Asante Rewards. The program is an appreciation of customer loyalty by the airline and will allow customers to get greater value from their flying experience in form of redeemable points which can be earned from flights operated by Kenya Airways or any of its partners. Through the Asante Rewards Loyalty Program, customers will be able to redeem their points for benefits such as reward ticket flights, seat upgrades, extra baggage allowance, priority services, seat selections and many more rewards.

The introduction of Asante Rewards is in response to the need for a loyalty program curated with the African market & dynamics in mind. This is also in line with the airline's commitment to innovate and develop products and services that ensure an enhanced and delightful customer end-to-end experience.

Speaking at the launch, Allan Kilavuka, Kenya Airways Group Chief Executive Officer said: "Asante Rewards is a unique African product created from years of research, customer feedback and best practices from across the globe. Kenya Airways is proud to introduce Africa's most awaited loyalty program. For 46 years, millions of customers have chosen us. For 46 years, our customers have trusted us as their airline of choice. For 46 years, our customers have enabled us win multiple awards and recognition as the Pride of Africa. It is now time for us as Kenya Airways to say Asante our customers in a very special way."

The Asante Rewards Loyalty Program will offer customers four (4) tiers which they can grow into as they accrue their points. These are: Silver, Ruby, Gold, and Platinum each offering unique benefits and privileges to ensure customers have a more rewarding experience when travelling with Kenya Airways.

The Cabinet Secretary Ministry of Transport, Infrastructure, Housing, Urban Development and Public Works, Hon. Kipchumba Murkomen, lauded Kenya Airways for its contribution to Africa's aviation industry. "This Loyalty Program is a perfect step towards turning around the fortunes of Kenya Airways in the promising journey of making it competitive in the global aviation sector. The value of loyalty programs became evident during the COVID pandemic when some airlines used the loyalty programs valuations for multi-billion-dollar loans".



Julius Thairu, Chief Commercial and Customer Officer at Kenya Airways said, “We are constantly aspiring to provide our valued flyers with unforgettable experiences and are always willing to walk that extra mile to ensure that travelling on Kenya Airways is more rewarding for our customers. Kenya Airways has pioneered the art of innovation in Africa’s aviation space and the Asante Rewards Loyalty Program is yet another product which aims to delight of our customers.”

All customers will be awarded with 1000 points automatically on enrolment. More benefits will rolled out in the coming months as the airline onboard more partners. More information on the Asante Rewards Loyalty Program is available <https://asante.kenya-airways.com/>

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About Asante

The Asante Rewards Program is Kenya Airways’ way of appreciating our customers for their loyalty and saying Asante for choosing us. With Asante Rewards, flying is more rewarding and it is the ticket to what you love. From reward tickets to SkyPriority services, lounge access, exclusive discounts to seat upgrades! As a member, you earn points every time you fly with Kenya Airways or our partners.

Members earn points on all qualifying fares and products on Kenya airways. The number of points you earn depends on your destination, fare type and class of travel. Points will reflect in a members account within 24 hours after a flight.

About Kenya Airways:

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. Prior to the COVID pandemic, the airline carried a record number of over five million passengers in 2019. Its fleet comprises of wide body Boeing aircrafts, this includes its flagship B787 Dreamliner and narrow body Embraer E190 aircrafts. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world’s top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

For more information go to www.kenya-airways.com or call our 24-hour Customer Services Desk: +254 20 327 4747, Twitter: @KenyaAirways, Facebook: KenyaAirways, Instagram: OfficialKenyaAirways

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