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Tel. : (011)773-9888

Date : 10 January 1994

Ref. : AIR/DCC.2/1/ABW695

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Mr JG Zuma

SecretaryGeneral

A N C

P O Box 61884

2107 MARSHALLTOWN RECEIVED 13 JAN '99,,

Soon you can expect a whole new world
of free flights, faster !

Dear Mr Zuma

I am writing to you today to tell you about an exciting new South African Airways' frequent traveller programme which will soon replace our existing Frequent Flyer and Prestige Club programmes. It's a programme that will give you a far more exciting combination of special privileges and award opportunities.

For the past six years, we've had the pleasure of offering our Frequent Flyer programme to you and thousands of our other good clients. While both this domestic programme and the Prestige Club for international travellers have provided many worthwhile benefits in a restrictive environment, it is time for a change. Because just as things are changing within South Africa, so too is the competitive environment in which South African Airways operates, both here and around the' world.

Airline frequent flyer programmes have become more sophisticated, more global, and far more competitive. Which is why we believe you and our other most important clients can be better served by m truly worldclass programme.

. Both Frequent Flyer and Prestige Club will therefore be replaced by a single, new programme in February.

I'd like to take a few moments of your time to explain the process that went into the development of the new programme and to share some of its highlights with you.

After reviewing the features of our own programmes and those offered in the USA, Europe and Asia we realised that areas of both Frequent Flyer and Prestige Club could be modified, enhanced, or dropped altogether in favour of a comprehensive global approach. So we developed a whole new programme, full details of which you'll be receiving in February - together with your membership credentials.

Here are some of the highlights of the new programme:

0 Miles will replace Travel Rands as the unit of earning your awards. As miles are fast becoming the global 'currency' for frequent flyer programmes, this will allow us to work on your behalf with other airlines in order to provide you with even more of the world for awards and earning opportunities.

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. You'll enjoy generous mileage bonuses of 25% on Business Class travel and 50% on First Class.

- All miles earned will be valid for a minimum of three calendar years.

. With the introduction of partners - airline, hotel, car hire and charge card

- you'll have more opportunities to earn bonus miles and accelerate reaching your award objectives.

Awards may be given to, and used by, anyone you elect as long as they are not sold or bartered for cash or other consideration.

In the meantime, please continue to fly SAA and accumulate our Travel Rands.

They will roll over into the new programme at a rate of 15 miles per Travel Rand, and will be valid for three more calendar years - until December 31, 1996. This includes those that were due to expire on December 31, 1993!

The new structure

Membership in the new programme comprises four tiers, the top three of which are earned annually, based on your SAA flight activity:

1. The normal or base level

2. Silver - which you reach if you fly at least 25 000 base miles per year on South African Airways

3. Gold - at least 50 000 base miles on SAA, annually

4. Platinum - which is the top 0,1% of all members in terms of South African Airways' flight activity .

While Platinum replaces the current Prestige Club Gold level now all members - both Domestic and International passengers - have the opportunity to achieve Platinum status. This new structure will recognise and reward a_all of our good clients more appropriately. , , /'

For 1994 you'll be brought in at your current level (base, Silver or Gold) and, /.

for a very few, at Platinum level based on your 1993 SAA flight activity. , x/

How the programme miles affect awards and status

'Programme miles' is the umbrella term for 'base' and 'bonus' miles you can earn. , w

Base, or 'SAA base miles', refers to the actual miles between cities according to r'

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the official programme mileage chart. This includes a 500-mile minimum to which you are entitled per flight, except onncertain deeplyrdiscounted tariffs when the minimum will be 250 miles. SAA base miles can be notched up toward your awards m toward achieving a higher programme status. However, 'bonus miles', which can be awarded by South African Airways and qur programme partners, help you earn awards but do not contribute toward higher status achievement.

Bonus mileage recognises status

Although the new programme has many special features for all members, I'd particularly like to mention the bonus mileage that will be awarded to Silver, Gold and Platinum members on a_ll South African Airways flights: Silver - 25%; Gold - 50%; Platinum - 100%. These are in addition to any Business or First Class bo- boses you earn.

We're excited about the introduction of the new programme - not only because of all its new features, but also because of the singular combination of our superior technology and service with our unique South African warmth and hospitality that always impresses visitors to this country.

We very much appreciate your support of South African Airways and look forward to welcoming you into our new, world-class frequent traveller programme. Watch for your new membership credentials and all the details of this exciting new

I programme during February - and for the Autumn Special' international bonus offer in your next copy of Altitude.

Kind re gards

Anton Botha

MANAGER

(RELATIONSHIP MARKETING GROUP)

PS: Don't forget to continue accumulating your Travel Rands, since even those that were due to expire in December, will be rolled over into the new programme in February as miles , and will be valid for three years,

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