



# SAS and Scandic enter strategic partnership to enhance customer experience and loyalty benefits

**Two of the Nordic region's leading players in the travel industry, Scandic and SAS, have signed a strategic and commercial partnership agreement, aimed at offering unique and exclusive benefits to their loyalty members. Through this collaboration, the member benefits will become available starting in the first quarter of 2025.**

The collaboration between SAS and Scandic Hotels, two Nordic travel giants, is named "Friends with benefits" to highlight the strong, mutually rewarding relationship between both brands and their customers. The name captures how SAS EuroBonus members and Scandic Friends can enjoy exclusive benefits, creating a more integrated and rewarding travel and hospitality experience.

The partnership is designed to offer competitive and attractive benefits across shared touchpoints, enhancing the experience for guests, travelers, and customers. With over 11 million members between two of the travel industry's leading loyalty programs, the goal is to jointly deliver a more personalized and seamless journey.

As an initial phase, status matching between EuroBonus and Scandic Friends, as well as a streamlined point conversion process, will be introduced in the first quarter of 2025. Additional enhancements and benefits will be rolled out later in the year.

Jens Mathiesen, President and CEO of Scandic Hotels Group, said:

"The agreement between Scandic and SAS demonstrates the power that the leading players in Nordic hospitality have to create value for millions of travelers. This partnership provides strong incentives to choose both Scandic and SAS for future hotel and flight bookings, as well as for travel experiences. I look forward to working together with SAS to continuously add value for our guests, members, and companies over time," says Jens Mathiesen, President and CEO of Scandic Hotels Group.

Anko van der Werff, President and CEO of SAS, added:

"We're thrilled to launch this partnership with Scandic, one of the most iconic Scandinavian hotel brands. By joining forces, SAS and Scandic are creating a unique offering that enhances the travel experience for our EuroBonus members. Together, we're combining the strengths of two trusted Scandinavian brands to deliver even greater rewards and exclusive benefits both in the air and on the ground."

EuroBonus, the leading loyalty program in the Nordics with close to 8 million members, is all about creating engagement and delivering value to SAS frequent travelers. Members enjoy benefits like access to lounges, fast track, and priority boarding, as well as earn points that can be redeemed for flights, upgrades, hotel stays, car rentals and much more. This new collaboration with Scandic Hotels enhances the experience, offering even greater value for EuroBonus members and reinforcing SAS' commitment to convenience and customer satisfaction.

Join EuroBonus today at [flysas.com](https://flysas.com) and unlock a world of exclusive benefits.

## **For more information, please contact:**

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*SAS, Scandinavia's leading airline since 1946, operates from its principal hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN). Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60 000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping". Innovation and societal progress are at the heart of*

*everything we do. SAS joined SkyTeam in September 2024 and together with our partner airlines we offer a wide network worldwide.*

*For more information, visit our website at [www.flysas.com](http://www.flysas.com) or follow us on social media for the latest updates and promotions.*