



Here are the new travel favorites of SAS EuroBonus members

Since joining SkyTeam on September 1 this year, SAS has seen travelers selecting different destinations, a shift driven by the opportunities offered through the new alliance. With access to SkyTeam's 13 partner airlines, including KLM, Air France, and Vietnam Airlines, reward bookings now include destinations such as Ho Chi Minh City, Cancun, Miami, Zanzibar, and Los Angeles.

The new alliance has opened up different travel opportunities, leading to changes in travel patterns. EuroBonus members are increasingly booking trips to destinations like Patagonia, French Guiana, and various islands in the Caribbean and Indonesia.

While the USA and Japan remain popular, there is growing interest in regions such as Vietnam, the Caribbean (including the Dutch and French Antilles), and Indonesia. The partnership with SkyTeam has provided EuroBonus members with access to new types of travel options.

"We are pleased to see our EuroBonus members embrace new travel opportunities with SkyTeam. The rise in bookings to destinations like Ho Chi Minh City, Zanzibar, and the Caribbean reflects a growing desire for diverse, adventurous travel experiences. With SkyTeam, we're offering more flexibility and access to previously unreachable reward trips, allowing our members to explore the world in exciting new ways," says Aron Backström, VP Product & Loyalty at SAS.

Key Milestones for reward flights bookings

- Top airlines include KLM, Air France, Vietnam Airlines, Kenya Airways, Garuda, Korean Air and Virgin Atlantic.
- Top 5 most popular destinations with SkyTeam are: Ho Chi Minh City, Cancun, Miami, Zanzibar and Los Angeles.
- More than 30.000 passengers booked on SkyTeam award tickets since SAS joined the alliance on September 1, 2024.
- 2,700 bookings on September 2, the highest number of alliance award bookings ever.

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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 or follow us on social media for the latest updates and promotions.