



SAS EuroBonus hits 8 million members worldwide

SAS EuroBonus has now reached 8 million members, with the milestone member joining from Bergen, Norway. EuroBonus has been the largest travel loyalty program in Scandinavia since its launch in 1992 and has become a cornerstone of travel for many.

With such a large membership base, EuroBonus elevates SAS' position in the competitive airline industry, offering strong brand trust and customer loyalty. EuroBonus members remain loyal, showcasing high satisfaction levels.

“We are incredibly grateful to have reached 8 million EuroBonus members. This milestone is a testament to the amazing loyalty and engagement of our members, which enables us to continue developing the program even more to meet their needs”, says SAS Vice President of Product and Loyalty, Aron Backström.

A loyalty program built with travelers in mind

EuroBonus has evolved into a travel and lifestyle companion that makes journeys smoother and more rewarding. Redeeming points for bonus trips remains the most popular way to use the rewards, followed closely by flight upgrades. Over two-thirds of members are based in Scandinavia, with Norway and Sweden alone accounting for more than half of the total members, underscoring the importance of air travel in a region known for its vast distances and diverse geography.

EuroBonus has seen a surge of younger members, with age groups 19-29 and 30-39 leading new sign-ups. While business travelers have historically been a large part of EuroBonus, there has been a shift toward leisure travel, particularly among younger generations. This shift reflects changing travel trends as younger Scandinavians seek enriching journeys where travelers opt for less-visited destinations. This interest in authentic, off-the-beaten-path locations has been met with campaigns like Destination Unknown, engaging members and connecting with these evolving travel preferences.

The program goes beyond travel, allowing members to earn points in everyday life—whether through credit card purchases, shopping, or even paying for home utilities. SAS Vice President of Product and Loyalty, Aron Backström commented: “For 32 years, we’ve been proud to reward our EuroBonus members' loyalty with awards and benefits. To broaden the program, we are continuously adding new partners and just in the last few months we announced strategic partnerships with Scandic and Lunar. EuroBonus is about more than just flying; it’s about making every part of our members’ travel easier and more rewarding. With so many options to earn points, even in day-to-day activities, EuroBonus has become an integral part of our members' lives.”

With SAS' airline partners, including the SkyTeam alliance, EuroBonus members can earn and use points on over 20 airlines worldwide. The global partner network includes more than 1,000 destinations in 160 countries, and EuroBonus Gold members can enjoy access to over 750 lounges worldwide. Through several hotel partnerships they earn and use points on almost one million hotels. This broad access underscores EuroBonus' growth from a regional loyalty program to a globally relevant travel companion.

Looking forward, SAS continues encouraging members to make more sustainable travel decisions through the Conscious Traveler initiative, where almost 100 000 members already

have taken their first step. By opting for more conscious choices, members contribute to reducing their own carbon footprint. SAS is also actively working with partners to promote lower-carbon travel options and advance sustainable aviation fuels (SAF), building a more responsible future for air travel.

For more information, please contact:

SAS Press Office, phn +46 8 797 2944

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.