



SAS and Scandic introduce tier matching and point transfers

Benefits for EuroBonus members are being enhanced as SAS and Scandic strengthen their partnership by upgrading loyalty programs, SAS EuroBonus and Scandic Friends. Tier matching is already available, and starting in June, point transfers between the two programs will become available.

Just in time for the summer travel season, two leaders in international aviation and Nordic hospitality are teaming up to offer loyal customers elevated value. Whether flying with SAS or staying at a Scandic hotel, EuroBonus and Scandic Friends members can look forward to greater flexibility, expanded rewards, and exclusive perks across both brands.

As part of the enhancement, EuroBonus members at Silver level and above will receive exclusive discounts on Scandic room rates, a complimentary food and beverage voucher, and added flexibility with early check-in and late check-out. Gold status holders will enjoy additional advantages, including room upgrades and breakfast for two while only paying for one. Diamond members are rewarded with room upgrades and complimentary daily breakfast, even when not staying overnight.

"This reflects our continued dedication to improving the experience for our EuroBonus members by offering benefits that genuinely elevate the travel journey. With more than 8 million members today, we're pleased to add greater value, giving customers more reasons to continue choosing SAS," says Aron Backström, Vice President Product & Loyalty at SAS.

"Our priority is to continuously enhance our partnership, striving to offer our Scandic Friends members more benefits that will create stronger engagement and an even greater willingness to choose Scandic when they're on the go," says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

Starting in June, all members will be able to transfer points easily and quickly between the two programs. One EuroBonus point converts to two Scandic Friends points, and conversely, two Scandic Friends points equal one EuroBonus point. No transaction limits or fees apply.

SAS EuroBonus to Scandic Friends

- EuroBonus Silver = Scandic Friends' Dear Friend
- EuroBonus Gold = Scandic Friends' Loyal Friend
- EuroBonus Diamond = Scandic Friends' True Friend

"It's rewarding to strengthen this collaboration with a company that shares our ambition to continuously reduce emissions and contribute to a more sustainable future. Scandic is the largest Nordic Swan Ecolabeled hotel chain, while SAS operates one of the most fuel-efficient

aircraft fleets in Europe. Through this partnership, we're working together to make lower-impact travel more accessible for our members — without compromising on comfort or experience," says Aron Backström.