



SAS' new "Destination Unknown" adventure sells out rapidly

SAS has once again offered EuroBonus members the opportunity to take part in a special travel experience where the destination remains a mystery until the flight is underway. The coming edition of "Destination Unknown" departs from Copenhagen Airport April 4th. As last time, tickets were made available exclusively for members, solely for points, and sold out in only 4 minutes. This marks the second time SAS has organized this event.

"Travel is about discovery, and "Destination Unknown" is designed to rekindle the excitement of exploring new and unexpected places. There's something magical about stepping onto a plane without knowing where you'll land. It strips away all the usual decisions and planning, allowing travelers to fully immerse themselves in the experience," says Aron Backström, VP Product & Loyalty at SAS.

The concept was first introduced in 2024, when SAS filled an entire aircraft with EuroBonus members on a surprise journey to Athens. The response was overwhelmingly positive, with 96 percent of the participants afterwards saying they would sign up for another trip in the future.

Many travelers highlighted the joy of leaving all planning behind, making it a truly carefree adventure.

Sold out in 4 minutes

Last year's journey brought together participants ranging in age from 19 to 81, traveling from Denmark, Norway, Sweden, Finland, the United Kingdom, and the United States. This year's edition was met with the same enthusiasm and sold out in record time - within only 4 minutes - once again attracting a diverse group of adventurers eager to embrace the unknown.

"One of the most remarkable things about the first "Destination Unknown" trip was seeing how quickly complete strangers formed connections. When you remove all expectations and share an adventure like this, it creates a special bond among travelers. The

excitement, the curiosity, and the sense of being part of something unique made it an unforgettable experience for everyone on board," says Backström.

Participants from last year's trip described the experience as liberating, with many appreciating the chance to travel without the stress of planning. As one traveler put it:

"Spending too much time researching a trip can take away from the joy of exploring something completely new."

Key details of the next Destination Unknown trip:

- *Departure: Copenhagen Airport*
- *Date: April 4th to 7th*