

Executive Club changes at a glance

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Redemption seat availability	Number of redemption seats available varies with no guaranteed minimum	Minimum of 15 percent of seats available for redemption when flight goes on sale	Easier to spend Avios and offers your customers more choice and more destinations
Earning Avios	Amount of Avios earned is calculated using a combination of distance flown and cabin booked	Amount of Avios earned is calculated using a combination of distance flown, cabin AND fare class booked.	Greater rewards for your customers who spend more
Redeeming Avios – introduction of peak and off peak pricing	Number of Avios required to buy a flight varies according to cabin and zone.	Number of Avios required to buy a flight will vary depending on the cabin, the zone AND the time of year.	Your customers can make their Avios go further by opting to travel in quieter periods.
Silver tier bonus	Gold and Silver Members travelling both earn a 100 percent tier bonus on top of their usual accrual	Gold Members continue to earn a 100 percent tier bonus Silver Members earn a 50 percent tier bonus Bronze Members will continue to earn a 25 per cent tier bonus.	Enhances the benefits available to your most valuable customers by creating a greater differentiation between their tier and the Silver level.
Tier bonus bandings	Members earn 50 percent of the standard Tier Points when they travel in our lowest economy fare classes	Members will earn 25 percent of the standard economy Tier Points when they travel in our lowest economy fare classes	Greater rewards for your customers who spend more
Upgrading with Avios	Upgrading with Avios is limited to customers who bought our most flexible fares.	Members will be able to upgrade using Avios on a much wider range of ticket types. This change will apply from late 2015	By the end of the year, there will be more opportunities to upgrade than ever before. Your customers will be able to upgrade using Avios from a greater range of World Traveller and Euro Traveller booking classes, with the exception of the very lowest priced seats.
Domestic connecting flights	Customers connecting on to reward flights from regional UK airports don't pay extra for that domestic connection.	Customers will pay for UK domestic connecting reward flights to and from their final European destination. Connecting reward flights on to long-haul services will continue to be included	This brings the UK in line with the rest of the world.