

Heinemann offers Etihad guest miles

A new cooperative agreement between Heinemann Duty Free and Etihad Guest now allows loyalty programme members at Etihad Airways to earn Etihad Guest Miles against purchases at Heinemann shops and outlets around the world. Etihad Guest members can earn miles at selected Heinemann duty free shops in Europe, as well as at participating shops in Australia, Indonesia, and Singapore. There are also plans in place to extend this cooperation as more sites are established around the world over the coming year. Markus Ettlin, Gebr. Heinemann's Director Marketing, said: "The Premium Airline Etihad Airways is one of the fastest growing airlines today and this collaboration enables us to reach out to new and international customer groups who are now provided with greater flexibility and choice when purchasing duty free goods when they travel." Yasser Al Yousef, Managing Director, Etihad Guest, said: "Etihad Guest prides itself on offering its members one of the most comprehensive travel benefits propositions in the industry. Thanks to its wide product range, our partnership with Heinemann Duty Free provides our members with access to more opportunities to earn Etihad Guest Miles whenever they travel." For more information, click here: <http://www.heinemann-dutyfree.com> and www.etihadguest.com