



## **AIR INDIA FLYING RETURNS MEMBERS CAN NOW EARN REWARD POINTS ON 40+ CRUISE LINES WORLDWIDE**

GURUGRAM/SCOTTSDALE, AZ, AUGUST 13, 2024 — Air India, India's leading global airline, and [Arrivia](#), the world's largest stand-alone travel loyalty provider and a travel technology company, have entered into a partnership for Air India's Flying Returns loyalty programme. The partnership enables Air India Flying Returns members to earn Reward Points on their cruise trips on more than 40 major cruise lines, including Royal Caribbean International, P&O Cruises, Norwegian Cruises, MSC Cruises, Disney Cruises, Celebrity Cruises, Costa & Cunard, among many others, offering over 30,000 itineraries across the world.

Through the partnership, Flying Returns members can earn 5 Reward Points for every ₹100 spent on their cruise fare when booked via: [flyingreturnsicruise.com](https://flyingreturnsicruise.com)

Flying Returns Members will also be able to earn Reward Points on a range of experiences, from ultra-luxurious Caribbean escapes to once-in-a-lifetime Alaskan excursions and increasingly popular river cruises.

"We are committed to making Flying Returns a truly world-class loyalty programme, and this exciting new partnership with *arrivia* International is one of the many ways in which we are reimagining Flying Returns," said **Sunil Suresh, Head of Marketing, Loyalty & E-Commerce at Air India**.

"Flying Returns is no longer just about flights. It's about enriching travel experiences, whether our valued members enjoy those on Air India or anywhere else around the world. We are delighted to present to our members exciting new ways to earn Reward Points beyond the conventional means in our effort to establish Flying Returns as a truly comprehensive loyalty programme."

**John Williams, Managing Director of *arrivia* International**, added: "Cruising is more than just a transaction. Flying Returns members have thousands of sailings to choose from and are serviced by our expert team of knowledgeable and experienced cruise specialists via our global call centres. Our cruise specialists provide a seamless booking process with personalized assistance and expert advice to ensure that every aspect of the journey exceeds expectations."

*Arrivia's* iCruise program that powers Flying Returns is celebrating its 20th anniversary with strong industry relationships, unbeatable rates, and commitment to value. iCruise is ready to help Flying Returns members set sail on their dream vacations offering more than 30,000 worldwide itineraries spanning oceans, rivers, and expeditions. This partnership ensures that members receive the highest quality cruise experiences, while earning valuable rewards.

The cruise industry has shown impressive resilience and growth despite economic challenges. According to the CLIA State of the Industry Report, global passenger volume reached 31.7 million in 2023, a nearly 7% increase from 2019. Projections indicate ocean-going cruise passenger volume will hit 106% of 2019 levels in 2024, with gross bookings soaring over 500% year over year. Passenger volume is forecasted to approach an impressive 40 million by 2027. Air India's Flying Returns program is well positioned to thrive in this robust market.



The cruise industry continues to grow rapidly in India and this partnership ensures that voyages are not only unforgettable but also more rewarding for Flying Returns members.

**About Air India:**

Founded by the legendary JRD Tata, Air India pioneered India’s aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far East, Southeast Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of Vihaan.AI, with an ambition to become a world-class airline with an Indian heart. The first phase of this transformation, the taxi phase, was recently concluded and focused on fixing the basics. These included bringing back to service many long-grounded aircraft, the addition of talent across flying and ground functions, rapid upgradation of technology, and strengthening customer care initiatives, amongst others.

**About arrivia**

For more than 25 years, *arrivia* has powered travel loyalty and rewards programs for some of the world’s most respected cruise, hotel, resort, and financial brands, including American Express®, USAA®, and Marriott Vacation Club® by offering their customers more value through exclusive pricing and personalized options that inspire travel and customer loyalty. *Arrivia*’s travel privileges technology platform provides travel loyalty, booking, and marketing solutions to deliver exceptional customer value and drive growth through exciting travel rewards and member benefits. To learn more about how *arrivia* helps companies drive growth, incentivize sales, boost affinity, and reward high-value customers, visit [www.arrivia.com](http://www.arrivia.com).

**About iCruise:**

iCruise is Arrivia’s direct-to-consumer online discount travel service, dedicated to providing the best cruise deals available. With a focus on customer satisfaction and industry-leading expertise, iCruise continues to be the go-to choice for cruisers worldwide.

Flying Returns powered by iCruise Website: <https://flyingreturnsicruise.com/>

Enquire online: <https://flyingreturnsicruise.com/info/contact/>

**PRESS CONTACTS**

AIR INDIA	arrivia International
Ronit Baugh <a href="mailto:ronit.baugh@airindia.com">ronit.baugh@airindia.com</a>	John Williams <a href="mailto:john.williams@ourvacationcentre.com">john.williams@ourvacationcentre.com</a>