

# Airlines offer reduced fares for Multiply members

Multiply members can now take advantage of special offers including reductions of up to 40% on published fares when flying with South African Airways (SAA) and its codeshare partner, Etihad Airways.



Saray Khumalo

This means that members can fly to over 200 international destinations by reducing their flight costs with special offers made by the airlines. Multiply members who belong to both airlines' own loyalty programmes still enjoy the benefits offered by these programmes when they book their flights.

"We have provided our members with access to special offers on flights through our partnership with low-cost airline, Mango for six years already. Now, by working closely with SAA and its codeshare partner Etihad Airways, we are able to offer our members the opportunity to travel at preferential rates to key destinations around the world," says Saray Khumalo, head of partner management at MMI Wellness and Rewards.

According to a Fast Market Research report of 2014, the number of outbound trips from South Africa is expected to increase substantially over the next few years, as more South Africans are able to travel as disposable incomes increase. The report adds that this is likely to be boosted as consumers find ways to minimise their spending while travelling - with savings on travel costs likely to be top priority in keeping costs under control.

## Value of partnership

Kim Thipe, SAA head of marketing, says that SAA has identified the value of partnering with rewards programmes to encourage consumers to travel. "By working closely with our codeshare partner Etihad Airways, we offer unprecedented access to some of the world's most exciting and intriguing destinations. We are looking forward to welcoming Multiply members on board our flights."

"We are very excited to be working with Momentum Multiply. I am confident this partnership will be beneficial for all parties

involved. We cannot wait to roll it out to travellers from South Africa," said John Friel, Etihad Airways' general manager in South Africa.

Multiply members enjoy a wide range of travel products and services, including local and international flights, car hire, hotel accommodation and travel insurance, with discounts and special offers increasing in value as members move up the programme's membership tiers.

Multiply member's progress through the membership tiers by engaging with the programme and taking care of their physical health and wellness, as well as maintaining or improving their financial wellness.

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