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freddieawards



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Up and
Coming **3**

Who was
Freddie **3**

By the
Numbers **16**

If travel were a sport,
I'd be MVP. #igotthis
#roadwarriors

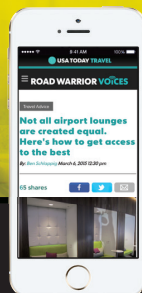


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The winners. The Freddie Awards (also known as the “Freddies”) are the most prestigious consumer-generated awards in the industry and allow travelers around the globe to give voice to their opinions of which frequent flyer and hotel loyalty programs offer the best value. Introduced in 1988, this is the 27th Anniversary of the Freddie Awards.



Who Was Freddie?

Sir Freddie Laker, knighted by Queen Elizabeth II in 1978 for his contribution to commercial aviation and the British economy, was the inspiration for the Freddie Awards. Known for his pioneering marketing ideas within the travel industry, Sir Freddie founded Britain's first all-jet air carrier, Laker Airways Limited. He also founded the “SKYTRAIN” service that revolutionized the airline industry by offering no-reservation, low-cost air service. Mr. Laker passed away February 9, 2006. The Freddie Awards continue to honor his contributions to the industry.

A Note About Voting

Freddie Awards recipients are determined by members of frequent travel programs throughout the world. Members voted online for their favorites in six categories from February 15 to March 31, 2015, in three separate geographical ballots: Americas, Europe / Africa, Middle East / Asia / Oceania.

The award categories include: Program of the Year, Best Promotion, Best Redemption Ability, Best Customer Service, Best Elite Program, Best Loyalty Credit Card

There were nearly 21 million page views (20,933,431) in this year's Freddie Awards. The top 10 cities travelers voted from included New York City, Bogota, Chicago, Los Angeles, Paris, Houston, Sydney, London, Riyadh and Dallas. The top five countries that travelers voted from included the U.S., France, U.K., Australia and Colombia. The countries/territories represented numbered to 239, including 7 voters from North Korea, 22 from Turkmenistan, 1,041 from Iraq and one each from Nauru and Christmas Island.

As in the past, Program of the Year was the most popular category for completed ballots. The top voting day was Monday, March 9, with 320,916 ballots cast that day and the day with the fewest ballots cast was the first day of voting, Sunday, February 15 with 40,952 voters.

Travelers were asked to rank up to three of their favorite programs in each category. This results in an average

ranking (first through third) for each program, normalized to a 10-point scale. In this way, each program is judged by those travelers who have an opinion of its offerings, rather than simply listing the program receiving the most votes. Thus, a program with fewer voters, but the most intense support, can have the best average ranking.

It is also Freddie Awards policy that in order for any program to be considered for a Freddie Award, it must garner at least two percent of the overall votes cast within a particular category to ensure that the number of ballots cast for a program are significant enough to balance any minor bias. And to ensure accuracy and fairness, the votes are carefully audited with a “one ballot, one traveler” mission in mind.

You will notice that after the names of the programs in the following text, we list the ranking numbers and a percentage. The percentage refers to the number of votes that program received in that particular voting category. Since each voter can select up to three programs, the totals will exceed 100 percent. Winners are listed by category according to geographical ballot. If you look closely at the numbers, you'll notice that sometimes the difference between a frequent travel program taking home a Freddie or not can be quite slim. But just like in a horse race, there always has to be a winner, no matter how close the race.

New this year, the Freddie Awards committee has identified several “Up And Coming Program of the Year” candidates—those programs that look to have the momentum to take the Freddie Award for Best Program home in coming years. Up and Coming Program of the Year isn't a ‘committee identified’ award but is based on Program of the Year voting. The winner is the program with the best average score among those ranked by 2% to 10% of the voters in the category (rounded up or down to the eligibility voting percentage). We identify these special honor winners with an asterisk.

Our congratulations to all of the programs that placed well in this 27th Anniversary of the Freddie Awards.

PROGRAM OF THE YEAR

This award recognizes the airline and hotel group that members feel offered the best overall loyalty program.



[Americas]

American AAdvantage

American AAdvantage is the Program of the Year in the Americas for a fourth consecutive year and LifeMiles moved from second to third place to make room for Southwest Rapid Rewards to rise from third last year to second place this year. Can first and second place be any closer? LifeMiles is the Up and Coming Program of the Year in the Americas because of its praiseworthy placement in recent years and its qualification with its 8.6% vote percentage. Virgin America Elevate dropped off the list this year because the program did not garner the 2% of votes needed to be considered for a Freddie Award.

	Rank	% Voters
American Airlines AAdvantage	8.83	40.10%
Southwest Airlines Rapid Rewards	8.82	44.80%
* LifeMiles	8.55	8.60%
Air Canada Aeroplan	8.00	2.10%
Hawaiian Airlines HawaiianMiles	7.29	4.60%
Delta Air Lines SkyMiles	7.10	25.40%
US Airways Dividend Miles	6.60	13.10%
United Airlines MileagePlus	6.55	15.09%
Alaska Airlines Mileage Plan	6.50	6.70%
JetBlue TrueBlue	6.41	9.70%
LAN LANPASS	6.17	4.00%
AirTran A+ Rewards	5.98	4.60%
Spirit Airlines Free Spirit	5.86	2.40%

* **NEW** Up and Coming Program of the Year

Marriott Rewards

Marriott Rewards wins Program of the Year in the Americas for the eighth consecutive year. This is the 16th time through the years that the program has won this honor in the Americas. For the top three programs in this category, all three ranked at 8.34, and the winner was revealed only when we expanded to a third decimal—that's how close this was. As a rather new program, MGM M life placed well in third place and is the Up and Coming Program of the Year in the Americas.

	Rank	% Voters
Marriott Rewards	8.343	49.26%
Choice Privileges	8.341	12.40%
* MGM M life	8.338	7.77%
IHG Rewards Club	7.92	18.19%
Le Club Accorhotels	7.76	2.45%
Hilton HHonors	7.33	38.08%
Starwood Preferred Guest	7.24	14.09%
Hyatt Gold Passport	7.05	18.82%
Caesars Total Rewards	6.97	4.34%
Wyndham Rewards	6.76	11.29%
Best Western Rewards	6.48	11.78%
La Quinta Returns	6.44	5.48%
Club Carlson	6.41	2.68%
Fairmont President's Club	6.20	3.09%
Ritz-Carlton Rewards	6.17	3.67%
Omni Select Guest	5.94	3.01%

* **NEW** Up and Coming Program of the Year

[Europe / Africa]

AIR FRANCE - KLM Flying Blue

It's all about the number three in this category this year. The top three programs mirror the top three last year and Flying Blue takes home a Freddie for Program of the Year Europe / Africa for the third year in a row with an impressive ranking number of 9.22. Aegean Miles&Bonus rose from seventh place last year to fourth place this year and is the Up and Coming Program of the Year in Europe / Africa.

	Rank	% Voters
AIR FRANCE - KLM Flying Blue	9.22	64.35%
Lufthansa Miles & More	7.81	37.08%
SAS EuroBonus	7.11	11.37%
* Aegean Miles&Bonus	6.87	2.43%
Alitalia MilleMiglia	6.83	12.41%
Aeroflot Bonus	6.71	2.82%
TAP Victoria	6.34	2.26%
Turkish Airlines Miles&Smiles	6.29	5.45%
Virgin Atlantic Flying Club	6.16	5.67%
British Airways Executive Club	6.10	23.37%
Iberia Plus	6.04	9.52%
Aer Lingus Gold Circle Club	5.95	2.50%
airberlin topbonus	5.91	7.82%
Flybe Rewards4all	5.88	3.38%
Finnair Plus	5.80	14.69%
Norwegian Air Shuttle Norwegian Reward	5.73	3.85%
South African Airways Voyager	5.51	4.03%

* **NEW** Up and Coming Program of the Year

[Middle East/Asia/Oceania]

Virgin Australia Velocity

This is the third year in a row that Virgin Australia Velocity has won a Freddie for Program of the Year. Saudia makes its debut in the #2 spot with El AL Matmid Club in the #3 spot and both are recipients of our inaugural Up and Coming Program of the Year honors in this region. The El Al program has ranked well in the past but has not been able to muster up the 2% of votes so this year marks more of their members voting in the Freddies.

	Rank	% Voters
Virgin Australia Velocity	8.82	17.21%
* Saudia Alfursan	8.54	10.25%
* EL AL Matmid Club	8.47	4.61%
Jet Airways JetPrivilege	8.32	13.96%
Etihad Guest	8.23	39.68%
All Nippon Airways Mileage Club	7.46	4.29%
JAL Mileage Bank	7.16	2.56%
Emirates Skywards	7.13	41.96%
Qatar Airways Privilege Club	6.99	24.86%
Cathay Pacific Asia Miles	6.89	6.00%
Qantas Frequent Flyer	6.75	12.11%
Singapore Airlines KrisFlyer	6.37	11.84%
Korean Air SKYPASS	6.29	2.57%
Air New Zealand Airpoints	6.15	2.77%
Air India Flying Returns	5.94	5.71%
China Airlines Dynasty Flyer	5.87	2.07%
Thai Airways Royal Orchid Plus	5.72	9.72%
Gulf Air Falconflyer	5.06	3.23%

* **NEW** Up and Coming Program of the Year

Le Club Accorhotels

Le Club Accorhotels and IHG Rewards Club switched places for the second year in a row. Last year, IHG Rewards came up on top, and this year, Le Club Accorhotels reclaimed the top spot since its win in this category in 2013. Club Carlson went from sixth last year to third place this year, knocking Starwood Preferred Guest from its third-place spot. Another impressive move up came from Wyndham Rewards, from 14th place last year to eighth place this year, earning the distinction as an Up and Coming Program of the Year.

	Rank	% Voters
Le Club Accorhotels	8.82	44.75%
IHG Rewards Club	7.93	15.25%
Club Carlson	7.65	11.54%
Starwood Preferred Guest	7.26	12.26%
Marriott Rewards	7.05	29.72%
Hilton HHonors	6.95	29.84%
Hyatt Gold Passport	6.84	18.70%
* Wyndham Rewards	6.68	3.37%
Best Western Rewards	6.63	20.73%
Meliá MeliáRewards	6.55	5.69%
Fairmont President's Club	6.52	4.91%
Leading Hotels of the World Leaders Club	6.40	3.42%
NH Hotels Rewards	6.39	30.65%
Ritz-Carlton Rewards	6.33	6.88%
Silken Club	5.93	4.98%

* **NEW** Up and Coming Program of the Year

Le Club Accorhotels

Le Club Accorhotels receives a second Program of the Year honor this year. Last year's winner, Hyatt Gold Passport, fell to sixth place this year, but interestingly, the program's rank number did not change drastically—it was 7.72 with its win last year and 7.35 this year. Our Up and Coming Program of the Year in Middle East / Asia / Oceania is Best Western Rewards after its impressive rise to third place this year from ninth place last year and 10th place in 2013.

	Rank	% Voters
Le Club Accorhotels	8.11	21.39%
IHG Rewards Club	8.06	21.37%
* Best Western Rewards	8.06	8.02%
Club ITC	7.99	4.25%
TAJ InnerCircle	7.87	14.40%
Hyatt Gold Passport	7.35	32.88%
Starwood Preferred Guest	7.22	20.30%
Marriott Rewards	7.09	33.68%
Hilton HHonors	6.84	27.74%
Fairmont President's Club	6.82	7.77%
Shangri-La Golden Circle	6.64	7.62%
Club Carlson	6.62	5.29%
Wyndham Rewards	6.50	3.94%
Ritz-Carlton Rewards	6.46	22.84%
Leading Hotels of the World Leaders Club	6.18	2.22%

* **NEW** Up and Coming Program of the Year

BEST PROMOTION [Americas]

Airlines and hotel groups offer a variety of special redemption and bonus earning opportunities to their loyalty program members throughout the year. This award recognizes the promotion that members feel was most valuable.



LifeMiles

LifeMiles gets the Freddie for Best Promotion in the Americas for the second year in a row. A Cyber Monday Miles Purchase promotion proved very popular with members—for every 1,000 miles bought, LifeMiles awarded an additional 100% bonus miles, plus an extra 25% more miles for purchases on Cyber Monday.

	Rank	% Voters
LifeMiles	9.17	9.50%
Cyber Monday Miles Purchase: 2x1 Miles + 25% Bonus		
Southwest Airlines Rapid Rewards	8.91	50.63%
AirTran Integration Campaign		
American Airlines AAdvantage	8.24	43.50%
Boost or Renew Your AAdvantage Elite Status		
Air Canada Aeroplan	7.93	2.93%
Air Canada Earn Your Wings		
Delta Air Lines SkyMiles	6.96	30.78%
Delta SkyMiles Medallion Elite Status Match with Hertz Gold Plus Rewards		
Alaska Airlines Mileage Plan	6.67	8.89%
Double Elite-qualifying Miles		
United Airlines MileagePlus	6.44	19.65%
MileagePlus Award Adventure Game		
US Airways Dividend Miles	6.43	17.92%
100% Bonus on Purchased Miles		
Virgin America Elevate	6.41	3.19%
Feel the Earn		

Choice Privileges

Choice Privileges comes in first place this year in the Best Promotion category. The program won with the "Two Stays Pays: Take Two Separate Trips, Earn a \$50 Gift Card" promotion. Two stays between May 22 and August 20, 2014, earned registered members 8,000 Choice Privileges points, enough to redeem for a \$50 gift card.

	Rank	% Voters
Choice Privileges	8.19	13.48%
Two Stays Pays: Take Two Separate Trips, Earn a \$50 Gift Card		
MGM M life	8.11	8.96%
Holiday Gift Shoppe		
Marriott Rewards	8.06	52.62%
Marriott Rewards MegaBonus		
IHG Rewards Club	7.94	19.20%
Into the Nights		
Le Club Accorhotels	7.71	2.81%
Receive Up to 160€ in Points		
Hilton HHonors	7.37	40.53%
Double Up		
Starwood Preferred Guest	7.22	14.95%
Bring on the Nights		
Hyatt Gold Passport	6.82	20.64%
Free Nights or Bonus Points - Which Did You Choose?		
Wyndham Rewards	6.67	13.11%
Unpack Your Bonus Promotion		
Best Western Rewards	6.66	14.88%
Travel Hero		
Club Carlson	6.45	3.09%
Download. Book. Earn.		
Ritz-Carlton Rewards	6.19	4.77%
Elite Status Accelerated		

[Europe / Africa]

AIR FRANCE - KLM Flying Blue

Flying Blue wins Best Promotion Europe / Africa for the third year in a row. The Promo Awards allow Flying Blue members to save 50% on award miles and to enjoy new monthly offers, more availability and earlier booking dates.

	Rank	% Voters
AIR FRANCE - KLM Flying Blue	9.12	69.16%
Promo Awards		
airBaltic PINS	7.61	2.66%
PINS Launch in Finland		
Lufthansa Miles & More	7.52	44.50%
Xmas Shaker – "Take it or shake it"		
SAS EuroBonus	6.69	17.10%
SAS EuroBonus Bonus Challenge		
Alitalia MilleMiglia	6.58	18.49%
Upgrade Onboard with Miles		
Virgin Atlantic Flying Club	6.18	11.87%
25% Off Economy Awards		
Turkish Airlines Miles&Smiles	6.14	9.75%
Double New Year Celebration		
Iberia Plus	6.07	16.02%
50% Off Award Sale		
airberlin topbonus	5.91	12.45%
Ten Years of topbonus – Collect Ten-fold		
Miles with the airberlin Credit Card		

Le Club Accorhotels

The winning promotion for Accorhotels was "Receive Up to 160€ in Points" promotion. Between September 16 and December 31, 2014, the more members stayed the more they were rewarded. They were given the opportunity to earn up to 160€ in points to be used on their next stay by staying three times in any hotel of the network.

	Rank	% Voters
Le Club Accorhotels	8.75	46.63%
Receive Up to 160€ in Points		
IHG Rewards Club	7.87	16.73%
Into the Nights		
Club Carlson	7.40	12.76%
Download. Book. Earn.		
Starwood Preferred Guest	7.27	13.23%
Bring on the Nights		
Hilton HHonors	6.98	32.60%
Double Up		
Marriott Rewards	6.93	33.47%
Marriott Rewards MegaBonus		
Best Western Rewards	6.83	24.40%
Happiness Is ...		
Hyatt Gold Passport	6.70	21.74%
Free Nights or Bonus Points – Which Did You Choose?		
Ritz-Carlton Rewards	6.27	8.54%
Elite Status Accelerated		
Wyndham Rewards	6.22	4.77%
Unpack Your Bonus Promotion		
Choice Privileges	5.93	3.28%
Two Stays Pays: Take Two Separate Trips, Earn a \$50 Gift Card		
Voila Hotel Rewards	5.93	2.01%
Rewards for Roaming		

[Middle East/Asia/Oceania]

EL AL Matmid Club

EL AL offered members economy award tickets at up to 75% off the usual number of points on most routes, with further special deals for co-brand credit card holders.

	Rank	% Voters
EL AL Matmid Club	8.95	4.23%
Hot Winter Deal		
Virgin Australia Velocity	8.25	20.69%
#WinRichardsPoints		
Etihad Guest	7.91	45.56%
Points Exchange Promotion with American Express		
Membership Rewards		
Jet Airways JetPrivilege	7.84	18.45%
New Member Promotion		
Emirates Skywards	7.48	42.10%
FIFA World Cup Final Skywards Promotion		
JAL Mileage Bank	7.39	4.98%
Premium Economy Upgrade Promotion		
Qatar Airways Privilege Club	7.25	34.79%
Double Qmiles Flying oneworld Partners		
Qantas Frequent Flyer	6.56	15.65%
Qantas Points Quest and The Qantas Online Mall		
Singapore Airlines KrisFlyer	6.54	13.02%
50% Off Redemption Rates for Select SilkAir Destinations		
Thai Airways Royal Orchid Plus	5.90	11.93%
Save and Go		

Le Club Accorhotels

Members of hotel programs in Middle East / Asia / Oceania have singled out Le Club Accorhotels for the program's "Receive Up to 160€ in Points" promotion.

	Rank	% Voters
Le Club Accorhotels	8.09	23.08%
Receive Up to 160€ in Points		
IHG Rewards Club	8.07	22.14%
Into the Nights		
Club ITC	7.81	4.96%
The Luxury of Choice		
TAJ InnerCircle	7.76	70.70%
Member Win Back Campaign		
Hyatt Gold Passport	7.24	34.05%
Free Nights or Bonus Points – Which Did You Choose?		
Starwood Preferred Guest	7.23	20.58%
Bring on the Nights		
Marriott Rewards	7.06	35.57%
Marriott Rewards MegaBonus		
Hilton HHonors	6.90	29.82%
Double Up		
Shangri-La Golden Circle	6.73	8.77%
Instant Dining Awards		
Best Western Rewards	6.72	11.06%
Hotel Types		
Club Carlson	6.66	6.20%
Download. Book. Earn.		
Wyndham Rewards	6.42	4.59%
Unpack Your Bonus Promotion		
Ritz-Carlton Rewards	6.34	8.82%
Elite Status Accelerated		
Choice Privileges	6.25	2.08%
Two Stays Pays: Take Two Separate Trips, Earn a \$50 Gift Card		

BEST REDEMPTION ABILITY [Americas]

Redeeming miles or points can sometimes be a challenge. This award recognizes the airline and hotel loyalty program that makes awards easily available, makes the redemption process smooth and provides the greatest value for members.



Southwest Airlines Rapid Rewards

Rapid Rewards lives up to its name and claims a Freddie Award for Best Redemption Ability, taking the title from LifeMiles, last year's winner and this year's second place airline program in the Americas. American and Air Canada swap places from last year with AAdvantage moving into the number three spot.

	Rank	% Voters
Southwest Airlines Rapid Rewards	8.96	47.92%
LifeMiles	8.90	8.44%
American Airlines AAdvantage	8.36	39.92%
Air Canada Aeroplan	7.91	2.24%
Hawaiian Airlines HawaiianMiles	7.42	4.52%
Delta Air Lines SkyMiles	7.04	24.94%
United Airlines MileagePlus	6.62	16.72%
Alaska Airlines Mileage Plan	6.60	6.76%
US Airways Dividend Miles	6.52	13.14%
JetBlue TrueBlue	6.45	8.64%
LAN LANPASS	6.27	3.87%
AirTran A+ Rewards	6.21	4.80%
Spirit Airlines Free Spirit	5.92	2.19%

Starwood Preferred Guest

Starwood Preferred Guest members say they have the Best Redemption Ability of any hotel program in the Americas. Marriott Rewards won this category for the last three consecutive years but falls to third place this year.

	Rank	% Voters
Starwood Preferred Guest	8.18	13.76%
Choice Privileges	8.15	12.93%
Marriott Rewards	8.15	49.00%
IHG Rewards Club	8.03	18.84%
Le Club Accorhotels	7.74	2.35%
MGM M life	7.67	8.15%
Hilton HHonors	7.35	36.92%
Caesars Total Rewards	7.20	4.47%
Hyatt Gold Passport	6.93	18.13%
Wyndham Rewards	6.73	10.85%
La Quinta Returns	6.67	5.50%
Best Western Rewards	6.64	12.97%
Club Carlson	6.52	2.89%
Ritz-Carlton Rewards	6.09	3.29%
Omni Select Guest	5.93	2.56%

[Europe / Africa]

AIR FRANCE - KLM Flying Blue

AIR FRANCE - KLM Flying Blue wins a Best Redemption Ability Freddie in Europe / Africa for the third year in a row and the top three programs mirror the top three programs from last year:

	Rank	% Voters
AIR FRANCE - KLM Flying Blue	9.06	69.05%
Lufthansa Miles & More	7.91	39.00%
SAS EuroBonus	7.18	12.24%
Aeroflot Bonus	6.85	3.09%
Alitalia MilleMiglia	6.80	14.28%
Aegean Miles&Bonus	6.78	3.04%
TAP Victoria	6.69	2.27%
Turkish Airlines Miles&Smiles	6.38	5.86%
British Airways Executive Club	6.28	24.28%
Virgin Atlantic Flying Club	6.26	6.50%
Iberia Plus	6.13	10.62%
Norwegian Air Shuttle Norwegian Reward	6.03	3.90%
airberlin topbonus	6.02	9.04%
Flybe Rewards4all	5.92	3.48%
Finnair Plus	5.92	17.90%
Aer Lingus Gold Circle Club	5.80	2.54%
South African Airways Voyager	5.72	3.78%

[Middle East/Asia/Oceania]

Virgin Australia Velocity

This is the third Best Redemption Ability Freddie Award win for Virgin Australia Velocity in the last three consecutive years. Saudia and EL AL round out the top three for the first time, pushing last year's second place finisher, Jet Airways JetPrivilege, to fourth place this year.

	Rank	% Voters
Virgin Australia Velocity	8.71	18.34%
Saudia Alfursan	8.64	7.72%
EL AL Matmid Club	8.60	3.94%
Jet Airways JetPrivilege	8.31	14.10%
Etihad Guest	8.10	39.75%
All Nippon Airways Mileage Club	7.53	4.48%
JAL Mileage Bank	7.34	2.69%
Cathay Pacific Asia Miles	7.19	6.53%
Emirates Skywards	7.19	41.44%
Gantas Frequent Flyer	7.01	13.13%
Qatar Airways Privilege Club	6.99	24.38%
Air New Zealand Airpoints	6.45	3.23%
Singapore Airlines KrisFlyer	6.40	11.33%
Egyptair Plus	6.31	2.08%
Korean Air SKYPASS	6.27	2.39%
Air India Flying Returns	6.22	6.41%
China Airlines Dynasty Flyer	6.09	2.07%
Thai Airways Royal Orchid Plus	5.88	9.44%
Gulf Air Falconflyer	5.48	3.67%

IHG Rewards Club

IHG Rewards Club wins in this category for the second year in a row. The program also won a Freddie Award in this category in 2011.

	Rank	% Voters
IHG Rewards Club	8.38	16.64%
Le Club Accorhotels	8.37	47.03%
Club Carlson	7.54	12.27%
Starwood Preferred Guest	7.31	92.31%
Marriott Rewards	7.00	30.42%
Hilton HHonors	6.96	30.01%
Best Western Rewards	6.82	22.61%
Hyatt Gold Passport	6.67	19.28%
Meliá MeliáRewards	6.61	5.67%
NH Hotels Rewards	6.40	6.80%
Preferred Hotels iPrefer	6.38	9.76%
Leading Hotels of the World Leaders Club	6.34	3.57%
Wyndham Rewards	6.28	4.14%
Ritz-Carlton Rewards	6.27	6.54%
Choice Privileges	6.25	2.40%

Starwood Preferred Guest

Starwood Preferred Guest repeats its win in the Best Redemption Ability category in Middle East / Asia / Oceania for the second consecutive year. Hyatt Gold Passport has seen a slide down from first place in 2013, to fourth place in 2014, to sixth place this year:

	Rank	% Voters
Starwood Preferred Guest	8.04	20.48%
IHG Rewards Club	8.02	22.27%
Le Club Accorhotels	8.01	21.72%
Club ITC	7.97	4.99%
TAJ InnerCircle	7.75	14.22%
Hyatt Gold Passport	7.25	32.42%
Marriott Rewards	7.06	33.84%
Shangri-La Golden Circle	6.89	31.99%
Hilton HHonors	6.85	28.76%
Club Carlson	6.76	6.15%
Best Western Rewards	6.75	10.81%
Wyndham Rewards	6.37	4.47%
Ritz-Carlton Rewards	6.24	7.57%
Leading Hotels of the World Leaders Club	6.22	2.38%

BEST CUSTOMER SERVICE

This award recognizes the airline and hotel program with the most helpful customer service agents and policies, the ones that offer the best interactions to help give you a good experience and to get you back on track when things go wrong.



[Americas]

Southwest Airlines Rapid Rewards

Southwest Rapid Rewards wins a Freddie Award in the Americas for their Customer Service for the third year in a row, and for the second year in a row, the ranking number is nine or above. LifeMiles, placing second, also received a ranking number above nine and we had to extend to three digits to determine the winner.

	Rank	% Voters
Southwest Airlines Rapid Rewards	9.025	47.68%
LifeMiles	9.016	8.63%
American Airlines AAdvantage	8.19	37.48%
Air Canada Aeroplan	7.65	2.02%
Hawaiian Airlines HawaiianMiles	7.37	5.66%
Delta Air Lines SkyMiles	7.15	25.59%
Virgin America Elevate	7.07	2.23%
JetBlue TrueBlue	6.73	10.60%
Alaska Airlines Mileage Plan	6.71	8.02%
LAN LANPASS	6.57	4.34%
US Airways Dividend Miles	6.41	12.48%
United Airlines MileagePlus	6.41	14.60%
AirTran A+ Rewards	6.09	4.84%

MGM M life

This is the first Freddie Award win for MGM M life in any category. Marriott Rewards falls to third place this year after winning the Freddie Award in this category for eight consecutive years. Choice Privileges holds at second place this year and last.

	Rank	% Voters
MGM M life	8.44	7.91%
Choice Privileges	8.15	11.36%
Marriott Rewards	8.09	49.03%
IHG Rewards Club	7.88	17.70%
Le Club Accorhotels	7.71	2.44%
Hilton HHonors	7.34	37.29%
Starwood Preferred Guest	7.30	13.83%
Caesars Total Rewards	7.03	4.27%
Ritz-Carlton Rewards	7.02	6.35%
Hyatt Gold Passport	7.01	19.42%
Fairmont President's Club	6.76	4.47%
Wyndham Rewards	6.68	11.00%
Best Western Rewards	6.50	12.17%
La Quinta Returns	6.47	5.30%
Club Carlson	6.44	2.75%
Omni Select Guest	6.22	3.80%

[Europe / Africa]

Lufthansa Miles & More

Miles & More wins a Freddie Award for Best Customer Service in Europe / Africa. The program last won in this category in 2012. Last year's winner, SAS EuroBonus, fell to third place this year. Virgin Atlantic Flying Club fell to ninth place compared to third place last year while British Airways Executive Club fell from seventh place to 10th.

	Rank	% Voters
Lufthansa Miles & More	8.45	33.24%
AIR FRANCE - KLM Flying Blue	8.45	77.40%
SAS EuroBonus	7.09	14.26%
Aegean Miles&Bonus	6.87	3.10%
Aeroflot Bonus	6.82	3.44%
Turkish Airlines Miles & Smiles	6.74	6.65%
Alitalia MilleMiglia	6.74	14.79%
TAP Victoria	6.69	2.47%
Virgin Atlantic Flying Club	6.56	7.38%
British Airways Executive Club	6.39	28.22%
Aer Lingus Gold Circle Club	6.05	3.15%
Finnair Plus	6.00	21.44%
Iberia Plus	5.95	10.40%
airberlin topbonus	5.92	9.32%
Norwegian Air Shuttle Norwegian Reward	5.88	4.34%
Ethiopian ShebaMiles	5.83	2.38%
South African Airways Voyager	5.81	4.75%
Flybe Rewards4all	5.80	3.52%

[Middle East/Asia/Oceania]

Virgin Australia Velocity

Virgin Australia Velocity wins again for Best Customer Service after making its debut in this category last year. Etihad Guest made the trek from fifth place last year to second place this year.

	Rank	% Voters
Virgin Australia Velocity	8.48	17.48%
Etihad Guest	7.99	39.88%
EL AL Matmid Club	7.98	3.93%
Saudia Alfursan	7.98	9.43%
Jet Airways JetPrivilege	7.98	12.87%
All Nippon Airways Mileage Club	7.46	4.62%
Emirates Skywards	7.40	44.15%
JAL Mileage Bank	7.19	2.87%
Qatar Airways Privilege Club	7.03	25.92%
Cathay Pacific Asia Miles	6.88	5.65%
Singapore Airlines KrisFlyer	6.88	13.76%
Qantas Frequent Flyer	6.60	11.66%
Air New Zealand Airpoints	6.56	3.34%
Korean Air SKYPASS	6.33	2.71%
Air India Flying Returns	6.05	4.98%
China Airlines Dynasty Flyer	5.97	2.03%
Thai Airways Royal Orchid Plus	5.94	11.52%
Gulf Air Falconflyer	5.27	3.37%

Starwood Preferred Guest

Starwood Preferred Guest takes home the Freddie Award for Best Customer Service in Europe / Africa for the first time since 2012. For the last two years, IHG Rewards Club won in this category but the program fell to third place this year.

	Rank	% Voters
Starwood Preferred Guest	8.07	11.83%
Le Club Accorhotels	8.06	46.36%
IHG Rewards Club	7.91	15.42%
Club Carlson	7.56	12.02%
Hilton HHonors	7.02	31.19%
Marriott Rewards	7.01	30.73%
Hyatt Gold Passport	6.89	20.84%
Fairmont President's Club	6.85	5.84%
Leading Hotels of the World Leaders Club	6.74	4.11%
Ritz-Carlton Rewards	6.67	8.73%
Meliá MeliáRewards	6.63	5.71%
Best Western Rewards	6.62	20.62%
NH Hotels Rewards	6.49	25.75%
Wyndham Rewards	6.30	3.94%
Silken Club	6.21	5.19%
Choice Privileges	6.15	2.04%
Voilà Hotel Rewards	6.12	91.67%

IHG Rewards Club

IHG Rewards Club, last year's second place program has earned a Best Customer Service Freddie Award in Middle East / Asia/ Oceania this year. Le Club Accorhotels rose from seventh last year to third place this year and Club ITC rose all the way to second place from fourth place last year.

	Rank	% Voters
IHG Rewards Club	8.06	21.10%
Club ITC	7.96	4.86%
Le Club Accorhotels	7.92	21.21%
TAJ InnerCircle	7.91	15.39%
Hyatt Gold Passport	7.25	33.52%
Starwood Preferred Guest	7.20	19.88%
Shangri-La Golden Circle	7.06	9.62%
Marriott Rewards	7.02	33.38%
Fairmont President's Club	6.84	8.02%
Hilton HHonors	6.82	28.48%
Best Western Rewards	6.67	9.63%
Ritz-Carlton Rewards	6.64	23.75%
Club Carlson	6.57	5.73%
Wyndham Rewards	6.412	4.20%
Leading Hotels of the World Leaders Club	6.407	2.40%

BEST ELITE PROGRAM

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Airline and hotel loyalty programs offer special amenities to their most loyal customers. This award recognizes the program that has provided the best overall benefit package to their members—the entire elite program, not specific levels.



[Americas]

American AAdvantage

American AAdvantage wins Best Elite Program in the Americas for the fourth consecutive year, just squeezing past Southwest Rapid Rewards for the second year in a row. Delta and United traded places this year with Delta coming in sixth this year (from seventh last year) and United coming in seventh this year (from sixth last year).

	Rank	% Voters
American Airlines AAdvantage	8.65	41.66%
Southwest Airlines Rapid Rewards	8.64	41.59%
LifeMiles	8.60	8.29%
Air Canada Aeroplan	8.42	2.59%
Hawaiian Airlines HawaiianMiles	7.37	5.07%
Delta Air Lines SkyMiles	7.26	28.10%
United Airlines MileagePlus	6.80	18.15%
Virgin America Elevate	6.72	2.22%
Aeromexico Club Premier	6.70	2.07%
US Airways Dividend Miles	6.64	14.16%
Alaska Airlines Mileage Plan	6.61	7.38%
JetBlue TrueBlue	6.31	8.70%
LAN LANPASS	6.22	4.48%
AirTran A+ Rewards	6.17	4.65%

Hyatt Gold Passport

Hyatt Gold Passport wins the Best Elite Program category in the Americas for the third consecutive year. Choice Privileges finishes second, up from that program's third place finish last year, and MGM M life makes its debut at third place in front of Marriott Rewards, which finished in fourth place this year compared to last year's second place finish.

	Rank	% Voters
Hyatt Gold Passport	8.01	19.10%
Choice Privileges	8.01	10.40%
MGM M life	7.99	8.13%
Marriott Rewards	7.98	48.47%
IHG Rewards Club	7.96	17.26%
Le Club Accorhotels	7.80	2.47%
Starwood Preferred Guest	7.41	14.14%
Hilton HHonors	7.39	37.28%
Caesars Total Rewards	7.10	4.44%
Wyndham Rewards	6.65	10.11%
Fairmont President's Club	6.59	3.82%
Ritz-Carlton Rewards	6.57	5.06%
Best Western Rewards	6.49	11.02%
Club Carlson	6.45	2.69%
La Quinta Returns	6.44	4.75%
Omni Select Guest	6.13	3.30%

[Europe / Africa]

AIR FRANCE - KLM Flying Blue

AIR FRANCE - KLM Flying Blue and Lufthansa Miles & More traded places this year with Flying Blue winning the Freddie Award for Best Elite Program. AIR FRANCE - KLM Flying Blue last won the Freddie Award in this category in 2013. SAS Eurobonus still commands respect in this category throughout all of Europe by edging up another spot to third place.

	Rank	% Voters
AIR FRANCE - KLM Flying Blue	9.08	66.86%
Lufthansa Miles & More	7.80	119.11%
SAS EuroBonus	7.11	13.20%
Aegean Miles&Bonus	6.88	3.06%
Alitalia MilleMiglia	6.76	13.34%
Aeroflot Bonus	6.74	3.00%
TAP Victoria	6.55	2.37%
Turkish Airlines Miles&Smiles	6.49	6.42%
Virgin Atlantic Flying Club	6.27	6.93%
British Airways Executive Club	6.26	24.73%
Iberia Plus	5.92	9.85%
airberlin topbonus	5.87	8.15%
Aer Lingus Gold Circle Club	5.81	2.28%
Finnair Plus	5.79	16.18%
Flybe Rewards4all	5.63	3.06%
South African Airways Voyager	5.53	76.18%

[Middle East/Asia/Oceania]

Etihad Guest

Etihad Guest claims the Best Elite Program Freddie this year, taking the title from Virgin Australia Velocity, which won in this category for the last two years. Etihad Guest is not a stranger to winning this Freddie however, having won in the past—most recently in 2012.

	Rank	% Voters
Etihad Guest	8.38	41.89%
Virgin Australia Velocity	8.37	14.91%
EL AL Matmid Club	8.35	4.26%
Jet Airways JetPrivilege	8.01	12.19%
Saudia Alfursan	7.93	11.09%
All Nippon Airways Mileage Club	7.49	4.33%
Emirates Skywards	7.33	42.94%
JAL Mileage Bank	7.28	2.94%
Qatar Airways Privilege Club	6.96	25.04%
Qantas Frequent Flyer	6.88	11.02%
Cathay Pacific Asia Miles	6.87	8.03%
Singapore Airlines KrisFlyer	6.61	11.92%
Air New Zealand Airpoints	6.43	2.65%
Korean Air SKYPASS	6.35	2.34%
Air India Flying Returns	6.17	5.15%
Thai Airways Royal Orchid Plus	5.76	9.42%
Gulf Air Falconflyer	5.20	3.52%

Starwood Preferred Guest

Starwood Preferred Guest wins Best Elite Program in Europe / Africa for the fourth consecutive year. IHG Rewards Club and Le Club Accorhotels switched places this year with Le Club Accorhotels edging out IHG Rewards Club to gain second place. Marriott Rewards fell from fourth to sixth place.

	Rank	% Voters
Starwood Preferred Guest	8.33	14.18%
Le Club Accorhotels	8.22	47.52%
IHG Rewards Club	7.96	15.10%
Club Carlson	7.49	11.90%
Hilton HHonors	7.04	30.67%
Marriott Rewards	6.98	29.47%
Hyatt Gold Passport	6.78	19.46%
Fairmont President's Club	6.68	5.21%
Best Western Rewards	6.64	20.07%
Meliá MeliáRewards	6.63	5.13%
Leading Hotels of the World Leaders Club	6.49	3.94%
Ritz-Carlton Rewards	6.42	7.25%
NH Hotels Rewards	6.32	6.38%
Choice Privileges	6.26	2.07%
Wyndham Rewards	6.22	3.69%
Preferred Hotels iPrefer	6.21	8.54%
Steigenberger Award World	6.08	7.59%

Hyatt Gold Passport

Hyatt Gold Passport wins Best Elite Program in Middle East / Asia / Oceania for the sixth consecutive year. Club ITC is in second place for the second consecutive year with a very close ranking number—very, very close—8.062 for Hyatt Gold Passport and 8.061 for Club ITC. Starwood fell from third place last year to sixth place this year.

	Rank	% Voters
Hyatt Gold Passport	8.062	28.41%
Club ITC	8.061	4.69%
IHG Rewards Club	8.04	21.12%
Le Club Accorhotels	8.00	20.14%
TAJ InnerCircle	7.81	14.40%
Starwood Preferred Guest	7.25	20.12%
Marriott Rewards	7.03	32.57%
Shangri-La Golden Circle	6.96	9.09%
Hilton HHonors	6.91	28.46%
Fairmont President's Club	6.77	7.58%
Club Carlson	6.66	5.47%
Best Western Rewards	6.63	9.02%
Choice Privileges	6.54	1.62%
Ritz-Carlton Rewards	6.51	8.41%
Leading Hotels of the World Leaders Club	6.41	2.52%
Wyndham Rewards	6.35	4.09%
Preferred Hotels iPrefer	6.34	2.99%

BEST LOYALTY CREDIT CARD

Most programs offer points and other benefits from the use of mileage or points earning credit cards. This award recognizes the credit card that members feel offers the most value.



[Americas]

Southwest Airlines Rapid Rewards Premier Card

This the third consecutive year that the Southwest Airlines Rapid Rewards Credit Card has won Best Loyalty Credit Card for the Americas. Citi AAdvantage placed second for the third consecutive year while Choice Privileges slid from third last year to fifth this year.

	Rank	% Voters
Southwest Airlines Rapid Rewards Premier Card	8.92	27.04%
Citi AAdvantage Card	8.55	23.34%
Hawaiian Airlines World Elite MasterCard	8.47	3.13%
LifeMiles Citi Visa Infinite	8.44	5.53%
Choice Privileges Visa Signature	8.38	4.64%
IHG Reward Club Select Credit Card	8.09	6.38%
Marriott Rewards Visa	8.02	15.87%
Delta SkyMiles American Express	7.78	13.96%
American Express Membership Rewards	7.72	15.59%
Starwood Preferred Guest Credit Card from American Express	7.61	4.35%
US Airways Dividend Miles MasterCard	7.60	5.99%
Wyndham Rewards Visa Card	7.40	2.25%
Alaska Airlines Visa Signature	7.21	3.06%
Hyatt Credit Card	7.19	3.89%
Diners Club Club Rewards	7.18	2.81%
Chase Sapphire Preferred Card	7.18	8.38%
LANPASS Visa Signature Card	7.14	2.26%
United MileagePlus Explorer Card	7.03	8.63%
Citi ThankYou Rewards	7.00	6.47%
JetBlue Card from American Express	6.56	2.04%
Citi Hilton Hhonors Reserve Card	6.53	5.21%
Best Western Rewards MasterCard	6.43	2.89%

[Europe / Africa]

Flying Blue American Express Card

Flying Blue American Express Card wins a Freddie Award for Best Loyalty Credit Card in Europe / Africa for the third consecutive year and is one of the few programs to earn a 9 ranking number. The program ranked 9.03 last year and 9.00 this year. Lufthansa Miles & More Credit Card is making a march upward having placed fourth in 2013, third in 2014 and second this year.

	Rank	% Voters
AIR FRANCE KLM American Express Card	9.00	67.58%
Lufthansa Miles & More Credit Card	8.18	32.24%
American Express Membership Rewards	7.68	24.95%
IHG Rewards Club Premium Visa	7.44	5.82%
SAS EuroBonus American Express Elite Card	7.42	9.14%
airBaltic Payment Card	7.32	2.73%
Alitalia MilleMiglia	7.30	11.14%
American Express Credit Card		
Aegean Bonus Visa	7.20	2.64%
Diners Club Club Rewards	6.96	16.34%
Czech Airlines OK Plus Citibank MasterCard	6.91	5.55%
TAP Victoria Platinum American Express	6.81	2.10%
Aeroflot American Express Card	6.79	3.47%
Iberia Plus Sento Card	6.79	4.38%
UIA Alfa SKYPASS Credit Card	6.74	2.26%
Turkish Airlines Miles&Smiles Credit Card	6.66	3.28%
by GarantiBank		
airberlin topbonus Visa Card	6.64	9.12%
Finnair Plus Visa	6.62	5.70%
Marriott Rewards Visa	6.40	9.18%
British Airways Executive Club	6.37	17.46%
American Express Card		
Meliá MeliáRewards American Express	6.30	2.13%
Virgin Atlantic Flying Club	6.23	3.83%
MBNA Credit Cards		
Starwood Preferred Guest Credit Card	6.20	3.06%
from American Express		
Hilton HHonors Credit Card from UniCredit	6.10	7.81%

[Middle East/Asia/Oceania]

ADCB Etihad Guest Card

Etihad Guest wins Best Credit Card in Middle East / Asia / Oceania for the second consecutive year. The program also won for Best Credit Card in the 2012 Freddie Awards. Virgin Australia and Jet Airways placed second and third respectively for the second consecutive year.

	Rank	% Voters
ADCB Etihad Guest Above Card	8.58	27.79%
Virgin Australia Velocity Global Wallet	8.54	16.73%
Jet Airways JetPrivilege	8.36	12.76%
HDfC Bank Credit Card		
FLY CARD by EL AL	8.33	4.91%
American Express Membership Rewards	8.16	30.24%
Qatar Airways QNB MasterCard	7.50	13.37%
JAL Mileage Bank JALCARD	7.47	3.95%
ANA Mileage Club Suica Card	7.43	4.90%
Emirates Skywards Credit Card Account	7.37	37.49%
Garuda Indonesia Citi Card	7.22	6.14%
NAB Qantas Rewards Premium Card	7.22	8.89%
Cathay Pacific American Express Credit Card	6.87	7.38%
Air China PhoenixMiles Credit Card	6.85	2.07%
Royal Jordanian Visa Credit Card	6.76	3.12%
Singapore Airlines Krisflyer	6.68	10.48%
American Express		
Starwood Preferred Guest Credit Card	6.64	6.41%
from American Express		
Air New Zealand ANZ Airpoints Visa	6.57	4.87%
Thai American Express Platinum	6.53	6.29%
Credit Card		
China Airlines HSBC Signature Card	6.53	2.09%
Air India Flying Returns	6.45	5.51%
American Express Card		
Gulf Air Falconflyer Ahli United	6.31	2.88%
Bank Credit Card		
Hilton HHonors Macquarie Platinum Card	6.26	7.30%
ICBC Hong Kong Airlines Visa Platinum Card	6.22	1.64%
Oman Air Al Amiyal Credit Card	6.16	2.08%

FUN FREDDIE FACTS

We look at the history of the Freddie Awards, this year's winners, the "almost" winners and more.

The Early Years

The idea behind the Freddie Awards was a simple one. Freddie Awards founder Randy Petersen was frequently asked, "Who has the best frequent flyer program?" The answer was easy for him to answer for himself, but he knew that the "best program" isn't the same for everyone. What's good for Steve in Seattle or Bob in Boston is different than what is best for Minnie in Memphis because the airlines serving the areas are different and travelers have different needs and wishes. Maybe they wish for upgrades and status instead of awards and discounts. Petersen started the Freddie Awards as a way to make it easier to answer the question he was repeatedly getting asked as frequent flyer programs became more popular. With the results of the Freddie Awards voting, he could tell those who asked which program won Program of the Year or Best Elite Program and the answer would be more objective and universal than his personal opinion.

When Petersen first started the Freddie's in 1988, there weren't any awards in the travel loyalty industry. He chose to name them after Sir Freddie Laker because, he said, "If he was good enough to be knighted by the Queen then he's certainly good enough to have an award named after him." He didn't contact Sir Freddie about the awards until the 12th or 13th Freddie Awards. By then, Sir Freddie was retired and living in the Bahamas and he had not heard anything about the Freddie Awards. Petersen asked for permission and forgiveness for not asking in advance and it turned out Sir Freddie was honored by the namesake. They eventually met and became friends and Sir Freddie and his wife Lady Jacqueline were always on the Freddie Awards invite list as honored guests.

2015 Freddie Awards by the Numbers

The Niners

Any program that provides such good value that their members collectively give them a nine rating out of a possible 10, deserves special recognition. Below, we list all of the programs that received a ranking of nine and above within each geographical ballot:

[Americas]

LifeMiles - 9.17 - Best Promotion
Southwest Rapid Rewards - 9.025 - Best Customer Service
LifeMiles - 9.016 - Best Customer Service
No hotel program in any award category received a ranking number of nine or above.

[Europe / Africa]

AIR FRANCE - KLM Flying Blue - 9.22 - Program of the Year
AIR FRANCE - KLM Flying Blue - 9.12 - Best Promotion
AIR FRANCE - KLM Flying Blue - 9.06 - Best Redemption Ability
AIR FRANCE - KLM Flying Blue - 9.08 - Best Elite Program
AIR FRANCE - KLM Flying Blue - 9.00 - Best Loyalty Credit Card
No hotel program in any award category received a ranking number of nine or above.

[Middle East / Asia / Oceania]

No hotel or airline program in any award category received a ranking number of nine or above.

Top Rank

The program that received the highest ranking of any other this year was AIR FRANCE - KLM Flying Blue with a 9.22 ranking in the Europe / Africa ballot to win the Freddie for Program of the Year. The program dominated the "Niners Club" with five Freddie wins ranking a nine or above.

Most 2015 Freddie's Won - Hotel

Across all ballots, Le Club Accorhotels and Starwood Preferred Guest tied for the most Freddie Awards, each program taking home four: Hyatt Gold Passport and IHG Rewards each won two Freddie Awards and Choice Privileges, MGM M life and Marriott Rewards won one each.

Most 2015 Freddie's Won - Airline

Across all ballots, AIR FRANCE - KLM Flying Blue won the most Freddie Awards at five (and was the biggest winner overall including hotel and airline programs). Southwest Rapid Rewards and Virgin Australia Velocity won three Freddie Awards each while American AAdvantage and Etihad Guest each won two Freddie Awards. EL AL Matmid Club, LifeMiles and Lufthansa Miles & More all won one Freddie Award.

First Freddie

It was the first win for MGM M life in any category. The program won for Best Customer Service in the Americas.

Second Place

The "always the bridesmaid, never the bride" designation [the most second-place finishes] goes to IHG Rewards Club with five second-place finishes [they did, however win two Freddie's]. Choice Privileges and Lufthansa Miles & More each had four second-place finishes [and they each won one Freddie].

Freddie Yearly Repeat

Marriott Rewards holds the record for most consecutive wins for its eighth year winning a Freddie Award for Hotel Program of the Year in the Americas. For airline programs, American AAdvantage has the most repeats—four consecutive years in both Best Elite Program and the coveted Program of the Year.

