

## COLORADO SPRINGS and SEATTLE (PRWEB) April 24, 2014

For the third year in a row, American AAdvantage has been named frequent flyer Program of the Year. Marriott Rewards held the top spot, for the seventh consecutive year, taking the highest honor among hotel programs in the Americas region at the [2014 Freddie Awards](#) on Thursday, April 24th. A record number of over 19 million page views were recorded by frequent travelers from around the globe who voted in this year's Freddie Awards.

Internationally, AIR FRANCE/KLM Flying Blue is Program of the Year for the Europe/Africa region and Virgin Australia Velocity received the Program of the Year Freddie Award in the Middle East/Asia/Oceania region.

[The Freddie Awards](#) represent excellence in frequent travel programs and rate the best programs in six categories: Program of the Year, Best Promotion, Best Redemption Ability, Best Customer Service, Best Elite Program and Best Loyalty Credit Card. Voters were permitted to vote for programs in one of three global regions: Americas, Europe/Africa and Middle East/Asia/Oceania.

IHG Rewards Club won Program of the Year in the Europe/Africa region and Hyatt Gold Passport received the Program of the Year Freddie Award in the Middle East/Asia/Oceania region. All of the loyalty programs that won this year have won Freddie Awards in the past.

The Best Customer Service Freddie Award recognizes the airline and hotel program with the most helpful customer service agents and policies, the ones that offer the best interactions to provide a top-notch experience. Southwest Airlines Rapid Rewards was given the honor in the Americas region for the second year in a row, while fourth-time Best Customer Service winner, SAS EuroBonus, received the Freddie for the Europe/Africa region. Virgin Australia Velocity came out on top, winning the Freddie for Best Customer Service for the Middle East/Asia/Oceania region.

Southwest Airlines Rapid Rewards Premier Card was named top loyalty credit card in the Americas region. The Flying Blue American Express Card was the winner in the Europe/Africa region and the ADIB Etihad Guest Card won in the Middle East/Asia/Oceania region - marking the third year in a row that loyalty credit cards affiliated with airline programs swept the regions.

IHG Rewards Club won five Freddie Awards to claim the most Freddies for a hotel program, while Virgin Australia Velocity received the most Freddie Awards for an airline program with five. AIR FRANCE/KLM Flying Blue followed their lead with four wins.

The awards were announced this evening during a gala event at The Museum of Flight near Seattle, Wash. More than 300 airline, hotel and credit card representatives attended the ceremony, along with frequent flyers who voted in this year's awards.

"We are delighted to once again allow frequent flyers throughout the world the opportunity to select the frequent travel programs that they believe have achieved excellence," said Randy Petersen, founder of the Freddie Awards and one of the hosts of the event. "This is not an elitist view of these programs but rather the 'best' are determined by the votes of those who spend a great deal of their life on the road."

The Freddie Awards are named after the late [Sir Freddie Laker](#), who attracted fame (and a knighthood in the United Kingdom) for pioneering low-cost air travel across the Atlantic in the 1970s.

American Express, USA TODAY, Points.com, Priority Pass, Switchfly, ICLP and milepoint.com sponsored this year's event.

### [THIS YEAR'S WINNERS ARE:](#)

Program of the Year

Americas Airline: American AAdvantage

Americas Hotel: Marriott Rewards

Europe/Africa Airline: AIR FRANCE/KLM Flying Blue

Europe/Africa Hotel: IHG Rewards Club

Middle East/Asia/Oceania Airline: Virgin Australia Velocity  
Middle East/Asia/Oceania Hotel: Hyatt Gold Passport

#### Best Promotion

Americas Airline: Avianca LifeMiles  
Americas Hotel: Marriott Rewards  
Europe/Africa Airline: AIR FRANCE/KLM Flying Blue  
Europe/Africa Hotel: IHG Rewards Club  
Middle East/Asia/Oceania Airline: Virgin Australia Velocity  
Middle East/Asia/Oceania Hotel: IHG Rewards Club

#### Best Redemption Ability

Americas Airline: Avianca LifeMiles  
Americas Hotel: Marriott Rewards  
Europe/Africa Airline: AIR FRANCE/KLM Flying Blue  
Europe/Africa Hotel: IHG Rewards Club  
Middle East/Asia/Oceania Airline: Virgin Australia Velocity  
Middle East/Asia/Oceania Hotel: Starwood Preferred Guest

#### Best Customer Service

Americas Airline: Southwest Airlines Rapid Rewards  
Americas Hotel: Marriott Rewards  
Europe/Africa Airline: SAS EuroBonus  
Europe/Africa Hotel: IHG Rewards Club  
Middle East/Asia/Oceania Airline: Virgin Australia Velocity  
Middle East/Asia/Oceania Hotel: Starwood Preferred Guest

#### Best Elite Program

Americas Airline: American AAdvantage  
Americas Hotel: Hyatt Gold Passport  
Europe/Africa Airline: Lufthansa Miles & More  
Europe/Africa Hotel: Starwood Preferred Guest  
Middle East/Asia/Oceania Airline: Virgin Australia Velocity  
Middle East/Asia/Oceania Hotel: Hyatt Gold Passport

#### Best Loyalty Credit Card

Americas: Southwest Airlines Rapid Rewards Premier Card  
Europe/Africa: Flying Blue American Express Card  
Middle East/Asia/Oceania: ADIB Etihad Guest Card