

# SKYWARDS news

Issue 26, January 2008



Volk Tigershark Ski Experience with Nicole Hosp

## Inspirational shopping at The Emirates High Street



As we welcome 2008, we thank you for your continued support last year and look forward to bringing you another year of exciting rewards, benefits and offers. To start the year, we are happy to introduce our newest product offering - a global rewards catalogue with everything from iPods to personal submarines.

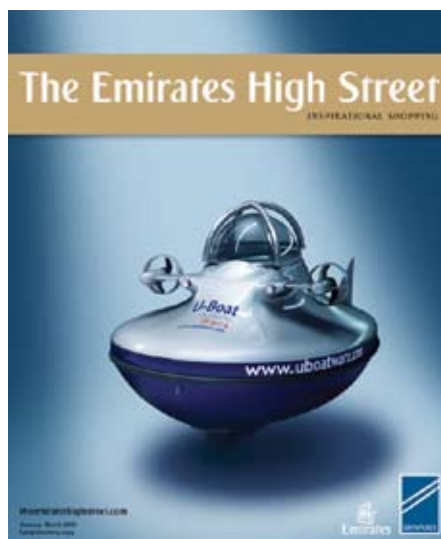
If you have a passion for the interesting and pleasant things in life you'll feel at home with 'The Emirates High Street' - an extraordinary shopping experience featuring an extensive range of world class products.

Offering flexibility and convenience, you can shop from the comfort of your home, pay using Skywards Miles, cash, or cash plus Miles and have your purchase delivered directly to your doorstep. With a choice of over 200 products, ranging from global luxury brands to everyday lifestyle objects and accessories, there's something for everyone.

Check it all out at [www.theemirateshighstreet.com](http://www.theemirateshighstreet.com) or pick up a copy of the catalogue onboard or

from our lounges and browse the hundreds of products on offer.

Once you've made your selection, you can order and pay using our secure and user-friendly website or call one of our dedicated service centres.



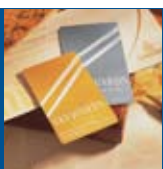
**Skywards Miles and The Emirates High Street**  
You can use your Skywards Miles to redeem most of the products and experiences available from The Emirates High Street.

Don't have enough Miles? Just use our online calculator to help you determine an appropriate combination of US dollars and Miles to purchase a product.

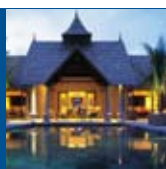
To earn Skywards Miles when shopping, simply make your purchase with your Skywards co-branded credit card, currently available for residents of Bahrain, the UAE, Kuwait, Qatar and Sri Lanka. For more information on co-branded cards, please visit [www.skywards.com](http://www.skywards.com)

So to get your New Year off to a great start, sit back, relax and browse for a well deserved gift for yourself or a loved one. With so much to choose from, your only dilemma will be deciding what to spend your Miles on!

[www.theemirateshighstreet.com](http://www.theemirateshighstreet.com)



Programme news:  
Skywards programme  
amends



Partner offers:  
Hotels and leisure



## Travel rewards galore

Reward options for your Skywards Miles continue to grow with all the new destinations that were added to the Emirates and SriLankan networks last year. You can now use your Miles for free flights and upgrades to exciting cities such as Houston, São Paulo, Toronto, Venice, Newcastle, Ahmedabad and Coimbatore. While you will find full details on the number of Miles you need on [www.skywards.com](http://www.skywards.com) below are a few useful tips to remember when booking your rewards:

- Rewards start from just 5,000 Miles and are offered on all routes, but are subject to reward seat availability. This applies to both return flights and one-way upgrades. So the earlier you book, the greater your chance to secure your preferred flight.
- To avoid any service fees book your flight at least seven days in advance or book online at [www.emirates.com](http://www.emirates.com) (Emirates flights only).
- To take advantage of Emirates Chauffeur Drive services, request your Upgrade Reward at least 24 hours in advance. However, should you simply wish to be seated in a higher class, this can be accommodated up to 6 hours prior to departure by calling our service centres. Gold and Silver members can also request for an Instant Upgrade reward at check-in or on board.
- When requesting an Upgrade Reward via a Skywards service centre, please ensure you have a confirmed revenue ticket on the flight you want. Your travel agent or an Emirates/SriLankan ticket office can assist with any required changes, and advise you on any applicable rules or restrictions on the fare you have purchased.
- Should you require a date change after your reward has been processed, simply contact an Emirates/SriLankan ticket office to check availability and change your ticket. All applicable rules and restrictions of your original ticket will apply.
- Don't forget, a 10% discount awaits you, when booking reward flights online. And the option to use your rewards, for family or friends, makes Skywards rewards the perfect gift.

For full terms and conditions please refer to [www.skywards.com](http://www.skywards.com)

## Skywards programme amends

Since its launch in 2000, Skywards has experienced tremendous growth and today is one of the leading frequent flyer programmes in the world, thanks to your support. To ensure that our growth does not outpace our ability to deliver valuable and relevant benefits to all our members, we have made the following amendments to the programme for 2008.

These changes are based on feedback we have received from you through the course of the year and reflect our intention to deliver on our service promise.

### Uniform policy for tier qualification and renewal:

To ensure all members have an equal opportunity to earn their tier, we now have uniform thresholds to qualify and retain tier status. Accordingly, all members need to earn 50,000 tier miles or fly 40 sectors by 31st December 2008 to qualify for, or to renew, their Gold membership in 2009. For Silver, all members need 25,000 tier miles or fly 20 sectors during the same period.



### New lounge access policy for Silver:

Due to current constraints on the capacity of our lounges, many of our Silver members are not able to enjoy their well deserved lounge access facility at Dubai and Colombo. As a temporary solution, with effect from 1st April 2008, lounge access will not be available for guests of Silver members. We apologise for the inconvenience this may cause, but we reaffirm that your personal lounge access remains unaffected.

## Mileage expiry once a year

A quick reminder of our new mileage expiry policy.

- While retaining a three year validity, Skywards Miles will now only expire once a year – at the end of the month of your birthday.
- This process will commence on 31st March 2008 when any un-utilised Miles extended from the September 2007 expiry will be removed from member accounts along with un-used Miles earned three years ago by members with birth dates in March.



## skywards.com updates

If you aren't already a regular user, visit [www.skywards.com](http://www.skywards.com) to effortlessly manage your membership at your convenience.

**Profile update:** Unless specifically requested, receiving a printed newsletter means that we do not have your email address on record. Or that the one you have provided appears invalid. To ensure that you do not miss out on the latest Skywards news, please update your profile details with an email address and personal preferences by accessing your account on [www.skywards.com](http://www.skywards.com). This ensures that you are updated with the latest Skywards programme enhancements and can enjoy offers based on your preferences.

**Temporary card:** New Skywards members can now print their temporary card directly by visiting [www.skywards.com](http://www.skywards.com) instead of following up with Service centre agents for their card status.

Members who qualify for Gold or Silver can also avail this facility to print a paper card and enjoy tier benefits until they receive their full membership pack.

## Raffle Rewards every month

- Commencing 1st May 2008, we will conduct our Raffle Rewards draw in the first week of every month. This compliments our new mileage expiry policy and gives you twelve annual opportunities to win two Business Class tickets to any Emirates or SriLankan destination of your choice.
- Simply log on to [www.skywards.com](http://www.skywards.com) to process your Reward.

## Travel non-stop to Houston with Emirates

Flying to the USA is now even easier with the launch of services to Houston. This is Emirates' second gateway to the USA and the first non-stop air link between Houston and the Middle East.

The technologically advanced Boeing 777-200LR with its eight private suites in First Class, 42 lie-flat seats in Business Class and spacious Economy Class seats will offer you a luxurious connection to America's Southwest.

For flight information and bookings, please visit [www.emirates.com](http://www.emirates.com)



### Enjoy 5,000 bonus Miles

You have additional reasons to celebrate the launch of this new route, with a special Skywards bonus Miles offer. All Economy Class tickets purchased after 1st December 2007, for return travel completed between 1st February and 31st March 2008, will earn you 5,000 bonus Skywards Miles.

For more details and to qualify for this offer, simply register online at [www.skywards.com](http://www.skywards.com) or call your nearest Skywards service centre and quote code IAH7R.

## SriLankan launches flights to Coimbatore

Travellers to South India can fly directly to Coimbatore, the latest addition to SriLankan's list of destinations in South India. A border town between Kerala and Tamil Nadu, Coimbatore is a major industrial hub and the second largest metropolis in Tamil Nadu.

This new route offers a convenient gateway to international travellers through Colombo.

For holiday makers it provides access to a popular destination known for value for-money shopping, diverse landscapes, and ancient cultural sites.

To book your flights today, please visit [www.srilankan.aero](http://www.srilankan.aero)

## Save time at Dubai International Airport and earn 500 bonus Miles

You can spend less time queuing and earn 500 bonus Miles each time you use the Self Check-in kiosks at Dubai International Airport until 31st March 2008. Recently enhanced, the Self Check-in kiosks make check-in faster and more convenient than ever before:

- Simply swipe your Skywards card or scan your e-ticket, and within seconds you can confirm your flight details and collect your boarding card.
- If you are travelling light with only hand baggage, you can then head straight to passport control.
- If you have baggage to check-in, simply drop it at the dedicated 'Quick Baggage Drop' counter, and enjoy a hassle free start to your journey.

Easy to use, the kiosks also allow you to select or change your seat, register your Skywards Miles, and check-in up to five passengers travelling together. Should you require assistance, our friendly Airport Services staff are always on hand to help.

### Register now

To qualify for this offer, please visit [www.skywards.com](http://www.skywards.com) to register and make your holiday travels more relaxing and rewarding.

## Ease. Control. Flexibility. The new emirates.com

It's all change at [www.emirates.com](http://www.emirates.com) with the launch of a powerful new website that has been designed to make planning, booking and managing your travel easier than ever before - as well as helping you make the most of your Skywards Miles.

The new [www.emirates.com](http://www.emirates.com) is available in multiple languages, with localised variants offering news, offers and information specific to your region.

So take to the air, effortlessly visit [www.emirates.com](http://www.emirates.com) today.



## Partner update

We have recently made a few changes to the Marriott redemption and earning portfolio. Listed below are the latest updates:

Updates	
Marriott Hotels	Redemption validity at all Marriott properties is now extended from 1st March 2008 to 28th March 2009. For more information on redemption rates, please visit <a href="http://www.skywards.com">www.skywards.com</a>
Marriott Executive Apartments	Marriott adds the Marriott Executive Apartments to its portfolio for accruals. From 1st January 2008 onwards you can earn 1 Skywards Mile per US\$1 spent on eligible room rates.

## Earn up to 10,000 bonus Miles with IHG

Stays have never been so rewarding with the chance to earn up to 10,000 bonus Skywards Miles at over 3,800 IHG properties across the globe between 14th January and 30th April 2008. Starting from your second qualifying stay you will earn 1,000 Miles for every qualifying stay at InterContinental®, Crowne Plaza®, Hotel Indigo®, Holiday Inn®, Express by Holiday Inn™, Staybridge Suites® and Candlewood Suites® properties worldwide.

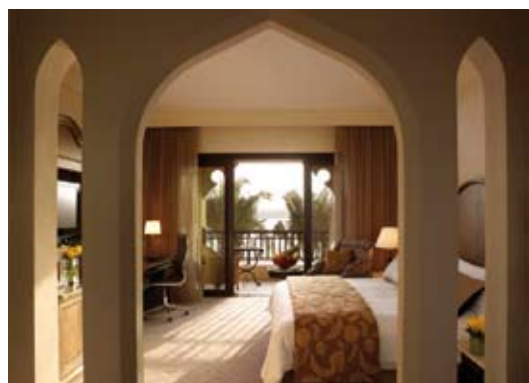
To benefit from this offer, register at [www.priorityclub.com/4000](http://www.priorityclub.com/4000) or call +44 (0) 870 607 2582 and quote PCWT08. To make a reservation, visit [www.ihg.com](http://www.ihg.com) or call 800 4642 in the UAE or +971 4 33 11 732 for other Middle East countries.

## Stay fit and earn double Miles at Le Méridien Dubai

Get a healthy start this New Year and earn double Miles when you subscribe for an annual membership at Natural Elements Spa & Fitness in Le Méridien Dubai. Starting from AED 3,335, you earn 200 Skywards Miles for every Dhs 100 you spend from now until 31st March 2008.

For more information, call the Natural Elements co-ordinator on +971 4 702 2430, email [naturalef@lmdubai.com](mailto:naturalef@lmdubai.com) or fax +971 4 702 2433.

## Triple Miles at the Shangri-La, Abu Dhabi



Unparalleled hospitality and a host of benefits offer you a world-class experience at the Shangri-La, Qaryat Al Beri, Abu Dhabi until 31st March 2008. With this unique offer, you can enjoy the finest service and earn triple Miles when staying in a Premier Room or Suite on Select Rate, subject to availability. Suite stays will also include round-trip airport transfers from Dubai International Airport, daily breakfast and unlimited in-room internet access.

Book online by visiting [www.shangri-la.com](http://www.shangri-la.com) or call 800 0600 0201 in the UAE, 800 70102 in Oman or 8000 4002 in Bahrain. For Saudi Arabia call 1800 65, press 2, then dial 6738 4532. And remember to ask for the 'Select Rate'.

## Winter break at Marriott with 15% off dining packages

Take a weekend break this winter between now and 31st March 2008 at Marriott hotels and enjoy 15% off on dining packages. This fantastic offer is available at all participating Marriott Hotels & Resorts, Renaissance Hotels & Resorts and Courtyard by Marriott hotels in the UK, Ireland, Middle East and Africa.

To make a booking in the UK and Ireland, call 0800 221 222 or visit [www.marriott.co.uk](http://www.marriott.co.uk)  
In the UAE call 800 62774688 or visit [www.marriott.com](http://www.marriott.com) and remember to quote code S61.

## Winter offers at Coral International Hotels

This winter is sure to be exciting with fabulous offers at Coral International Hotels, Resorts, Spas and CORP Executive Hotels in the UAE, Oman and Saudi Arabia.



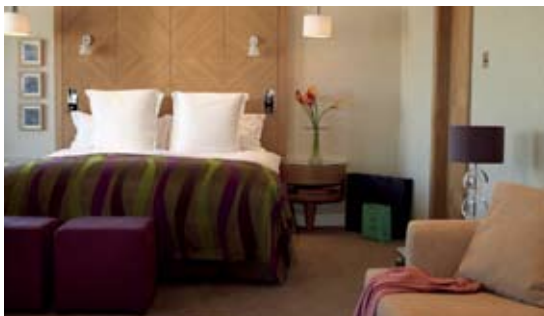
Until 31st March 2008, you can earn three Miles for every US\$ 1 spent on room stays and food and beverages at all participating hotels. You will also earn an additional 500 bonus Miles per stay on qualifying rates and enjoy special weekend rates at the recently opened Coral Residence Tower in Fujairah.

For more information, visit [www.coral-international.com](http://www.coral-international.com)  
To make a booking, please call 800 - CORAL (26725) Toll Free in Dubai, +971 800 - CORAL (26725) Toll Free (Overseas) or email [corez@coral-international.com](mailto:corez@coral-international.com)

## Bring in the New Year with double Miles at Jumeirah

This New Year enjoy the ultimate in luxury and earn double Skywards Miles with an overnight stay at the Jumeirah Carlton Tower or the Jumeirah Lowndes Hotel in Knightsbridge, London, anytime between now and 31st March 2008. You can also enjoy a welcome cocktail at the GILT Champagne Lounge or at the Mimosa Bar & Restaurant.

The New Year in London is sure to be more exciting with Jumeirah Hotels & Resorts. For reservations, visit [www.jumeirah.com](http://www.jumeirah.com) and quote promotion code JLOSK1.



## Earn quadruple Miles at Hyatt

As an exclusive offer for Skywards members, you are invited to join Hyatt Gold Passport™ and earn 2,000 Skywards Miles on all eligible stays between 1st February and 30th April 2008 at any of the 290 Hyatt locations across the globe.

This fantastic offer is also available at Emirates' new destinations: Houston, São Paulo and Toronto. Hyatt hotels are ideal home-away-from-home destinations for business and pleasure travellers alike and are renowned for exceptional food and beverages, distinctive art and architecture,

cutting-edge technology and exclusive amenities. With no limit to the number of Miles you can earn, experience world-class hospitality at its best at Hyatt.

To join the Hyatt Gold Passport™ programme and to register for this offer visit [www.goldpassport.com/EK315](http://www.goldpassport.com/EK315). To make a booking visit [www.hyatt.com](http://www.hyatt.com), call 800 4097 (Toll Free in Dubai) or your nearest Hyatt Worldwide Reservations Centre. To receive 2,000 Miles for eligible stays, request Miles and provide your Hyatt Gold Passport™ and Skywards account numbers at check-in.



## Enjoy winter rates and double Miles at Fairmont



Get away this winter with the Only One Way

Winter rates at Fairmont Hotels & Resorts. Enjoy the warm Caribbean and indulge in the most appetising opportunity for exquisite après ski.

You can do all this and more between now and 15th April 2008. Book an Only One Way Winter rate and earn double Skywards Miles at participating hotels.

Please call 1 800 262 1600 in North America or visit [www.fairmont.com/winter](http://www.fairmont.com/winter)

## Unforgettable stays and double Miles at Raffles



Enchanting experiences, double Miles and complimentary breakfasts await you at Raffles luxury hotels around the globe between now and 31st March 2008. From exotic destinations to vibrant cities, Raffles brings you residential sanctuaries that are cultured and refined, with service that is heartfelt and gracious in every way.

For more details and booking, call 1 800 768 9009 in USA and Canada or +800 1 RAFFLES (7233537), elsewhere in the world.

## A bouquet of offers from Taj Hotels

You can now earn 2,000 Miles on stays of five nights or more at Taj Hotels in Maldives and Mauritius and on stays exceeding three nights at Taj Hotels in Goa and Langkawi from now until 31st March 2008.

Renowned for outstanding service, authentic cuisine, business facilities and spas; it is a benchmark by which luxurious living can be redefined.

To make a booking, call 1 866 WOW 1 TAJ (1 866 969 1 825) for USA and Canada or call 00 800 1 LUV 1 TAJ (00 800 4 588 1825) for rest of the world. Alternatively, email [reservations@tajhotels.com](mailto:reservations@tajhotels.com)

## Rewarding stays at Swissôtel Hotels & Resorts

Enjoy a truly rewarding stay at Swissôtel Hotels & Resorts around the world from now until 31st March 2008 and earn an additional 500 bonus Miles. Therefore, you will earn a total of 1,000 Miles for every qualifying stay. For more information and to book, visit [www.swissotel.com/skywards](http://www.swissotel.com/skywards)



## Win up to two million Miles with Starwood Preferred Guest

Stay at participating Sheraton, Westin, Le Méridien, The Luxury Collection or Four Points by Sheraton until 29th February 2008 and you could take home one million Skywards Miles.

Simply book your room at the eligible

rate, present your Skywards card upon check-in and then log on to the dedicated microsite on [www.skywards.com](http://www.skywards.com) to answer three simple questions. The winner of the first prize will take home one million Miles of the total prize value of two million Miles.

All details correct at the time of print. May be subject to change. For all enquires contact your nearest Skywards service centre.

**Dubai** Tel: +9714 316 7000  
**Colombo** Tel: +94 19733 3333  
**Karachi** Tel: +9221 520 3377

**Manchester** Tel: +44 1625 445 400  
**Melbourne** Tel: +613 9940 7801  
**New Zealand** Tel: +64 508 759927

**Mumbai** Tel: +9122 4097 4097  
**New York** Tel: 800 762 9775