AVIOS MAKES NEW APPOINTMENT TO SUPPORT EXPANSION IN IRELAND

January 2016: Avios, a world leader in travel rewards, today announces the appointment of Eileen McGuinness as Head of Market for Ireland. The new role has been created to support and accelerate the growth in Avios’ customer base in Ireland, which is now a key component of the company’s global expansion plans.

Part of International Airlines Group (IAG,) Avios operates the reward currency for multiple global loyalty programmes including the British Airways Executive Club, Iberia Plus, Meridiana Club and Flybe, as well as the Avios Travel Rewards Programme in the UK and South Africa. Collectively, over seven million members collect Avios in over 220 countries.

Eileen’s appointment follows recent news that Aer Lingus, also part of IAG, will be re-launching its loyalty programme in partnership with Avios. The programme, which launches in Spring 2016, will now be named AerClub with Avios as its reward currency.

Eileen joins Avios following a successful career driving acquisition and organic growth strategies across a wide range of industries. This includes heading up the marketing and sales department for An Post subsidiary, Data Ireland, and running her own marketing and event management consultancy business, which had a wide portfolio of clients including Musgrave.

Commenting on the appointment, Andrea Burchett, Commercial Director at Avios, said: “I am delighted to welcome Eileen to the business. She will play a critical role in growing the Avios presence across Ireland and also in cementing our new partnership with Aer Lingus. Eileen’s focus will be to establish a range of key strategic partners in Ireland, grow awareness of how customers can collect and use Avios with them, and ultimately help to secure our position as the leading travel rewards currency in Ireland.”

Ends

Notes to Editors

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About Avios: [http://www.avios.com](http://www.avios.com)

Avios Group (AGL) Limited operates the Avios currency for the British Airways Executive Club, Iberia Plus, Meridiana Club frequent flyer programme and Aer Lingus from Spring 2016, as well as the Avios Travel Rewards Programmes in the UK and South Africa. Millions of members collect Avios in over 220 countries.
world-wide. Owned by International Airlines Group, Avios is headquartered in the UK, with a global office network in Madrid, Johannesburg and New York City.

Members of the British Airways Executive Club, Iberia Plus and the Avios Travel Rewards Programmes can collect Avios when booking cash flights with British Airways, Iberia and partner airlines as well as on international hotel chains stays, holidays, car rental and on everyday purchases through partners. Avios can be used for travel rewards including towards flights with British Airways, Iberia and Meridiana.