

## Fact sheet

### AeroPLAN facts:

- AeroPLAN celebrated its 30th anniversary in July 2014.
- AeroPLAN, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.
- There are more than 5 million active AeroPLAN Members.
- AeroPLAN's millions of members earn AeroPLAN Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.
- AeroPLAN has significant credit / charge card partnerships with TD, CIBC and American Express which allow members to earn miles twice if they pay with one of their AeroPLAN affiliated financial cards.
- AeroPLAN has significantly expanded its portfolio of retail and service provider partnerships to include: Esso, Home Hardware, SHOP.CA and Toyota.
- AeroPLAN has a tiered recognition program that rewards top accumulating members based on total AeroPLAN Miles earned across all coalition partners, with preferential mileage levels for redemption, bonus mile offers and exclusive privileges.
- AeroPLAN Members can also earn miles as they shop at the AeroPLAN eStore that features more than 10 product categories and over 150 retailers including Chapters.Indigo.ca, Dell Canada, The Gap and Sephora.

### Rewards facts:

- In 2017, approximately 2.7 million rewards were issued to members including 2 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide.
- In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.
- In 2017, AeroPLAN issued an average of 7,267 rewards per day, equal to approximately one reward every 12 seconds.
- In 2017, AeroPLAN's contact centre agents issued one reward every 164 seconds for a total of more than 192,000 flight rewards.
- In 2017, over 92% of all rewards were booked on [aeroPLAN.com](http://aeroPLAN.com) (over 2.4 million), with an average of one reward issued online every 13 seconds.

**Travel facts:**

- Aeroplan issues more flight rewards than all other loyalty programs in Canada.
- To date, more than 1,210 billion miles have been redeemed for more than 28 million seats to over 1,300 destinations around the world through Air Canada and the Star Alliance network.
- Aeroplan Members have access to 28 airlines with more than 18,400 daily departures to over 1,300 destinations in more than 190 countries worldwide through the Star Alliance network.

**Merchandise & activities:**

- Since launching the merchandise, hotel, car rental and experiential rewards in 2004, more than 158 billion Aeroplan Miles have been redeemed for non-air rewards.

**Aeroplan in the Community:**

- A loyalty industry first, Aeroplan created the Carbon Offset Program to allow members to offset their flight rewards or their everyday carbon emissions using Aeroplan Miles. As of January 1, 2018, Aeroplan and its members have redeemed approximately 279 million Aeroplan Miles for carbon credits. Aeroplan also offsets its corporate carbon footprint, including the energy and fuel use from its offices and vehicles along with emissions from corporate air travel.
- The Aeroplan member donation program enables Aeroplan Members to donate miles online at [www.aeroplan.com/donate](http://www.aeroplan.com/donate) to charitable organizations including: The Air Canada Foundation, David Suzuki Foundation, Engineers Without Borders-Canada, Médecins Sans Frontières Canada, MusiCounts, the Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada. To date, more than 705 million miles have been donated by members.
- Aeroplan also has a Charitable Pooling program that allows members to use miles to support individuals, families, or local grass roots charities in need. One hundred per cent of the donated miles go directly to these individuals and groups.