



Contact: Jay Sorensen  
For inquiries: 414-961-1939  
[www.IdeaWorksCompany.com](http://www.IdeaWorksCompany.com)

## **Frequent Fliers Reach New Heights with More Than 15 Million Reward Trips During 2005**

*Storm clouds may have cleared a little with reward redemptions becoming more prevalent, but liability for unused miles also increases a record \$3.8 billion.*

May 22, 2006, Shorewood, Wisconsin, USA. The IdeaWorks Company has analyzed the 10-K annual report filings of the largest U.S. airlines to determine frequent flier reward activity for 2005. By any measure, frequent flier programs have a large impact on the U.S. airline industry in terms of travel activity, competitive behavior, program revenues, and company balance sheets.

The airlines and frequent flier programs analyzed by IdeaWorks provided a record 15,581,000 reward tickets to their members during 2005. The activity analyzed in the report captures more than 88% of the 745 million passengers that flew on all US-based airlines during 2005. Here is a sampling of the observations from the analysis:

- All of the nine airlines analyzed posted increased 2005 reward activity with the exception of American Airlines and US Airways.
- Delta Air Lines, and its SkyMiles program, clearly leads all other airlines in the number of reward tickets issued during the last three years.
- Miles earned through credit card relationships now exceed 60% of the total miles accrued in the largest frequent flier programs.

**“Frequent Fliers Reach New Heights with More Than 15 Million Reward Trips During 2005”** was released today as a 10-page Industry Analysis. The full Industry Analysis is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

**About IdeaWorks:** IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at [www.IdeaWorksCompany.com](http://www.IdeaWorksCompany.com).

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