



## Collecting points with First Hotels

**First Hotels is a new partner in SAS loyalty program. First Hotels guests can now receive 500 SAS EuroBonus points per night.**

All SAS EuroBonus members who book a room will receive 500 points for each night they spend at one of First Hotels' hotels.

"Becoming a member of the SAS EuroBonus scheme means a lot to First Hotels. This is a well-established programme throughout Scandinavia. The bonus scheme will therefore be an important additional product for our customers and it will help to make First Hotels even more attractive," says Managing Director Michael Telling at First Hotels.

"Now that First Hotels is joining our SAS EuroBonus programme we will be able to include a much wider range of hotels, and First Hotels complements our other hotel partners," says Kerstin Ellerberg Hassel, Director Partnerships EuroBonus at SAS.

### **First Hotels for business travellers**

Affiliation with the SAS EuroBonus scheme will enable the guests of First Hotels to benefit from a unified bonus system.

"We know that many of our business customers use EuroBonus cards when travelling. We believe that the introduction of Eurobonus at First Hotels will encourage more customers in this group to choose us when travelling," says Mr. Telling.

In addition to accumulating EuroBonus points, all EuroBonus Gold members can upgrade their rooms to the next category.

"If we have rooms available it is great to be able to offer all Gold members upgrade benefits of this sort and we hope that this will make their stay with us even more enjoyable," concludes Mr. Telling.

In addition to its joint venture with EuroBonus, First Hotels has partners like Lufthansa Miles & More, British Airways Executive Club, Flying Blue (Air France/KLM), Thai Airways Royal Orchid Plus, Singapore Airlines Kris Flyer, Cathay Pacific Asia Miles, United Airlines Mileage Plus, Emirates Skywards, Qatar Airways Privilege Club, All Nippon Airways Mileage Club, China Eastern, Eastern Miles, Etihad Airways Etihad Guest, Jet Airways JetPrivilege and South African Airways Voyager.

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**First Hotels**

First Hotels is one of Scandinavia's leading hotel chains with 47 unique, centrally located hotels in selected towns in Norway, Denmark and Sweden.

These include the following first-class hotels: First Hotel Reisen in Stockholm, First Hotel Skt. Petri in Copenhagen and First Hotel Grims Grenka in Oslo. On January 2010 the well-known Design hotel Avalon in Gothenburg will also be joining the First Hotels group.

First Hotels was established in 1993 and originally comprised six hotels in Sweden. Since then the chain has grown as a result of the acquisition of existing hotels and the establishment of new ones.

The objective of First Hotels is to offer quality experiences and individual choices. All of First Hotels' hotels have a unique style, atmosphere and furnishing. [www.firsthotels.com](http://www.firsthotels.com)

**SAS EuroBonus**

SAS Scandinavian Airlines frequent flyer program EuroBonus was launched in April 1992. Since then EuroBonus has grown rapidly and today include almost 3 million members.

EuroBonus has over 60 valuable partners to earn and redeem points with through travel, car rentals and hotels, on your daily purchases as well as a number of payment cards. In June 2009 EuroBonus launched the most recent program feature SAS EuroBonus Shop.

SAS is a member of Star Alliance, the largest airline alliance in the world.

For more information about EuroBonus and how to earn points with a large number of EuroBonus partners and how these points can be used for a wide variety of rewards, see [flysas.com](http://flysas.com).