



The 2015



**freddie**awards

Representing the voice of the frequent traveler

# **Representing the Voice of the Frequent Traveler**

The Freddie Awards represent excellence in travel loyalty programs worldwide, rating the best frequent flyer and frequent guest programs.

The Freddie Awards are voted on by frequent travelers worldwide, allowing them to rank airline and hotel programs from their point of view. The merits of what each program offers will determine the winners.

# Awards are Presented in Six Award Categories

Frequent flyer and frequent guest programs from around the world will compete in six categories.

- Best Promotion
- Best Redemption Ability
- Best Customer Service
- Best Elite Level
- Best Loyalty Credit Card
- Program of the Year

There are three regions (Americas, Europe/Africa and Middle East/Asia & Oceania), and each region has a hotel and an airline category.

The best loyalty credit card award category is not divided between hotel and airline programs.

# **Voters will select programs based on three global regions:**

- Americas
  - Europe/Africa
  - Middle East/Asia & Oceania
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- All awards are presented separately in each region.
  - Airlines are listed only in their 'home' region.
  - Hotels may be included in any region where they have a substantial presence.

There will also be a new award – Up and Coming Program of the Year – Given to the Airline/Hotel in Each Region that doesn't win Program of the Year but scores highest among those programs ranked between 2% and 10% of the Voters in the Category

In addition, an award chosen by the Awards' Nominations Committee will honor significant contributions to the loyalty industry by an individual or corporation.

# 2015 Freddie Awards Timeline

In order to provide a coordinated level of member participation and to assist programs, the Freddie Awards nomination committee has developed guidelines for your involvement in the 2015 awards.

## The timeline for this year's awards is as follows:

- **December 2014 – January 15, 2015** - Receive nominations for Best Promotion, Verify name and logo of co-brand credit card (if any)
- **January 15, 2015 – February 14, 2015** - Nominations checked, translated into multiple languages, uploaded to servers and tested
- **February 15, 2015 – March 31, 2015** - Marketing of Freddie Awards by programs to their members and member voting
- **April 30, 2015** - Awards Ceremony at the Delta Flight Museum in Atlanta