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Between now and February 28, 2011, Finnair Plus Members will earn twice as many Plus Miles when they fly on Finnair (code: AY) anywhere in the world.

This will allow passengers who currently hold a Finnair Plus Basic membership to reach the next membership level much more quickly. Notes Michael Maass, Finnair's Sales Director for North America: "US-based passengers can reach Silver membership status by taking just one roundtrip business class flight on Finnair from New York to most European destinations – via Helsinki."

One of the aims of the Finnair Plus Program, according to Mikko Tuomainen, Head of Internet Sales & Loyalty Programs at Finnair, is to enhance the travel experience for loyal customers and especially business travelers. 'Finnair Plus members are very important to us. This promotion is a way for us to

encourage our customers to earn awards faster, and then experience the benefits of a Finnair Plus Silver or Gold membership, such as access to lounges,' Tuomainen says.

Finnair Plus members enjoy personal and flexible service and many valuable benefits. Joining the Finnair Plus rewards program is free and members can immediately start collecting Plus Points by using the services of Finnair and Finnair Plus partners.

Points earned on Finnair flights can be used for tickets on Finnair and other oneworld airlines, hotel awards and car hire, or for a wide range of Finnair Plus partner services. For more information on Finnair Plus, visit <http://www.finnair.com/plus>.

About Finnair

Finnair was established in 1923, and its major shareholder is the Finnish government with a 55.8 % holding. From North America, Finnair currently offers non-stop flights from New York to Helsinki, Finland, connecting with its global network including more than 50 international destinations. In addition to passenger and cargo traffic, the Finnair Group operations cover technical and ground handling operations, catering, travel agencies as well as travel information and reservation services. Finnair is a member of oneworld, the leading global airline alliance.

To book Finnair flights: <http://www.finnair.com>

Finnair Group website: <http://www.finnairgroup.com>

Finnair on Facebook: <http://www.facebook.com/finnair>

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- [Enjoy Finnair's 'Rethink Quality' Blogs and Win Trip to Asia – Follow...](#)

Last month, Finnair, the national airline of Finland with non-stop service between New York and Helsinki, selected four 'Quality Hunters,' independent advisors who were assigned to travel continuously during October and November 2010 and visit Finnair's destinations around the world. Their task: to observe quality on flights, in airports and at their various destinations and

- [Finnair Teams with IBM to Redefine the Customer Experience for Its Passengers](#)

- At the Smarter Industries Symposium today in Barcelona, IBM (NYSE: IBM) announced it is working with Finnair to deliver more personalized customer service and a better end-to-end

travel experience for its more than seven million passengers each year. This effort will enable Finnair to further differentiate its travel experience from other carriers and provide

- [Global Traveler Honor Gives oneworld Best Alliance Award Hat Trick](#)
- oneworld® has been named Best Airline Alliance by Global Traveler in the leading business travel magazine's GT Tested Reader Survey 2010 Awards, announced today. It means that oneworld holds three of the four top "best airline alliance" awards presented in 2010, after receiving the World's Leading Airline Alliance title for the eighth year running in
- [American Airlines and American Eagle Launch Nonstop Jet Service to Five Cities From New York's JFK Airport](#)
- American Airlines and American Eagle further expand their presence in New York today by launching daily nonstop service between New York's John F. Kennedy International Airport (JFK) and five new destinations. As previously announced, American begins daily service today from JFK to Rio de Janeiro (GIG), using 219-seat Boeing 767-300s configured with 28 Business Class
- [American Eagle Airlines Launches Nonstop Service Between New York LaGuardia and Minneapolis](#)
- American Eagle Airlines, the regional take of American Airlines, today launched four daily nonstop flights between New York LaGuardia Airport (LGA) and Minneapolis-St. Paul International Airport (MSP). Eagle flies the way with CRJ-700 jet aircraft, featuring Eagle's new First Class love. "American Airlines is committed to providing more options and exceptional religious rite to our
- [American Airlines, British Airways and Iberia Announce Better Deal for Trans-Atlantic Flyers](#)
- More admission to cheaper fares, bigger choice of flight times and easier connecting journeys decree become reality for transatlantic flyers with the launch of the unaccustomed joint business between American Airlines, British Airways and Iberia. (Photo: <http://photos.prnewswire.com/prnh/20101006/DA77286-a>) (Photo: <http://www.newscom.com/cgi-bunker/prnh/20101006/DA77286-a>) (Photo: <http://photos.prnewswire.com/prnh/20101006/DA77286-b>) (Photo: <http://www.newscom.com/cgi-box/prnh/20101006/DA77286-b>) The CEOs of the three oneworld® airlines met in London today for the official start of
- [oneworld Voted Leading Airline Alliance for Eighth Year Running](#)
- oneworld® has been named the World's Leading Airline Alliance 2010 in the World's Travel Awards – described by the Wall Street Journal as the "travel industry's equivalent of the Oscars". It is the eighth year running that oneworld has won this honor, retaining the "best alliance" title since 2003. oneworld was also named World's Best
- [American Airlines Promotes Johna Johnson to Director of Sales-New York](#)
- American Airlines today announced the promotion of Johna Johnson to the new position of Director of Sales-New York. Johnson joined American in 1999 and most recently managed the company's largest portfolio of global corporate accounts. She negotiated multi-national agreements while maintaining the travel relationships between American and a number of its most important Fortune
- [American Airlines Receives U.S. Department of Transportation Approval to Fly Between Los Angeles and Shanghai, China](#)
- American Airlines, a founding part of the oneworld® Alliance, today issued the following statement: "We are true pleased that the United States Department of Transportation (DOT) has granted us the authority and frequencies needed to break the ice new service between Los Angeles and Shanghai, the largest market as antidote to travel between the United
- [Regency Shores sees Eze Group memberships rise throughout 2010](#)
Worldwide leisure company Eze Group seems to have bucked the global downturn trend by expanding their operations and increasing their memberships. Eze Group marketing agent, Regency Shores S.L., have taken advantage of the company's expanding services to sign-up

more clients. The addition in October of new services for members has been very popular: shows,


- [Continental Airlines and TAP Portugal to Start Codeshare Flights](#)
- Continental Airlines, a totally owned subsidiary of United Continental Holdings, Inc. (NYSE: UAL), and TAP Portugal, the couple members of Star Alliance, today announced they will begin codeshare flights to a large range of destinations in the United States, Central America, Europe and Africa. Effective Oct. 11, 2010, Continental power of choosing place its “CO”
- [oneworld to Move Head Office to New York With New CEO](#)
-oneworld® today announced plans to relocate its headquarters to New York under new leadership, in the latest step to establish itself firmly as the world’s premier alliance in what is turning out to be its “breakthrough year”. The move – from Vancouver, British Columbia, Canada – will enable its central alliance team to keep its finger
- [Focus on ROI Driven Hotel Website Design and Multichannel Marketing...](#)
In the Hospitality eBusiness Strategies’ 2010 Benchmark Survey on Hotel Internet Marketing Budget Planning and Best Practices, participating hoteliers believed website design/redesign and Web 2.0 initiatives would prove to be two of the strongest revenue-generating initiatives this year. In addition, hoteliers stated they believe that website re-designs, SEO and Web 2.0 produce the best results
- [AAdvantage Mileage Multiplier Product Now Available on AA.com](#)
- American Airlines has expanded the AAdvantage® Mileage Multiplier(SM) product, allowing customers checking in for domestic and international flights on AA.com or its mobile site, mobile.aa.com, to purchase additional AAdvantage bonus miles. Introduced in May on Self-Service Check-In machines, Mileage Multiplier provides AAdvantage members the opportunity to purchase double or triple miles on eligible flights
- [American Airlines and Jetstar Announce Codeshare and Interline Agreements](#)
- American Airlines and Jetstar, a Qantas Group airline, announced today that they be in possession of signed an agreement establishing a codeshare relationship between several destinations in New Zealand. American disposition place its AA* code on the following flights operated by Jetstar: Auckland – Christchurch Auckland – Queenstown Auckland – Wellington Christchurch – Queenstown Christchurch – Wellington In addition, an
- [Picture Yourself Winning 250,000 AAdvantage Miles in American Airlines Spot, Snap and Send Sweepstakes](#)
- American Airlines has descended upon the streets of Manhattan in the form of advertisements on taxi tops, buses, phone kiosks, bus shelters, urban panels and newsstands. It’s all to promote the airline’s schedule, inflight experience and nonstop service from New York City to 61 destinations throughout the United States and around the world. From
- [Delta SkyMiles Members Can Now Redeem Miles to More than 60 Destinations Served by Brazil’s GOL](#)
- Delta Air Lines (NYSE: DAL) SkyMiles members can now redeem their miles for flights on GOL, one of Brazil’s largest airlines. The expanded alliance provides Delta customers access to frequent flyer awards on more than 900 GOL flights to 64 Latin and Caribbean destinations, increasing customers’ ability to reach fast-growing Latin markets. (Logo: <http://photos.prnewswire.com/prnh/20090202/DELTALOGO>)
- [Choice Hotels Welcomes topbonus, airberlin’s Worldwide Frequent Flyer Program, as Newest Airline Rewards Partner](#)
- Choice Hotels International, Inc. (NYSE: CHH) is pleased to announce airberlin as the newest addition to its growing list of airline partners for its award-winning Choice Privileges rewards program. With this new partnership starting November 17th, topbonus members will be able to earn 500 topbonus award miles per stay at all participating Choice brand
- [American Airlines Offers New Service to Asia With New Nonstop Service From New York JFK to Tokyo Haneda](#)

- On Jan. 20, 2011, American Airlines will begin flying to Tokyo Haneda, nonstop from New York's JFK. Customers who fly on this new route can earn up to 15,000 American Airlines AAdvantage® bonus miles for each qualifying roundtrip through Apr. 30, 2011. Travelers who purchase tickets and fly in First or Business Class during the
- [American Airlines Chosen Best North American Airline for First Class Service by Readers of Business Traveler Magazine](#)
 - Avid travel enthusiasts and devoted readers of Business Traveler magazine have once again chosen American Airlines as their preferred airline for First Class travel. This is the third consecutive year American has been presented with this award. Eight thousand randomly selected Business Traveler subscribers participated in Business Traveler's 2010 Best in Business Travel Survey. Selections
- [AAdvantage Introduces New Way to Redeem Miles for Car Rentals and Hotel Stays](#)
 - The American Airlines AAdvantage® program today introduced a new way for customers to use their miles for non-air award redemptions. Members booking travel can choose to pay for car rentals and hotel stays using only miles or a combination of cash plus as few as 1,000 AAdvantage miles. AAdvantage members can benefit from some of
- [Alitalia Awarded Best Airline Cuisine by Global Traveler Magazine](#)
 - Alitalia, Italy's largest airline, has taken Italian cuisine to new heights this year and has been awarded "Best Airline Cuisine" by the readers of Global Traveler magazine. Earlier this year, Alitalia introduced new menus designed to showcase the culinary specialities of Italy's regions in its Magnifica Class cabin. (Photo: <http://photos.prnewswire.com/prnh/20101202/NY10975>) Global Traveler's seventh annual GT
- [Reciprocal Frequent Flyer Elite Benefits Begin on United and Continental](#)
 - United Continental Holdings, Inc. (NYSE: UAL) announces that Mileage Plus and OnePass elite members are things being so able to sit more comfortably on both United and Continental flights. The renovated reciprocal seating benefits give Mileage Plus elite members access to household first-class upgrades, extra legroom seating and preferred seating on Continental flights, season
- [American Airlines and Roundabout Theatre Company Announce Renewal of Major Relationship in New York City](#)
 - American Airlines announced today a three-year renovation of its relationship with Roundabout Theatre Company for the American Airlines Theatre in New York City. As element of the agreement, the Theatre will retain its name, and American will continue to receive hospitality and promotional benefits from Roundabout. American Airlines has been a egotistical sponsor of Roundabout
- [Good News For Virgin Atlantic Frequent Flyers](#)

Another feather in the hat of Virgin Atlantic! The airline reckoned among the top UK carriers and popular for its amazing low flight fares and cheap flights to various worldwide destinations (including the recently launched direct flights to Accra, Ghana) – has yet come up with an exciting offer for its customers. Virgin Atlantic has


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