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À LA UNE

Air India and Singapore Airlines Scrap Codeshare Booking Limits, Deepen Reciprocal Loyalty Benefits

From 15 October, travellers can book either carrier's India-Singapore flights standalone through the other's own channels, while Maharaja Club and KrisFlyer members gain wider mileage earning now and reciprocal priority perks from the second quarter of 2027, across 126 weekly flights linking Singapore and eight Indian cities.

Air India and Singapore Airlines are unwinding a long-standing rule that forced any codeshare booking between the two carriers to include a flight each airline actually operated itself. Effective 15 October 2026, customers can book eligible India-Singapore flights operated by either airline directly through the other's website, app or appointed travel agents — covering 126 weekly flights across Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kochi, Kolkata and Mumbai. The change builds on a January 2026 Commercial Cooperation Framework Agreement and an April 2026 expansion of eligible booking classes and earn rates, under which Maharaja Club and KrisFlyer members already earn miles across more of each other's flights. The next milestone lands in the second quarter of 2027, when enhanced reciprocal benefits take effect on eligible routes: Maharaja Club Platinum and KrisFlyer PPS Club members will get priority check-in and boarding on par with each airline's own top tier, while Maharaja Club Silver and KrisFlyer Elite Silver members gain extra baggage allowance and priority boarding. "Strategic partnerships will play a key role in Air India's evolution into a leading, world-class global airline," said Nipun Agarwal, the carrier's Chief Commercial Officer. Singapore Airlines' Lee Lik Hsin added that demand between the two countries "remains strong," with the partnership meant to give customers more choice and convenience.

— Source: **Air India Newsroom**

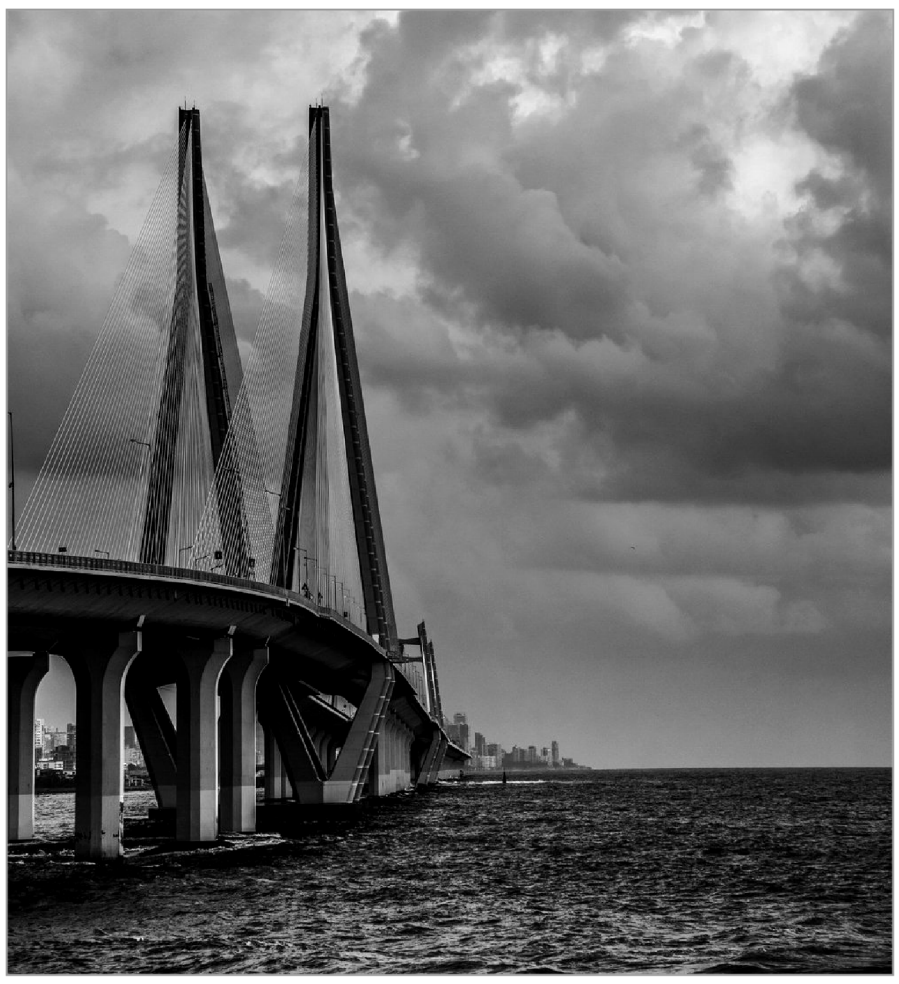

Photo by Vikram

EN BREF

PLDT and Smart Unify Three Loyalty Programmes Onto a Single Rewards Platform

PLDT Home, Smart and the group's Ka-Partner network are merging into one AI-driven rewards platform, replacing fragmented legacy schemes over the coming year. The programme aims to recognise customers across every touchpoint and tailor perks to usage rather than separate point currencies. "Customer loyalty is key to our long-term growth," said PLDT COO Menardo G. Jimenez Jr.; Smart's Lloyd R. Manaloto said it "lays the groundwork for seamless, shared rewards."

— Source: **context.ph**

Delta's Loyalty Engine Keeps Outrunning the Rest of the Business

Delta's September-quarter results show loyalty-and-related revenue up 19% to US$1.35 billion and loyalty travel awards up 18% to US$1.3 billion, while total revenue rose 21% on refinery sales. American Express remuneration climbed 15%, tracking past US$9 billion for the year, as co-brand card spend grew double digits for an eighth straight quarter. Travel-products and non-air partnership revenue rose 25% — evidence frequent-flyer economics are a structural profit driver for premium carriers, not a retention afterthought.

— Source: **Delta News Hub**

Snipp Research: AI Is Shifting From Product Search to Purchase Influence

A Snipp survey of 1,000 US adults who shop with AI finds 61.8% have bought something after an AI recommendation, and 84% have used AI to discover a brand they didn't know existed. Yet 69.2% worry that brand or advertiser influence could shape recommendations without their knowledge. "AI is rapidly becoming the front door to commerce," said Snipp CEO Atul Sabharwal, calling it a new decision layer brands must be recommended within.

— Source: **Snipp**

> *Japan's loyalty sector is valued at roughly US$8.64 billion in 2026, growing nearly 14% year-on-year toward a projected US$13.45 billion by 2030 — driven by bank, retail and payments loyalty currencies interlocking faster than almost anywhere else in the region.*
>
> GLOBENEWSWIRE / RESEARCH AND MARKETS, JAPAN LOYALTY MARKET UPDATE

DANS LES DÉPÊCHES

P&G and McLaren partner to drive Asia-Pacific engagement ahead of the Singapore Grand Prix ◆

U.S. Bank and BMW redesign their co-brand Mastercard lineup with 2X dealership point values and no annual fee ◆

Etihad Guest and Southwest Rapid Rewards launch a reciprocal partnership starting spring 2027