

TRAVEL AND HOSPITALITY

## Emirates elevates its rewards with joint credit card launch

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HBL Mastercard and Emirates announced new card lineup. Image credit: Emirates

By STAFF REPORTS

Dubai, U.A.E.-based airline Emirates is helping its loyal customers earn more rewards with a new line of credit cards.

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Working with Malaysian financial service Hong Leong Bank Berhad, Emirates' rewards program Skywards will see a range of cobranded cards. Emirates Skywards members will be able to earn rewards through their daily spend.

### Flying with rewards

Three cards make up the line of credit cards by Hong Leong Bank Berhad and Emirates, named the Emirates HBL World Elite, the Emirates HBL World and the Emirates HBL Platinum card.

Those that sign up for one of the three cards will automatically receive up to 10,000 skywards miles as a sign on bonus after their first spend. Emirates cardholders that book directly with the airline will also receive more rewards.

Other rewards include access to the Emirates lounge in airports such as Dubai and Kuala Lumpur, Emirates Skywards Silver membership for one year, which allows for priority check-in and boarding as well as additional baggage.



*Image courtesy of Emirates*

Throughout the year, cardholders will also be able to earn up to 160,000 bonus Skywards Miles. These miles can be redeemed for a business class flight between Kuala Lumpur and Europe.

The rewards system is based on 2.5 miles per 4 Malaysian Ringgit spent, or \$0.97 at current exchange.

Other rewards include complimentary airport transfer in Malaysia and worldwide golf access.

"Whether shopping for groceries or for movie tickets, customers can use their Emirates HLB card to earn Skywards Miles on their daily spend, helping them reach their next flight or lifestyle reward faster," said Dr. Nejib Ben Khedher, senior vice president of Emirates Skywards, in statement. "We are always looking to offer more value and benefits to our members through the Emirates Skywards rewards program with its ecosystem of over 100 partners in the travel and lifestyle segment.

"We are delighted to be working with Hong Leong Bank in Malaysia to roll out our first co-branded credit card in the market and look forward to growing our current family of over 240,000 Emirates Skywards members in the country," he said.

Emirates often partners with other brands to help increase rewards capability.

Starwood Hotels and Resorts improved Starwood Preferred Guest by augmenting the program with Emirates Skywards.

The joint program was called Your World Rewards and provides a number of cross-brand benefits to consumers of both companies. Many brands are finding innovative ways to make loyalty programs more relevant and effective at retaining consumers, but basic complementary partnerships sweep in swaths of new consumers ([see story](#)).

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