

Best Frequent Flyer and Frequent Guest Programs Chosen in the 2012 Freddie Awards

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Internationally, the Jet Airways JetPrivilege frequent flyer program was voted Program of the Year in the Middle East/Asia/Oceania region and Turkish Airlines Miles&Smiles received the Program of the Year Freddie Award in the Europe/Africa region.

[The Freddie Awards](#) represent excellence in frequent travel programs and rate the best programs in seven categories: Program of the Year, Best Promotion for Earning, Best Promotion for Redemption, Best Redemption Ability, Best Customer Service, Best Elite Program and Best Loyalty Credit Card. Voters were permitted to vote for programs in one of three global regions: Americas, Middle East/Asia/Oceania and Europe/Africa.

Starwood Preferred Guest won Frequent Guest Program of the Year in the Europe/Africa region and Taj InnerCircle won in the Middle East/Asia/Oceania region.

This is the first Program of the Year Freddie Award in any region for American Airlines AAdvantage. The Fort Worth-based program also won Freddie Awards for Best Promotion for Earning, Best Customer Service and Best Elite Program. The wins for Best Customer Service and Best Elite Program are also firsts for American Airlines AAdvantage.

Delta SkyMiles American Express was named top loyalty credit card in the Americas region. The Etihad Guest Above Credit Card was the winner in the Middle East/Asia/Oceania region, and the Turkish Airlines Shop&Miles Garanti Credit Card took the prize in the Europe/Africa region - marking the first time that loyalty credit cards affiliated with airline programs have swept the regions.

Starwood Preferred Guest won the most Freddie Awards overall with eight while American Airlines AAdvantage took home the most for an airline program with four. Three programs won their very first Freddie Award this year: Accor A|Club, airBaltic BalticMiles and TAM Fidelidade.

The awards were announced today during a ceremony at the Renaissance Newark Airport Hotel in Elizabeth, N.J. More than 300 airline, hotel and credit card representatives attended the ceremony, along with several members of the voting public.

"We are delighted to once again allow frequent flyers throughout the world the opportunity to select the frequent travel programs that they believe have achieved excellence," said Randy Petersen, founder of [Milepoint.com](#) and one of the hosts of the event. "This is not an elitist view of these programs but rather the 'best' are determined by the votes of those who spend a great deal of their life on the road."

The Freddie Awards are named after the late Sir Freddie Laker, who attracted fame (and a knighthood in the United Kingdom) for pioneering low-cost air travel across the Atlantic in the 1970s.

This year, Milepoint.com partnered with American Express; Points Pay, a Loylogic company; Points.com; ITA Software by Google; Priority Pass; Swift Exchange; Gogo; Topquest; ICLP and Thanks Again to present the event.

THIS YEAR'S WINNERS ARE:

Program of the Year

Americas Airline: American Airlines AAdvantage
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: Jet Airways JetPrivilege
Middle East/Asia/Oceania Hotel: Taj InnerCircle
Europe/Africa Airline: Turkish Airlines Miles&Smiles
Europe/Africa Hotel: Starwood Preferred Guest

Best Promotion for Earning

Americas Airline: American Airlines AAdvantage
Americas Hotel: Starwood Preferred Guest
Middle East/Asia/Oceania Airline: Jet Airways JetPrivilege
Middle East/Asia/Oceania Hotel: Accor A|Club
Europe/Africa Airline: Lufthansa Miles & More
Europe/Africa Hotel: Starwood Preferred Guest

Best Promotion for Redemption

Americas Airline: Delta Air Lines SkyMiles
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: El Al Matmid Club
Middle East/Asia/Oceania Hotel: Starwood Preferred Guest
Europe/Africa Airline: Lufthansa Miles & More
Europe/Africa Hotel: Starwood Preferred Guest

Best Redemption Ability

Americas Airline: TAM Fidelidade
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: Etihad Airways Etihad Guest
Middle East/Asia/Oceania Hotel: Taj InnerCircle
Europe/Africa Airline: airBaltic BalticMiles
Europe/Africa Hotel: Starwood Preferred Guest

Best Customer Service

Americas Airline: American Airlines AAdvantage
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: Jet Airways JetPrivilege
Middle East/Asia/Oceania Hotel: Taj InnerCircle
Europe/Africa Airline: Lufthansa Miles & More
Europe/Africa Hotel: Starwood Preferred Guest

Best Elite Program

Americas Airline: American Airlines AAdvantage
Americas Hotel: Marriott Rewards
Middle East/Asia/Oceania Airline: Etihad Airways Etihad Guest
Middle East/Asia/Oceania Hotel: Hyatt Gold Passport
Europe/Africa Airline: airBaltic BalticMiles
Europe/Africa Hotel: Starwood Preferred Guest

Best Loyalty Credit Card

Americas: Delta SkyMiles American Express
Middle East/Asia/Oceania: Etihad Guest Above Credit Card
Europe/Africa: Turkish Airlines Shop&Miles Garanti Credit Card