

Munich Airport, Lufthansa and Miles & More launch loyalty program partnership



"Loyalty Hub Munich" cooperation from left to right: Heiko Reitz (Chief Commercial Officer Lufthansa Airlines), Johann-Philipp Bruns (Managing Director Miles & More GmbH) and Dr. Jan-Henrik Andersson (Chief Commercial Officer Munich Airport)

Munich Airport ([MUC](#)) and [Lufthansa Airlines](#) have announced a new partnership with [Miles & More](#). This cooperation between an airport, an airline and a loyalty program offers travellers at Munich Airport an elevated shopping experience. Passengers can now collect and redeem miles in many stores at the airport.

Beginning this month, to celebrate the 21st birthday of Terminal 2, passengers will receive 21x miles for two months after activating the program once. Terminal 2 is jointly operated by Lufthansa and Munich Airport. The three partners are also planning attractive miles promotions for the future, the press release said.

"We are focusing even more on the customer and creating an attractive offer that provides real added value. We are taking a completely new commercial approach with the intensive cooperation between the three brands," said Dr. Jan-Henrik Andersson, Chief Commercial Officer of Munich Airport.

Heiko Reitz, Chief Commercial Officer, Lufthansa Airlines, acknowledged that the 21st birthday of Terminal 2 also marks 21 years of cooperation with Munich Airport.

"With the introduction of the Miles & More loyalty program at Munich Airport, we are breaking new ground as part of the 'Next Level' cooperation in order to achieve the best for our guests," said Reitz.

"We are very pleased to be the loyalty program of Munich Airport and to further intensify the travel experience of our passengers," said Johann-Philipp Bruns, Managing Director of Miles & More GmbH. "With more than 30 years of experience in the loyalty sector and over 25 years in the retail business, we know the needs and demands of the target group and together we will improve the travel comfort of visitors to Munich Airport."