

Cyprus Airways partners with leading technology firm East2 to deliver a next-generation airline rewards program.

30 March 2023 – Larnaca, Cyprus. East2 is bringing their latest cutting-edge technology to life through a collaboration with Cyprus Airways to appropriately reward all customers for their loyalty. Delivering a world-class traveller eco-system, East2 will empower Cyprus Airways through meaningful customer engagement and offering passengers instant rewards that reach much further than flights alone.

This partnership also provides a unique opportunity for Cyprus Airways to engage with the broader Cypriot community and people travelling to Cyprus for VFR, business, or leisure reasons. This program is not only about participation to collect points but will also benefit the Cypriot business community through an innovative traveller reward scheme powered by next-generation technologies to create a community program that will benefit the local partners and economy of Cyprus.

Paul Sies, CEO of Cyprus Airways comments that, “East2’s consumer-centric solution will allow our overseas travellers and the Cypriot community to easily earn and redeem on Cyprus Airways flights, ancillaries and through discretionary spend, such as when dining out, car rental, car fuel or retail shopping.

Cypriot businesses will have the opportunity to participate in the program, creating or expanding their own rewards capabilities to drive increased traffic into their business through great offers.

It falls into our vision to create a program that showcases the spirit and community of Cyprus to the millions of tourist arrivals from around the world, whilst supporting our local community. The unique thing about this program is that travellers will start benefiting from their 1st flight, no need to make multiple flights to actually benefit.”

Stephen Bartlett-Bragg, Co-founder of East2 commented, “We are delighted to have a progressive airline like Cyprus Airways adopt our aspirational solution that will allow them to create a unique digital eco-system to showcase Cyprus Airways and the local Cypriot community. We know this will place Cyprus Airways at the forefront of customer innovation and provide a powerful competitive advantage.”

With implementation currently underway, the upgraded offering will become available to travellers, business owners and the local community soon. Benefits will progressively grow later this year.

About Cyprus Airways

Cyprus Airways, Cyprus’s flag-carrier, resumed operations in 2016. The airline operates two Airbus A320 aircraft fleet which are currently operating on a eighteen-scheduled destination network. Winter destinations include Athens, Beirut, Tel Aviv, Yerevan, Paris and Rome. Additionally, summer destinations include Basel, Zurich, Milan-Bergamo, Prague, Santorini, Skiathos, Rhodes, Heraklion, Cairo.

For more information, visit our website at www.cyprusairways.com or find us on all social media platforms under @cyprusairways.

For media enquiries please contact: marketing@cyprusairways.com

About East2

East2 is an innovative travel tech company that has set out to digitally transform the Airline, Travel and Lifestyle supply chain. East2's white-label platform is Consumer Centric by motivation and design. It comprehensively meets the end-to-end Consumers experience to drive value generating insights and commercial returns for all participants at every Consumer touch point (before, during and after travel). It creates a holistic and engaged experience for Consumers and Airlines.

For more information visit our website at www.east2.global or contact at press@east2.global