ETIHAD CARGO RECORDS BIGGEST MONTHLY UPLIFT

News / Airlines

It has been a month of milestones for Etihad Cargo. The freight division of Etihad Airways recorded its busiest month ever in October, uplifting 53,785 tonnes of cargo and surpassing its previous best, achieved in November 2014, by 501 tonnes.

This reflected growth in perishables traffic from Africa, US inbound and outbound traffic, and volumes from Europe to Asia Pacific.

Just a few days after achieving this record, Etihad Cargo enrolled its 4,000th member into its CargoConnect loyalty programme.

David Kerr, Senior Vice President of Etihad Cargo, said: “Customer loyalty plays a big part in the success of Etihad Cargo operations worldwide. We’re delighted to have the ongoing support and commitment of our partners who have contributed to the record levels of uplift during October.”

CargoConnect members earn one mile for every US$2 net revenue on General Cargo and four miles for every US$2 net revenue on Premium Cargo. Miles can be redeemed for a range of things from office equipment to flights to smart phones, and more.

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The programme has achieved a redemption rate of 30 per cent so far in 2016, one of the highest amongst similar loyalty reward schemes in the industry.

To mark the achievement, Etihad Cargo hosted a ceremony during this past weekend's2016 Formula 1 Etihad Airways Abu Dhabi Grand Prix with the 4,000th customer, Kerry Logistics. Sammy Mak, Senior Vice President Logistics and Carrier Procurement at Kerry Logistics, accepted 150,000 CargoConnect miles as a token of recognition on behalf of his company.

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