

KINGFISHER AIRLINES ENTERS INTO ALLIANCE WITH ROYAL CARIBBEAN



Michael Bayley, executive vice president, International, Royal Caribbean Cruises Ltd.

Leading private airline Kingfisher Airlines said it has entered into an alliance with global cruise lines operator Royal Caribbean International for offering its customers vacation packages through its membership programme. According to the airline, the new partnership would allow it to expand its loyalty membership by providing exclusive offers with the cruise lines operator. "The alliance with Royal Caribbean International is yet another initiative that will expand the range of exciting and

exclusive benefits we offer our King Club guests," said Anshu Sarin, vice president, guest loyalty and Kingfisher holidays, Kingfisher Airlines.

On its part the global cruise lines operator said that India was a key market and that the new alliance will further strengthen its presence in the country. "India is a key market for us, and we look forward to expanding our brand presence there and introducing people to the world of cruising," said Michael Bayley, executive vice president, International, Royal Caribbean Cruises Ltd. The airline said its club members can also earn free air miles when they book a qualifying cruise package. - JANS