

*Welcome to*

# The Club

Avolta Introduces Club Avolta: A Disruptive Global  
Loyalty Program Revolutionizing Retail  
and F&B for Travelers Worldwide.



 **ClubAvolta**

# Club Avolta's Ambition



Club Avolta supports our ambition to maximize value for our customers, while driving sustainable growth for our business. As the largest travel experience player, our diversification across travel retail, F&B, and convenience gives us a competitive edge through our ability to generate insights from proprietary data.

For members, Club Avolta starts as a simple transaction but quickly becomes a habit, and eventually a lifestyle. The program allows us to understand our clients and their purchasing behavior even better, enabling data-driven business decisions that align with our Destination 2027 strategic objectives.

Xavier Rossinyol, CEO

# Meet: ClubAvolta

Club Avolta is rolling out across all Avolta locations globally. Alongside a strong digital campaign launch online and growing social presence, Club Avolta is well-represented in-store with marked member-only discount sections. QR codes throughout the store and at the point of sale encourage sign up by providing an instant discount for shoppers, and team members are trained to actively talk about the benefits. Members of the company's legacy loyalty program have their membership automatically transferred to Club Avolta, with the current app prompting an automatic update for a full member experience.

**6 Continents**

**70 Countries**

**1,000+ Locations**

**1,000+ Brands**

**One App**

# Revolutionizing the global travel experience

In October 2024, Avolta launched a loyalty program that seamlessly integrates duty-free, duty-paid, food & beverage (F&B), brands, airports, airlines, hotels, and more. This strategic initiative aims to revolutionize the global travel experience, enhancing traveler satisfaction and driving sales.



# Key Figures



**>10 m**

**Club Avolta  
members**

\* As of 31 December 2024



**3x ATV**

**Members  
transaction  
value 3x more  
on average**

\* Average member spend vs  
non-member spend



**2.5 sec**

**Loyalty  
transaction  
every  
2.5 seconds**

\* Average transaction frequency  
Q4, 2024



**> 5%**

**Club Avolta  
> 5% annualized  
revenues  
in 2024**

Club Avolta delivers substantial benefits to key stakeholders across the travel ecosystem by incorporating the company's full offering of travel retail, and F&B outlets, giving travelers exclusive benefits and experiences with the world's favorite brands. Designed to be completely customer-centric, it is simple, intuitive, and tailored to each traveler's unique needs.

**Exclusive Offers & Products**

**Dedicated Member Pricing**

**Experiences & Benefits**



**Travel Retail**

**Food & Beverage**

**Airlines**

**Lounges**

**Hotels**

**Lifestyle**

**Car Hire**

Members save more.

Club Avolta is positioned to reward members for loyalty spending worldwide. While the Silver, Gold and Platinum memberships may start with airport shopping and F&B benefits, this is just the beginning. Working together with a wide range of complementary partners, Club Avolta offers benefits with hotels, airport lounges, lifestyle brands, car rental companies, restaurants and much more. Members get the best deals and discounts for being part of the Club Avolta rewards program.

COLLECTION



# Driving benefits for Avolta, concession partners and brands.

For concession partners, Club Avolta will drive increased sales, while also boosting traveler satisfaction. The program is designed to seamlessly integrate with existing concession partners' loyalty schemes, complementing and enhancing the overall customer experience. Meanwhile, brands will benefit from increased visibility of purchasing behaviors, allowing for data-driven investments in experiences and rewards that resonate with travelers and help grow market share.





clubavolta.com

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today



**ClubAvolta**