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Aeromexico Introduces Frequent Flyer Program

by Steven Ranieri

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On Dec. 4, Aeromexico vice president Alberto Castrejan Solis told reporters that the company plans to introduce a frequent flyer option (Club Premier) beginning Jan. 1, 1992. In the first six months, he said, the airline expects about 500,000 subscribers. Castrejan added that Aeromexico also expects to combine Club Premier benefits with other services, e.g., hotel chains and car rental agencies, and participate in cooperation agreements with US and South American airlines. (Source: El Financiero, 12/04/91)

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