

Members come from 180+ countries

Top 5 countries



Elite membership base

432,314 members
(25,000 Tier Miles)



Silver

189,924 members
(50,000 Tier Miles)



Gold

15,657 members
(150,000 Tier Miles)



Platinum

Since launch



25 MILLION

Emirates Skywards Members

Miles redeemed
Apr 2018 - Mar 2019

Dubai Duty Free
170 transactions per day
1.2 billion Miles redeemed by members from 185 countries

77 million for 10,344 sports and events tickets by 6,431 members

490,000 upgrades

555,000 Cash+Miles transactions

143,000 reward tickets

Transaction growth
2016-19

Earn +50%

Burn +150%

Earn and Burn partners



157 partners

including



19 lifestyle



8 mobility



7 points exchange



12 financial co-brands



100 hotel brands



Fly to 2,000+ destinations with 15 airline partners

Industry firsts



Exclusive Platinum privileges (personalised spend-base targets to unlock new benefits)



The Dubai Mall (earn Miles on every transaction in all outlets in a mall)



In-path offers (personalised offers while searching flights and fares online)

Skywards Centre at DXB



6,000 member interactions on average every month



*Unless otherwise specified, all data is as of August 2019