

FREQUENT FLYer PROGRAMs



Why frequent flyer programs?

Severity of the climate crisis: 2024 hottest year on record, tipping points, climate disasters, ...

Aviation contribution is large and growing

Technological innovations have minimal timely impact on aviation, and require more growth (Jevons paradox)

Degrowth is the way to go

1% of world population is responsible for 50% of climate impact of total air travel emissions (2018)

frequent travellers admit that 1/3 of their trips are not essential

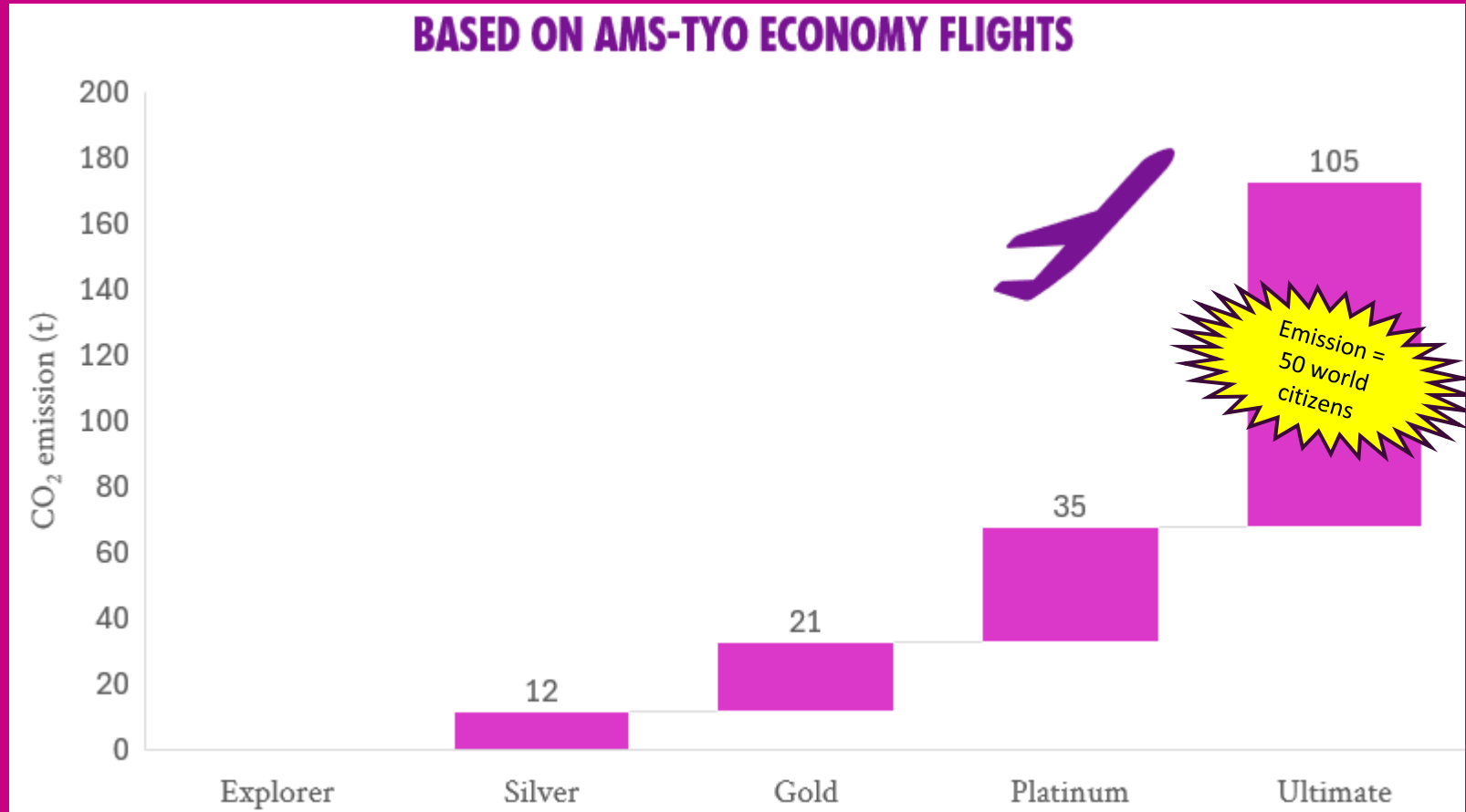
frequent flyer programs have a significant impact:

1. Makes frequent flyers think their travel patterns are normal
2. “Stimulate irrational behaviour” (quote President Flying Blue)
3. Rewards with extra free flights and polluting upgrades



Most profitable
department of
AFKLM

What are the emissions per status level?



Irrational behavior through gamification:

Mileage runs, detours, extra flights to earn a benefit or not lose status, company pays business trips -> points for leisure

Our campaign

- As XR Netherlands, we focus on the Dutch legacy airline KLM
- We talked with KLM
- Three opinion articles in newspapers
- Petition
- 12 actions behind the security, for which 36 activist received 5- or 10-year ban from Schiphol
- Start Frequent Flyer Program by XR_Travel_Agency
- Postcard action
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Alternatives?

- Can you change a fossil-driven industry's business model?
- Reputation: Should you act before you are forced?
- Is there a moral responsibility?
- Should eco-friendly travel companies learn from legacy airlines business models? (Frequent Traveller Programs?)

