Press Release

10 September 2026

Avanti West Coast's award-winning loyalty programme set to celebrate landmark one million members

- *One million customers set to be benefiting from Club Avanti loyalty scheme*
- *Over four million rewards have been given out including free journeys and hot drinks*
- *Members have a chance of winning a year's travel with Avanti West Coast as part of celebrations*

Avanti West Coast's award-winning loyalty programme is set to pass a landmark one million members.

Industry leading Club Avanti has amassed the milestone in just over four years after launching in June 2022. The scheme rewards frequent travellers with free Standard Premium seats and First Class tickets, as well as discounted travel and onboard food and drink.

To mark the one millionth member, the intercity operator will be running a competition for members who book a journey from 8 September to 25 October. Prizes include an Etihad Stadium tour and hotel stay; four Merlin Annual passes; VIP tickets at the Co-Op Arena in Manchester; a stay in a lakeside lodge at Chester Zoo; an Alice in Wonderland-inspired afternoon tea experience with an overnight stay at the Oddfellows Hotel in Chester; and free First Class travel for a year on Avanti West Coast services.

Since the initiative has started, over three million rewards have been given out to members. These include 2.3m hot drinks, 2.2m ticket discount codes and over 270,000 free tickets.

Upon joining the reward programme, members qualify for an immediate 10 percent off their next journey. They also receive a voucher for a free welcome hot drink as well as a discount off all food and drink bought from the onboard shop every time they travel.

After nine journeys are made within 12 months members are elevated to Gold status which qualifies them for one free Standard Premium return journey. Platinum membership is achieved by making 21 journeys in a year, with customers treated to a free First Class return ticket. Club Avanti members also benefit from various partnership rewards and other surprise benefits.

Club Avanti has also been recognised globally at the International Loyalty Awards in 2024 as well as winning the 'Customer Engagement and Loyalty' category at the prestigious Marketing Society Awards the same year.

Jen Inglis, Head of Marketing at Avanti West Coast, said: "We are absolutely thrilled that we are about to pass the significant milestone of one million members for Club Avanti. With over four million rewards handed out in four years, we are giving our frequent customers more value for money when travelling with us.

"Reaching this landmark number highlights the ever-growing popularity of our award-winning loyalty programme which is attracting more people to rail and recognises those who travel with us regularly."

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About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward. Avanti West Coast serves key UK cities, including London, Birmingham, Manchester, Liverpool, Glasgow as well as North Wales.

We're on a mission to be the transport of choice – connecting customers and communities along the West Coast. Our award-winning Pendolino refurbishment programme transformed the UK's hardest working fleet with all 56 of the iconic trains providing best-in-class comfort.

Our Evero fleet, which offers more seats, improved comfort, and a substantial cut to carbon emissions, was introduced in June 2024 and is the result of a £350m investment in sustainable travel. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, serves routes from London to the Midlands, Chester, North Wales and the North West.

We want to make a positive difference to the people and places we serve – helping to drive economic growth, green travel, and break down barriers. Our efforts to contribute to society and enable people to benefit from the opportunities rail offers through purpose-led initiatives including Feel Good Field Trips and award-winning female driver recruitment campaign has seen us create over £1billion in social value impact.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

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https://newsdesk.avantiwestcoast.co.uk/

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