Press Release

Avanti West Coast's loyalty scheme passes a quarter of a million members

- *Club Avanti recruits over 275,000 members in first 18 months*
- *Members enjoy over 8,300 free journeys on Avanti West Coast services*
- *Immediate benefits include 10% off next journey, free welcome hot drink and 10% off items at the Onboard Shop*

Avanti West Coast new customer loyalty scheme has attracted over a quarter of a million members inside its first 18 months.

Club Avanti, which was launched in June 2022, rewards frequent travellers with discounted travel and onboard food and drink, plus the chance to enjoy free Standard Premium as well as First Class tickets.

To date members have enjoyed 8,300 free tickets across Standard Premium and First Class. A further 6,000 plus have saved 10 percent on a journey on Avanti West Coast.

Upon joining Club Avanti, members qualify for an immediate 10 percent off their first journey. They also receive a voucher for a free welcome hot drink as well as a further discount off all food and drink bought from the onboard shop (excluding meal deals).

After nine journeys are made within 12 months from the date of joining, members are elevated to Gold status. In addition to the discounted food and drink, Gold members also qualify for one free Standard Premium return journey. Platinum membership is achieved by those making 21 journeys, with customers treated to a free First Class return ticket. Over 9,000 members have achieved Platinum status.

Mark Murphy, Head of Loyalty at Avanti West Coast said: "We've been overwhelmed by the response to Club Avanti and the growth in membership shows no sign of slowing down.

"Members really appreciate the discounts and the chance to earn free tickets. It is our way of saving 'thank you' and we have plans for building in additional benefits moving forward."

Members earn one Qualifying Journey for every Avanti West Coast ticket they buy via the Avanti West Coast website or app, booked between two Avanti West Coast calling points.

Customers will need to be enrolled in the loyalty program before they travel and make a journey greater than 75 miles. A return journey counts as two trips.

Club Avanti members can also arrange for priority ticket alerts and also opt in for priority boarding notifications when travelling from London Euston.

Membership Levels and Benefits

Silver (up to 8 trips per year)	Gold (9 to 20 trips a year)	Platinum (21+ trips per year)
Save 10% on your first return ticket when you join	A free Standard Premium return ticket	A free First Class return ticket
A free hot welcome drink onboard	10% off any purchase from the onboard shop	10% off any purchase from the onboard shop
10% off any purchase from the onboard shop	Priority Ticket Alerts and Early Boarding Notifications	Priority Ticket Alerts and Early Boarding Notifications
Priority ticket alerts and early boarding notifications		

Terms and conditions apply – see https://www.avantiwestcoast.co.uk/tickets-and-savings/club-avanti for details.

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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.

We're on a mission to revolutionise train travel. Our refurbed Pendolinos are returning to the rails, with a £117m investment that's delivering best in class comfort. Rebuilt using sustainable materials wherever possible, including tables made from recycled plastic bottles, our upgraded fleet offers 25,000 brand new seats, free Wi-Fi, onboard recycling and much more.

New Hitachi trains are set to replace our Voyager trains from 2024, leading to a 61% cut in carbon emissions. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, the new 23-strong fleet is the result of a £350m investment in sustainable travel.

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.

For the latest news, visit the Avanti West Coast Media Centre:
https://newsdesk.avantiwestcoast.co.uk/

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