

Innovations in Loyalty Management: A Case of Asia Miles



Source: Pixabay (2025)

Background

Asia Miles is a loyalty and frequent-flyer program launched by Cathay Pacific in 1999, which allows members to earn mileage miles by making different purchases with co-branded credit cards or on partnered flights, hotels, dining, financial services, retail, and technology products. Asia Miles is a loyalty and frequent-flyer program launched by Cathay Pacific in 1999, which allows members to earn miles by making various purchases with co-branded credit cards or on partnered flights, hotels, dining, financial services, retail, and technology products and services (Marketing-Interactive, 2024).

As part of its marketing strategy, the group introduced “The Asia Miles by Cathay” mobile application in 2018 (Cathay Pacific, 2018). Utilizing blockchain technology’s fast and secure automated data transfer capabilities, loyalty members can see how many miles they have earned almost immediately after spending at partnered businesses (Enterprise Times, 2018). This not only helps members keep track of their miles-earning journey in a timely manner, but also improves business efficiency by minimizing back-office administration for both the airline and partnered merchants (Cathay Pacific, 2018).

Another feature of Cathay Pacific’s loyalty program is its promotion of wellness among members. Through the Asia Miles mobile app, users can earn up to 2,555 miles per year by achieving their daily wellness goals, such as water intake, walking distance, and sleep duration (Cathay Pacific, n.d.). This special feature encourages customers to stay on top of their health while earning miles at the same time.

Challenges

Although the app helps Asia Miles members easily keep track of miles earned, real-time data transfer and tracking require efficient back-end systems from both the airline and merchants. Some merchants might not have the hardware or knowledge to run the blockchain system, thus limiting the number of shops and restaurants available for the airline’s loyalty members to earn miles. Furthermore, Cathay Pacific currently hosts two mobile applications in the market: one for Asia Miles members and another for ticket sales and booking management. Some suggest that it would

be better for the airline to combine the two apps to offer a more seamless experience from sales to post-purchase.

Discussion Questions

1. What are the potential benefits and drawbacks of using Blockchain technology in loyalty programs like Asia Miles?
2. How effective are wellness incentives, like earning miles for achieving health goals, in engaging customers and promoting healthy lifestyles?
3. Apart from personal wellness, what additional features could be integrated into the Asia Miles app to enhance user engagement?
4. How does the Asia Miles program support Cathay Pacific's overall marketing strategy?
5. How might Cathay Pacific measure the success of the Asia Miles app?

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Keywords

- Airline
- Loyalty Program
- Wellness
- Blockchain Technology
- Mobile application
- Customer Experience

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忠诚度管理的创新：亚洲万里通案例



Source: Pixabay (2025)

背景

亚洲万里通是国泰航空于 1999 年推出的忠诚度及常客计划，会员可通过使用联名信用卡消费，或在合作的航空公司、酒店、餐饮、金融服务、零售及科技产品与服务进行消费来赚取里数(Marketing-Interactive, 2024)。

作为其营销策略的一部分，国泰集团于 2018 年推出了"The Asia Miles by Cathay"移动应用程序(Cathay Pacific, 2018)。利用区块链技术快速安全的自动化数据传输能力，忠诚度会员在合作商户消费后几乎可以立即看到所赚取的里数(Enterprise Times, 2018)。这不仅帮助会员及时追踪赚取里数的历程，也通过为航空公司和合作商户减少后台管理的工作量，从而提高了业务效率 (Cathay Pacific, 2018)。

国泰航空忠诚度计划的另一个特点是促进会员的健康生活。通过亚洲万里通移动应用程序，用户可以通过达成每日健康目标（如饮水量、步行距离和睡眠时长）每年最高可赚取 2,555 里数(Cathay Pacific, n.d.)。这一特色功能鼓励客户在赚取里数的同时关注自身健康。

挑战

尽管该应用程序帮助亚洲万里通会员轻松追踪已赚取的里数，但实时数据传输和追踪需要航空公司与商户双方都具备高效的后端系统。部分商户可能没有运行区块链系统的硬件或知识，从而限制了航空公司的忠诚度会员可以赚取里数的商店和餐厅数量。此外，国泰航空目前在市面运营着两个移动应用程序：一个服务于亚洲万里通会员，另一个用于机票销售和预订管理。有人建议，航空公司将两个应用程序合并，以提供从销售到售后的更无缝体验会更好。

讨论问题

1. 在像亚洲万里通这样的忠诚度计划中使用区块链技术有哪些潜在的益处与弊端？
2. 像达成健康目标即可赚取里数这样的健康激励措施，在提升客户参与度和促进健康生活方式方面的效果如何？
3. 除了个人健康，还可以将哪些附加功能整合到亚洲万里通应用程序中以增强用户参与度？
4. 亚洲万里通计划如何支持国泰航空的整体营销策略？
5. 国泰航空可以如何衡量亚洲万里通应用程序的成功与否？

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关键词

- 航空公司
- 忠诚度计划
- 健康生活
- 区块链技术
- 移动应用程序
- 客户体验

致谢

本案例研究基于并改编自香港理工大学酒店及旅游管理学院本科生 CHAU Lok Wun; CHEUNG Harmony; NG Ki Chun; WONG Chung Ka; YIU Wing Ki 的作业。

忠誠度管理的創新：亞洲萬里通案例



Source: Pixabay (2025)

背景

亞洲萬里通是國泰航空於 1999 年推出的忠誠度及常客計劃，會員可透過使用聯名信用卡消費，或在合作的航空公司、酒店、餐飲、金融服務、零售及科技產品與服務進行消費來賺取里數 (Marketing-Interactive, 2024)。

作為其營銷策略的一部分，國泰集團於 2018 年推出了 "The Asia Miles by Cathay" 流動應用程式 (Cathay Pacific, 2018)。利用區塊鏈技術快速安全的自動化數據傳輸能力，忠誠度會員在合作商戶消費後幾乎可以立即看到所賺取的里數 (Enterprise Times, 2018)。這不僅幫助會員及時追蹤賺取里數的歷程，也透過為航空公司和合作商戶減少後台管理的工作量，從而提高了業務效率 (Cathay Pacific, 2018)。

國泰航空忠誠度計劃的另一個特點是促進會員的健康生活。透過亞洲萬里通流動應用程式，使用者可以透過達成每日健康目標（如飲水量、步行距離和睡眠時長）每年最高可賺取 2,555 里數 (Cathay Pacific, n.d.)。這一特色功能鼓勵客戶在賺取里數的同時關注自身健康。

挑戰

儘管該應用程式幫助亞洲萬里通會員輕鬆追蹤已賺取的里數，但實時數據傳輸和追蹤需要航空公司與商戶雙方都具備高效的後端系統。部分商戶可能沒有運行區塊鏈系統的硬件或知識，從而限制了航空公司的忠誠度會員可以賺取里數的商店和餐廳數量。此外，國泰航空目前在市面營運著兩個流動應用程式：一個服務於亞洲萬里通會員，另一個用於機票銷售和預訂管理。有人建議，航空公司將兩個應用程式合併，以提供從銷售到售後的更無縫體驗會更好。

討論問題

1. 在像亞洲萬里通這樣的忠誠度計劃中使用區塊鏈技術有哪些潛在的益處與弊端？
2. 像達成健康目標即可賺取里數這樣的健康激勵措施，在提升客戶參與度和促進健康生活方式方面的效果如何？
3. 除了個人健康，還可以將哪些附加功能整合到亞洲萬里通應用程式中以增強用戶參與度？
4. 亞洲萬里通計劃如何支持國泰航空的整體營銷策略？
5. 國泰航空可以如何衡量亞洲萬里通應用程式的成功與否？

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關鍵詞

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- 忠誠度計劃
- 健康生活
- 區塊鏈技術
- 流動應用程式
- 客戶體驗

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