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À LA UNE

Hyatt Trades American Airlines for Delta, as Alliance Churn Reshapes Travel Loyalty

World of Hyatt announced a new tie-up with Delta the very same day it confirmed its American Airlines partnership will lapse — and Air India's fresh cross-earning bridge with IHG shows the reshuffle is happening in Asia too.

World of Hyatt unveiled a new long-term partnership with Delta Air Lines this week — Hyatt elite members will earn Hyatt points on qualifying Delta flights, and Delta SkyMiles Medallion members will earn miles on Hyatt stays, with exclusive flight-hotel pairings due "in the coming months." Hyatt made the announcement the same day it confirmed its existing partnership with American Airlines will wind down on February 28, 2027, after which members on both sides lose reciprocal elite recognition, a free-night perk and extra-legroom seating benefits. It's a clean alliance swap between two of aviation and hospitality's largest loyalty ecosystems — and not an isolated one: days earlier, Air India and IHG Hotels & Resorts launched their own cross-earning partnership, letting Maharaja Club members earn IHG One Rewards points at 7,100+ properties worldwide, with a 3x Maharaja Points launch bonus running through year-end. Together, the two moves are a reminder for any brand building loyalty strategy around a partner network: no single alliance, however established, should be treated as permanent.

— Source: [Hotel Dive](#) · [LoyaltyLobby](#)



Wheels up. A widebody departs into the night — the kind of split-second alliance moment now being redrawn on paper between Hyatt, Delta and American.
Photo: Josue

DANS LES DÉPÊCHES

- KrisFlyer** 50% bonus converting into ALL Accor, thru Sept 30
- ♦
- Novus Loyalty** extends CENT Rewardz to Delhi Metro & IRCTC
- ♦
- Flying Blue** moves to a three-tier award chart, effective now

EN BREF

Air India & IHG Launch Cross-Earning Partnership

Maharaja Club members now earn IHG One Rewards points at 7,100+ properties, with a 3x Maharaja Points launch bonus through Dec 31.
— Source: [Air India Newsroom](#) · [Hotel News Resource](#)

AdAction Partners With PDI Technologies for Convenience Loyalty

Advertiser-funded mobile gaming arcade AdGem Play is being integrated into convenience-store loyalty programs on PDI's platform — engagement without adding to retailers' loyalty cost base.
— Source: [The Wise Marketer](#)

FlexiRoam Signs Two-Year Dragonpass Deal for Hotel Loyalty

The ASX-listed connectivity firm extends lounge access and hospitality perks to its users, marking its entry into travel loyalty from an adjacent telco/roaming position.
— Source: [Small Caps](#)

ShardLab Invests in StoreHub, Launches SEA Rewards JV

Hashed's fintech arm takes a stake in the Kuala Lumpur commerce platform to build next-generation payments-linked rewards across StoreHub's 20,000+ Southeast Asian merchants.
— Source: [Electronic Payments International](#)

"77% of consumers notice personalised marketing — yet only 27% believe brands actually understand their interests."
SITE IMPACT, VIA THE WISE MARKETER