



SAS launches SAS Holidays – a brand-new all-in-one travel product

SAS expands its offering with the launch of SAS Holidays. The new concept reflects the rising demand for integrated leisure travel solutions, giving customers the possibility to arrange their entire journey in one place. By combining flights with accommodation, transfers and tailored extras, SAS strengthens its position in the growing holiday market.

With SAS Holidays, the entire trip can now be managed in one place, reflecting SAS' ambition to expand its offering in the leisure market. The product will be actively marketed going forward, with the campaign line *"There's holidays. And there's SAS Holidays."* playing a central role.

"This initiative not only enhances our customer experience but also strengthens SAS' position in the growing leisure market. By offering quality-assured packages, EuroBonus benefits and competitive prices, we create new value for our travelers and new growth opportunities for SAS. SAS Holidays represents a natural next step in our ambition to be the first choice for both flights and holidays," says Aron Backström, VP Product & Loyalty at SAS.

SAS Holidays covers nearly all destinations in the SAS network. Travelers booking through SAS Holidays will earn EuroBonus points on the entire package, in addition to the points earned for flights, and will also receive 50 percent Level points. EuroBonus Silver, Gold, and Diamond members receive their usual tier benefits—such as seating, baggage and lounge access—when traveling on SAS Holidays packages.

Integrated booking of flights and hotels

"By bringing everything together in one place, SAS Holidays combines SAS' reliable, industry-leading on-time performance with flexible, curated hotel options. This gives travelers greater convenience, trust, and value in a single booking experience," says Backström.

Developed in partnership with TripX Travel AB, SAS Holidays offers a curated yet extensive selection of quality-assured hotels, not only in arrival cities but also in nearby regions — catering to everything from weekend getaways to longer family holidays. TripX holds the package travel responsibility, ensuring compliance and customer protection.

SAS Holidays is available for purchase from points of sale within Europe, giving travelers access to an effortless and well-curated way to plan their trip – reflecting the broader concept behind the new offering.

SAS Holidays can be booked on sas.se, sas.no, sas.dk and at flysas.com.