



SAS EuroBonus surpasses 9 million members worldwide

EuroBonus is experiencing one of its strongest growth periods ever, with membership accelerating sharply in recent months as the program expands both within and beyond Scandinavia. Member number nine million was Ingrid Olsson, a 29-year-old teacher from Oslo, Norway.

EuroBonus has evolved significantly in recent years, transforming from a traditional frequent flyer program into a broad travel and lifestyle ecosystem that resonates with a growing and increasingly diverse member base. As SAS marks its 80th anniversary this year, the continued development of EuroBonus underscores the airline's long-standing commitment to rewarding loyal travelers and adapting to changing customer needs.

The sharp acceleration in membership reflects a strengthened offering, deeper everyday relevance, and a wider range of opportunities to earn and use points. Growth has surged in recent months, with EuroBonus now welcoming more than 100.000 new members every month — positioning it as one of Europe's most dynamic loyalty programs.

"We are incredibly proud to celebrate 9 million EuroBonus members. This milestone reflects the strength of the program and the trust our members place in us. EuroBonus is one of Scandinavia's strongest loyalty programs, and we continue to invest in making it even more valuable — whether you fly frequently, travel occasionally, or simply want to earn points in everyday life. The momentum we see today shows that our strategy is working, and that EuroBonus is more relevant than ever", says Paul Verhagen, Chief Commercial Officer at SAS.

Since its launch in 1992 with 400.000 members, EuroBonus has steadily broadened its reach. New members today receive free onboard WiFi and complimentary seat selection at check-in — benefits that have contributed to a clear rise in sign-ups. At the same time, the program has expanded its everyday footprint through around 2.000 partners, enabling members to earn points on shopping, utilities, hotels, and financial services. The strategic collaboration with Scandic has opened new advantages for millions of members, reinforcing EuroBonus as a lifestyle program that extends far beyond flying.

Driving growth through expanded benefits

Financial products have become one of the strongest engines of engagement. SAS has expanded its card portfolio with new offerings, including a debit card and, launching after summer, a B2B payment card. This diversification has played a significant role in EuroBonus' recent acceleration, allowing members to earn points through daily spending and making the program more accessible to a wider audience.

Retention of the most engaged travelers has also been central to reaching 9 million members. SAS has invested heavily in expanding opportunities to use points across its partner network, giving members more flexibility and more ways to redeem points for travel and upgrades. These initiatives reinforce EuroBonus' position as the largest loyalty program in Scandinavia — both in membership and in the breadth of its offering.



The nine-millionth member, Ingrid Olsson, joined ahead of her summer holiday trip to Copenhagen and Sweden. Olsson, a 29-year-old teacher from Oslo, Norway, represents a growing segment of younger leisure travelers who value flexible earning opportunities, everyday relevance, and loyalty benefits that enhance both short trips and longer journeys.

With its scale, partner breadth, and rapidly expanding global relevance, EuroBonus is positioned for continued strong growth and remains a cornerstone of SAS' relationship with millions of travelers across Scandinavia and beyond.