

Caribbean Airlines introduces gift cards

CARIBBEAN Airlines says that as part of its vision of becoming a 'lifestyle brand' rather than just a transportation provider, it will introduce gift cards.

According to the airline, these Caribbean Airlines Gift Cards will allow customers to share the gift of travel with friends and family.

Chief executive officer Garvin Medera made the comments on Wednesday night as Caribbean Airlines reaffirmed its commitment to its valued customers and partners at its exclusive Welcome Home to Love and Loyalty customer appreciation event, held on Wednesday at the Winifred Atwell Auditorium, Queen's Hall, Port of Spain.

'At Caribbean Airlines, loyalty is more than just miles-it's about relationships, trust, and the shared journeys we take together. This evening is about reaffirming our commitment to you, our valued stakeholders, who continue to make Caribbean Airlines the airline of choice in the region,' Medera stated.

'As part of its evolving product offering, the airline announced the introduction of Caribbean Airlines Gift Cards, allowing customers to share the gift of travel with friends and family.

This new feature aligns with the airline's vision of being more than a transportation provider, but a lifestyle brand, where travel integrates seamlessly with culture, convenience, and unforgettable experiences.

The airline's Jetpak courier service is also set to expand to other territories later this year,' a release stated.

The celebration honoured the airline's top tier loyalty members and officially launched its revamped Caribbean Miles programme, offering customers more ways to earn, greater flexibility, and enhanced rewards across the airline's growing route network.

It stated that Caribbean Miles remains a pillar of Caribbean Airlines' customer engagement strategy.

'The enhancements to the programme will open up even more opportunities for members to earn and redeem miles, making travel within the region and beyond even more rewarding,' the release stated.

Caribbean Airlines said the evening was a 'vibrant mix of entertainment, appreciation, and forward-looking announcements, reflecting the airline's commitment to fostering deep connections with its customers, partners, and the wider Caribbean community.'

The night's entertainment featured some of the Caribbean's top soca artistes including Mical Teja, Bunji Garlin (Ian Alvarez) and Machel Montano who released the airline's latest jingle which reflected the spirit of celebration and cultural pride that defines the airline's brand.

Medera also thanked Angostura Ltd with whom the airline has partnered to produce its exclusive CIM Rum Punch.

The company will also have its own Jouvert band in the Trinidad Carnival this year.

'Caribbean Airlines continues to live by its theme, 'Welcome Home-Home is Where the Heart Is,' ensuring that every journey feels like coming home-whether it's for business, leisure, or reconnecting with loved ones,' it stated.