



AIR MILES INCENTIVES®

Managed by RMG Loyalty

Testimonial

RV City

“With the AIR MILES Reward Program, the brand association and credibility goes a long way. When a new customer walks in our door, there is an 11-18% chance of doing business with that person. If that new customer is a referral, or an AIR MILES Collector, there is now a 50% chance of closing that customer! At a recent trade show, we sold eight units compared to our usual one or two.” It was our best Friday morning at a trade show, ever.

It’s hard to compete on dollars alone, but when I can offer 5X the AIR MILES® Reward Miles in a promotion, that’s five times more Miles toward their next trip, or reward.

Before launching the program, I was concerned that non-collecting customers would want the Miles converted to cash, but, I haven’t had one customer ask for this. AIR MILES is just understood, and so established in the marketplace.”

“AIR MILES has incredible brand power, there is no question about it.”

Dale Hopkins, General Manager, RV City.

RV CITY
Generations of family fun.