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Global Reward Solutions Expands Travel Offerings

Flights have been added to its catalog of loyalty and recognition awards for the first time.

by **Alex Palmer** | September 03, 2015



Cloud-based reward management platform [Global Reward Solutions](#) announced that it has expanded its travel reward offerings, adding flights to its catalog of loyalty and recognition awards. This is the first time the platform has offered flights, providing members with a more comprehensive travel options.

"It provides a single source for any type of award for our clients," Dave Peer (pictured), vice president of global merchandising for Global Reward Solutions, told Incentive. "This is a way for them to lower costs by reducing the number of suppliers required to support a

comprehensive award assortment. Our clients are expressing eagerness to continually find ways to be more efficient."

He added that the company's offerings are "extraordinarily great values" as they reflect significant savings on awards in great demand by the participants at Global Reward Solution's clients.

The Global Reward Solutions Vacations & Travel offering covers a wide selection of hotels and accommodations, cruises, car rentals, activities, global tours, and - now - local and international flights. Participants also have the option to receive daily and weekly "Specials" that provide discounts on select flights, as well as special featured vacations, cruises, and worldwide tours.

The new flight offerings comes after Global Reward Solutions had sought a solution that would not only please its members, but offer the strongest long-term value as part of its platform, conducting an extensive study to assess what would best serve all parties involved.

"We had received requests in the past to add airfare, but we hadn't found the right solution," said Kevin Ireland, vice president of Global Reward Solutions' operations. "Once the right global solution came forward, we didn't hesitate."

Peer added that the new initiative came about as a combination of interest from members and Global Reward Solutions' own ongoing efforts to expand its offerings.

"It provides a one-stop shop for all types of travel, offers best value for our clients, we can provide lots of options and air travel is a very popular award option," said Peer. "People like being able to use their points to redeem for flights."



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