

FlySafair announces a new subscription service

FlySafair has launched a subscription programme service called the FlyMore Club. By joining this club, members will receive an allocation of flights to use each month - effectively offering regular travellers a fixed low price.



“Customers have been asking us for a way to reward regular travellers for a while and the traditional models just don’t work, especially not in the low-cost environment,” says Kirby Gordon, chief marketing officer at FlySafair.

Members sign up for the club for a minimum of twelve months. Three packages are available that offer customers different monthly flight allocations:

- R800 pm for either two one-way flights, or one return trip a month
- R2,400 pm for either six one-way flights or three return trips a month
- R4000 pm for either ten one-way flights or five return trips a month

Members then redeem their monthly flights on the FlySafair website and only pay airport taxes when booking.

“This means that we are effectively able to offer members something like a ‘flight-hailing’ service at a cost saving of up to 84%* per flight. Given that the flight allocation is already awarded, users can literally book their seats on the way to the airport, which means avoiding all the complexities of change fees and fare difference charges.”

FlyMore Club members are required to use their monthly flight allocation for travel within the month it is allocated and flights can be booked on any of FlySafair’s 26 domestic routes.

“We see FlyMore appealing to a number of customers including regular commuters, business travellers, people with holiday homes, folks in long-distance relationships and even children with separated parents.”

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