



**VISIONAPARTMENTS**

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NEWS RELEASE

**COLLECT MILES WITH VISIONAPARTMENTS**

NEW PARTNERSHIP BETWEEN MILES & MORE AND VISIONAPARTMENTS

*Zurich, 2 November 2017* – **VISIONAPARTMENTS is getting together with Miles & More, Europe's leading frequent flyer and bonus programme. It is now possible to collect valuable bonus miles with the Swiss specialist in customised living solutions on visits lasting thirty days or more. Every Swiss franc spent earns a credit of one mile. VISIONAPARTMENTS is the first and so far the only serviced apartment company to cooperate with the frequent flyer programme offered by SWISS, Lufthansa and many more airlines.**

VISIONAPARTMENTS, the Swiss provider of serviced apartments, is cooperating with Europe's leading frequent flyer and bonus programme Miles & More for the first time. From now on, customers who spend at least thirty days in one of the 1,100 apartments in Germany, Austria and Switzerland will be credited with one bonus mile per euro or Swiss franc sales revenue. In the start-up months November and December 2017, 1,000 extra miles will be given away.

Alongside the 40 or so partner airlines – including SWISS, Lufthansa and Austrian Airlines – plus 25 hotel groups, eight car rental firms and a cruise operator, VISIONAPARTMENTS is now the first and only serviced apartment company to belong to the Miles & More network. "We are striving to expand and add new partners to the SWISS Miles & More portfolio. We were impressed with the high standards of service at VISIONAPARTMENTS, and feel that the company perfectly meets the needs of our business travellers", says Sven Lareida, Director, Head of Loyalty Commercial & Partnership Management.

Through the cooperation with Miles & More, VISIONAPARTMENTS is expanding its strong range of products even further. "In choosing a new partner, we felt that it was important that its services offer a tangible added value for our customers. The opportunity to collect air miles with Miles & More when staying with VISIONAPARTMENTS will make a visit even more attractive", comments Bastiaan Don, Group Head of Communications, Development & IT of VISIONAPARTMENTS.

**About VISIONAPARTMENTS**

Founded in Switzerland in 1999, VISIONAPARTMENTS specialises in developing and renting premium furnished apartments with service and style. The company quickly grew from a start-up to Switzerland's market leader and now offers over 1,000 tailored temporary living solutions in Berlin, Lausanne, Warsaw, Vienna and Zurich, with further locations soon to follow in Basel, Frankfurt, Geneva, Vevey and Zug. It is gradually expanding both in Switzerland and abroad while focusing primarily on the German-speaking countries. To enhance its global presence, VISIONAPARTMENTS also cooperates with select partner companies in a serviced apartment network that currently includes over 30,000 accommodations in more than 180 business destinations worldwide.  
[visionapartments.com](http://visionapartments.com)



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**About Miles & More**

Miles & More is the leading frequent flyer and awards programme in Europe. More than 20 years of experience and collaboration with 300 partners make the Frankfurt-based operator, Miles & More GmbH, an expert in successful customer loyalty.

Partner companies benefit from access to a sophisticated target group, and use award miles for customer retention. Comparing the best frequent flyer programmes 2016, the manager magazin, renowned monthly business magazine for decision makers and managers in Germany, named Miles & More as the overall winner for the second time in a row. In addition to good results in all relevant areas such as "earning miles" or "fleet and goals", the top position for Miles & More resulted from its strong rating in the category of "redeeming miles". Miles & More members are able to earn and redeem miles when flying and with sophisticated brands in many areas of life, such as those offered by our partners in the areas of shopping and lifestyle, telecommunications and electronics, as well as hotels and car hire. They enjoy participation in an exclusive world of selected premium products as well as exclusive premium offers, for example in the SWISS Shop, popular flight awards and our secure Miles & More credit card portfolio.

Together with seven partners, the frequent flyer and award programme commenced in Germany on 1 January 1993. Since September 2014, Miles & More GmbH has been an independent company and full subsidiary of Deutsche Lufthansa AG.  
[miles-and-more.com](http://miles-and-more.com)

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