



MOVE OVER AIRMILES: BYWAY LAUNCHES FLIGHT-FREE TRAVEL REWARDS CLUB



Airline loyalty programmes have long set the standard for rewarding travellers. Now, that approach is being reimagined for overland journeys.

Whether it's Avios, Airmiles or airline status, travel rewards have historically been synonymous with flying. Now, slow travel specialist Byway is bringing that idea to travel over land or sea with the launch of [Byway Club](#) – a new rewards programme designed exclusively for flight-free holidays.

The new membership scheme rewards customers every time they book a Byway trip, unlocking increasing discounts, greater flexibility and exclusive experiences as they travel more by rail, ferry and coach.

Members start receiving 5% off trips after their first booking, before progressing to Adventurer and Expert levels, where benefits include larger discounts, complimentary changes, a dedicated Byway advisor with personalised offers, exclusive routes, community events and invitations to founder meet-ups.

To celebrate the launch, **all Byway trip bookings made by 30 July** will also qualify for **half-price First Class upgrades**, which can be combined with Byway Club discounts.

Meanwhile, experienced flight-free travellers won't have to start from scratch. Throughout July, anyone who can provide proof of a recent flight-free journey - such as rail, coach or ferry tickets - can be fast-tracked to Explorer status, receiving a year's complimentary membership.

Cat Jones, Founder and CEO of Byway, said: *"Since founding Byway, one of the most rewarding parts of the journey has been seeing so many travellers come back to book their next adventure with us. We've built a community of people who love sharing stories, discovering new routes and experiencing that travel by land and sea can be richer and more exciting than flying."*

"Airline loyalty programmes have existed for decades, and we've decided it's about time for a flight-free alternative. Byway Club is our answer to Airmiles. It's our way of thanking the travellers who've embraced slower, more sustainable journeys, while making it even more rewarding to keep exploring by train, ferry and coach."

Byway Club is available from 7th July for customers booking flight-free holidays through Byway.

ENDS

About Byway

Byway is a B Corp–certified travel company and leading specialist in trips by land and sea. Using first-of-its-kind routing technology, travellers can design and book personalised, off-the-beaten-path itineraries including train travel, ferry sailings and locally owned accommodation. Backed by disruption replanning, expert human support, and package protection, Byway makes flight-free travel beautiful and seamless.

About flight-free travel

The carbon impact of rail travel is 14g of CO₂ per passenger mile, compared to 285g for air: you could get the train from London to Edinburgh and back five times and your carbon footprint would still be lower than if you flew there. Byway trips are not just about less carbon, but the wider benefits of travelling sustainably, avoiding hotspots, staying in locally run accommodation; about getting to know the places you visit and enjoying the freedom and unexpectedness of travelling overland.

Find out more at www.byway.travel.

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