

Southeast Conference

Ketchikan September 29, 2026



Launching Oct 1 | Giving members more choice in how they earn and engage

Choice accrual: a first for any airline



By Distance
Traveled

1 mile flown =
1 point



By Price
Paid
(Revenue)

\$1 spend =
5 points



By
Segment

500 points per
segment*

Join a community: get more benefits benefits



Culinary
Journeys



Active
Escapes



Huaka'i
by Hawaiian



Families on
the Go



Global Locals



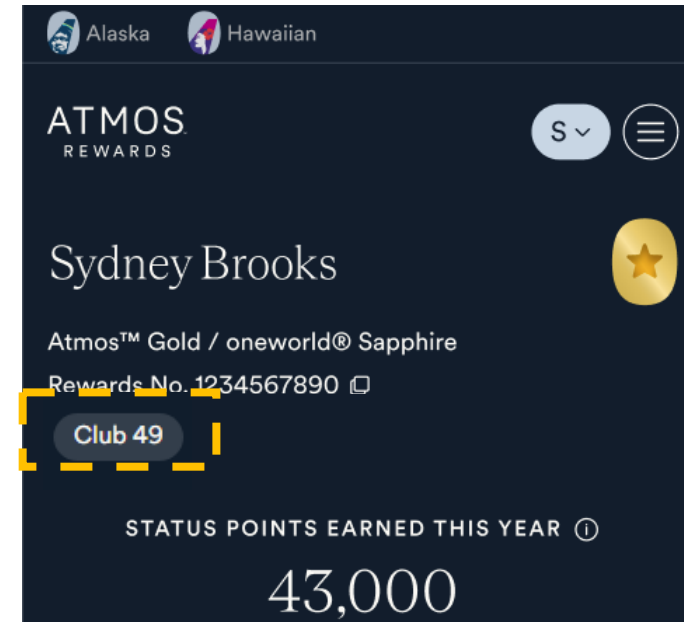
Club 49

**Segment = each flight #. Example: PSG-JNU is 1 segment (AS65)
ADQ-JNU is 2 segments (AS88/AS70)*

Atmos Communities

Starting Oct 1, members can enroll in one of six communities

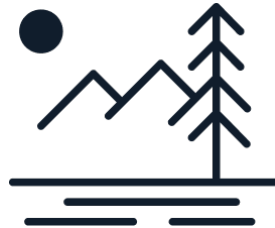
Existing Residence-Based Communities (Improved UX)



New Communities



Global Locals



Active Escapes



Families on the Go



Culinary Journeys

Key things to know

Selection

Can only join one community

Continue to push Club 49 and Huaka'i to members of the respective geographies

Switch

Can select a community once per calendar year

We will not encourage existing Club 49 or Huaka'i members to switch

Benefits

Benefits are immediately available once enrolled

Exclusivity

Guests need a verified AK/HI address to join Club 49 and Huaka'i

Why communities?

1

Communities **are more engaged** than the average guest

2

Enables personalized marketing

3

Helps to bring in **new partners** interested in enhanced targeting

Benefits are tailored for each community

Exclusive Deals

Targeted fare sales

Day of Travel

Bag allowance, bonus points, redemption discounts

Partner Offers

Carrs/Safeway GCI, Aspen Hotels

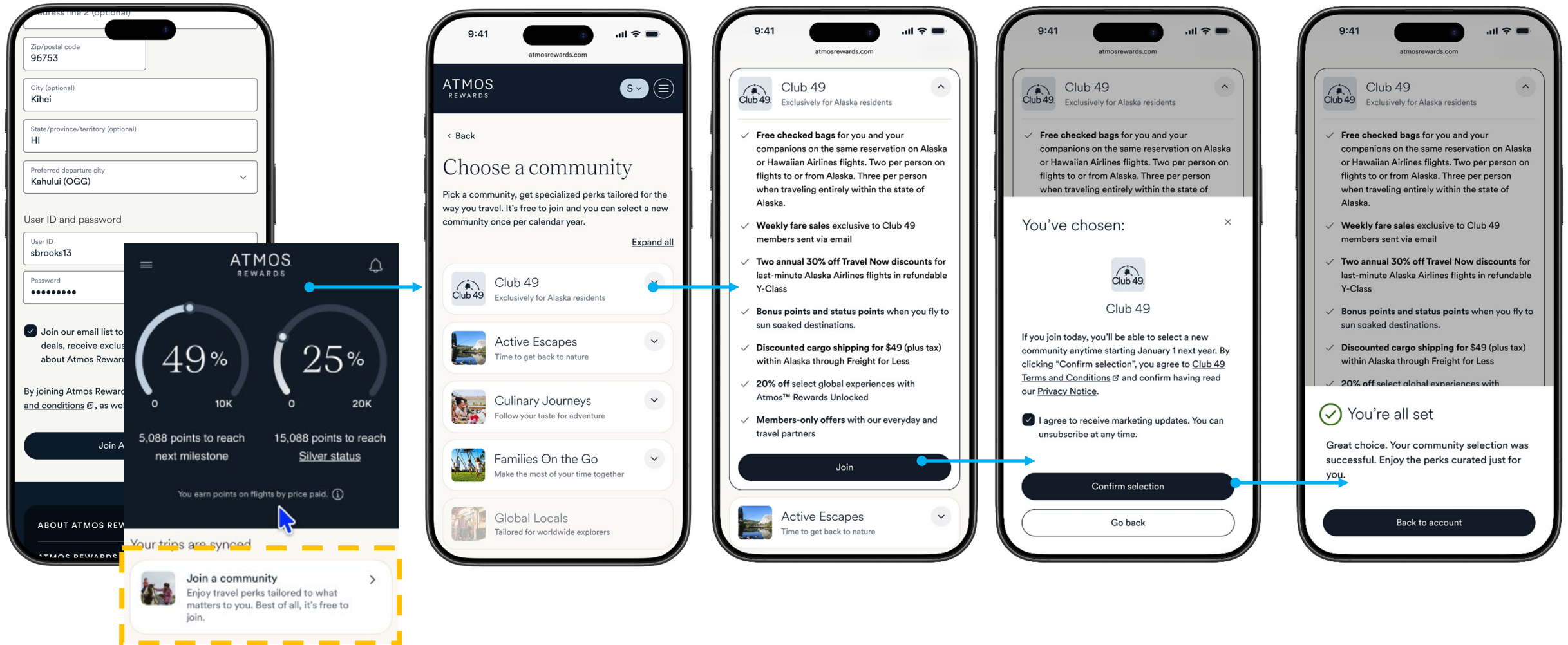
Club 49 Example

- Weekly club 49 Insider with travel deals
- Two free bags to/from Alaska and three free bags in-state
- Two annual 30% off Travel Now discount codes
- Freight for less; ship up to 100lbs in state for \$49+tax

NEW for C49

- Bonus Points Challenge
- 20% off select Unlocked Experiences
- Badging on the *My Account* page
- Digital enrollment (relieves Guest Care)

Simple enrollment flow



Bonus points challenge | Each community has its own set of 10 destinations

Destination Themes

- Club 49 – *Sun Runs*
- Huaka'i – *Holoholo Getaways*
- Active Escapes – *National Parks*
- Culinary Journeys – *Acclaimed Kitchens*
- Families on the Go – *Fun Finder*
- Global Locals – *oneworld® Hubs*

Club 49 curated list	
Pheonix, AZ	PHX
Las Vegas, NV	LAS
Kona, HI	KOA
Palm Springs, CA	PSP
Santa Barbara, CA	SBA
Fort Lauderdale, FL	FLL
Cabo San Lucas, Mexico	SJD
Puerto Vallarta, Mexico	PVR
Liberia, Costa Rica	LIR
Sydney, Australia	SYD

ATMOS
REWARDS

S

≡

< Back

Bonus Points Challenge: Sun Runs

Visit 10 select sun soaked destinations to earn up to 10,000 bonus points and status points. The more destinations you visit, the more points you'll earn along the way.

Destinations and progress valid until Dec. 31 this year ⓘ

Points earned: **1,500** bonus points
1,500 status points

Destinations visited: **5/10** destinations

+100

LAS

+200

KOA

+300

SBA

+400

PHX

+500

FLL

LIR

PSP

PVR

SJD

SYD

Choice Accrual

Choice is core to effectively compete as the airline evolves

1

Win Premium Long Haul Flyers

Earn is 2-3x more on revenue-based programs like Delta's

2

Reduce Points Expense

Distance-based programs cost more, yet 50% of members would choose revenue-based if they could

3

WiFi Drives New Members and Points Expense

Defaulting new members to revenue helps to manage points costs

Key things to know



Choice will open 10/1/26 and takes effect 1/1/27



Members can change their earn option once per calendar year



Default for existing members is distance; new members joining 1/1/27 defaults to price paid



Earn choice applies to flights only; credit card and non-air partner earn is unchanged



Status bonus points earn rates are unchanged

At launch, we'll provide two resources to help members choose

1

Launch Offering

Recommendation

Provides specific recommendation based on observed travel patterns YTD Aug

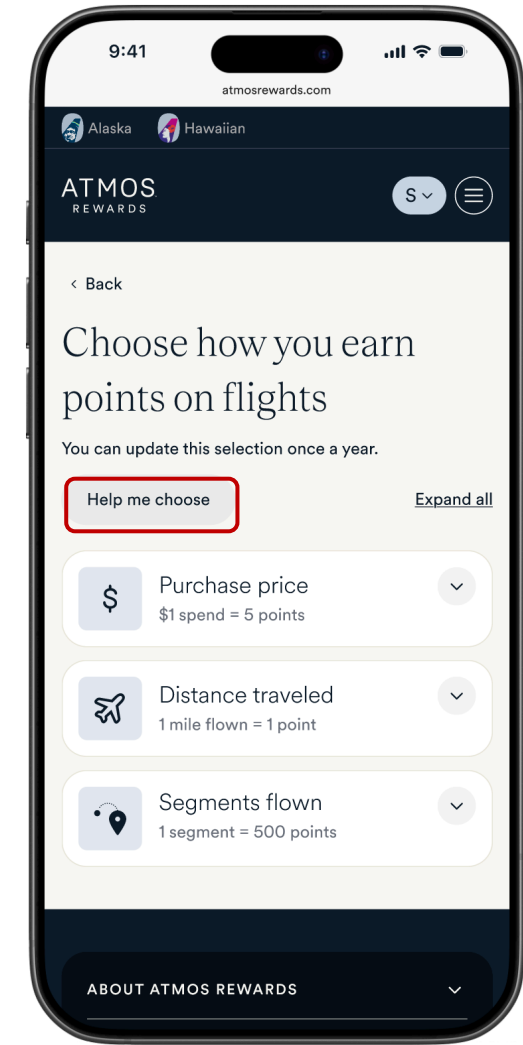
2

Permanent Offering

Calculator

Provides generalized recommendation based on member provided inputs:

- Spend
- Distance
- Segments



Earn for all members

Choice Earn option	Revenue Tickets		Award Tickets	
	Redeemable Points	Status Points	Redeemable Points	Status Points
Distance	1 mile = 1 point	1 mile = 1 point	No redeemable points	1 mile = 1 point
Price paid	\$1 spent = 5 points	\$1 spent = 5 points		20 points redeemed = 1 point
Segment	1 segment = 500 points	1 segment = 500 points		1 segment = 500 points

Thank you

ATMOS[™]
REWARDS



Alaska[®]
AIRLINES

HAWAIIAN[®]
AIRLINES