

Privium, the service programme for frequent flyers at Amsterdam Airport Schiphol, celebrates its 10th anniversary
Master chef and Privium member Robert Kranenburg served celebration breakfast

Press Release

Schiphol, October 26, 2011

Privium celebrated its 10th anniversary on 23 October. Privium is a service programme of Amsterdam Airport Schiphol which gives frequent flyers efficient and comfortable passage through Amsterdam Airport Schiphol. To celebrate Privium's 10th anniversary, Privium member and master chef Robert Kranenburg served a festive breakfast on 25 October. This was followed by a week-long programme of various festive activities. Privium members were given a copy of the Financieel Dagblad in the morning and National Geographic's Traveler magazine in the afternoon, and the Club Lounge and the entryways in the departure and arrival halls at the terminal were specially decorated.

In 2001, Amsterdam Airport Schiphol was the first airport in the world with a frequent flyer programme offering fast border passage based on iris scan technology. Privium was soon expanded with reserved parking close to the terminal building and a business class check-in service. The service was expanded with the exclusive Privium Club Lounge three years ago. From 23 October, this will also open on Sundays as well as on business days.

The FLUX programme is an add-on to Privium membership that allows fast border passage at 20 airports in the United States with no need to fill in the requisite customs and immigration forms while on board the aircraft.

Privium has seen significant growth in recent years, and the service programme now has 48,000 members. The majority are business travellers, flying an average of 16 times a year through Amsterdam Airport Schiphol.

Otto Ambagtsheer, Director of Consumers of Schiphol Group: "Privium is a service programme that directly contributes to our ambition of attaining and retaining the position of Europe's preferred airport. Since the start, Schiphol has been at the forefront of this success; it is therefore not surprising that we have seen similar facilities appear at other airports around Europe. Privium responds to the needs of our frequent flyers. They enjoy using the facilities we offer and state that they are very happy with them. The fact that 90% of Privium members say that they experience greater comfort at Amsterdam Airport Schiphol confirms this picture."

Complete service programme with a variety of benefits

Schiphol Privium allows fast border passage thanks to iris scan technology. Members can also avail of reserved parking close to the terminal, or obtain discounts on luxury parking facilities such as Schiphol Excellence Parking and Schiphol Valet Parking. Members can also use the luxury facilities of the comfortable Privium Club Lounge, which offers Food & Beverage services, flexible work spaces, seating and relaxation areas, free Wi-Fi and direct access to the protected area beyond passport control.

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Note to editors:

For further information on Privium, see the video at www.SchipholTV.com. More information on membership can be found at www.schiphol.nl/privium.