



PRESS RELEASE

Triple accolade for Attica Group in Loyalty Awards 2020

Attica Group, parent company of SUPERFAST FERRIES, BLUE STAR FERRIES and HELLENIC SEAWAYS, is pleased to announce the triple accolade in Loyalty Awards 2020.

Organized by Boussias Communications, this year's most successful Loyalty Awards featured more loyalty schemes than any previous contest event. The panel of judges included experts, academics, representatives of industry bodies and executives from the fields of marketing, advertising, communications and customer service.

The results were announced on May 4, 2020 and Attica Group was awarded for the third consecutive year for its Seasmiles reward programme, as follows:

GOLD

**ATTICA GROUP – Seasmiles Kiosk – Loyalty onboarding innovation
Best New Product / Service Loyalty Initiative**

SILVER

**ATTICA GROUP – Blue Star Ferries #Thaksanartha
Best Short-Term Initiative**

BRONZE

**ATTICA GROUP – Seasmiles
Best Use of Digital Onboarding**

The **Gold** prize in the Best New Product/Service Loyalty Initiative category awards the Seasmiles Kiosks as the best onboard new product with innovative digital services for the registration and issuance of a physical loyalty card to the members of the Seasmiles reward programme.

The **Silver** prize in the Best Short-Term Initiative category awards the Blue Star Ferries #Thaksanartha campaign joint a special offer of -50% on Seasmiles' passenger & vehicle tickets on a limited-time action.

The **Bronze** prize in Best Use of Digital Onboarding category awards the Seasmiles Kiosks and the @sea platform for their digital innovation process that enhances the overall passenger travel experience, facilitates integration into the Seasmiles reward programme (GDPR compliant) as well as for their improved functionality for the onboard-automated issuance of the physical loyalty membership card.

The Seasmiles Loyalty Scheme is open to passengers travelling by Superfast Ferries, Blue Star Ferries and Hellenic Seaways to and from the Cyclades, the Dodecanese, the North-East Aegean, the Saronic Gulf, the Sporades islands and Crete, as well as on routes between Greece and Italy. It is especially designed to give its members exclusive benefits, gifts, special offers and high-quality services.

Attica Group is engaged in passenger shipping through SUPERFAST FERRIES, BLUE STAR FERRIES, HELLENIC SEAWAYS and AFRICA MOROCCO LINK, operating 32 vessels providing modern, high quality transportation services in Greece and abroad. Attica's vessels serve 60 unique destinations in 4 countries, connecting 71 ports and carrying over 7 million passengers, 1 million passenger vehicles and 400,000 trucks every year.

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