

# WeMoney Awards Program – Ratings Methodology Criteria

## Travel Awards (Frequent Flyer Programs)

**Name:** 2026 WeMoney Travel Awards (Frequent Flyer Programs)

**Key Dates:**

Applications open: Monday, 20-Apr-2026
Applications close: Friday, 15-May-2026
Winners announced: Tuesday, 26-May-2026

## 2026 WeMoney Travel Awards (Frequent Flyer Programs) Summary

The WeMoney Frequent Flyer Program Awards celebrate the best frequent flyer reward programs, services, and innovators in the Australian market, offering outstanding value and service quality to consumers.

We use our knowledge and experience to identify those programs that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Frequent Flyer Awards.

For applicants, a WeMoney Frequent Flyer Program Award is a third-party endorsement of their product(s) and service(s).

**Method:** We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the worst possible score and 10 being the highest possible score.

## Overview

### 2026 Frequent Flyer Program Award Categories

<b>Frequent Flyer Program Awards</b>
Frequent Flyer Program of the Year
Best for Member Benefits
Best for Lounge Access

# Award Methodology

## Overall Award Categories

### Frequent Flyer Program of the Year

This award recognises the frequent flyer program demonstrating overall excellence through comprehensive member value, innovative benefits, and superior program design that resonates with modern travellers. Applicants were assessed based on earning potential, redemption flexibility, tier benefits, partner networks, and overall member experience. The award is given to the provider with the highest weighted rating across the following categories:

- Points Earning & Accumulation Opportunities
- Redemption Value & Flexibility
- Tier Progression & Elite Benefits
- Partner Network & Alliance Strength
- Program Innovation & Unique Features
- Member Engagement & Retention
- Overall Value Proposition

### Frequent Flyer Award Categories

#### Best for Lounge Access

This award recognises the frequent flyer program providing the most comprehensive and accessible lounge benefits for members across their travel journey. Applicants were assessed based on lounge network coverage, access policies, guest privileges, tier-based benefits, and points redemption options for lounge access. The award is given to the provider with the highest weighted rating across the following categories:

- Lounge Network Size & Coverage
- Tier-Based Access Benefits
- Guest Access Privileges
- Points Redemption for Lounge Passes
- Alliance & Partner Lounge Access
- Premium Lounge Offerings
- International Lounge Coverage

#### Best for Member Benefits

This award recognises the frequent flyer program offering the most valuable and comprehensive member benefits across all tiers and membership levels. Applicants were assessed based on tier benefits, earning bonuses, redemption options, partner perks, and exclusive member privileges. The award is given to the provider with the highest weighted rating across the following categories:

- Tier Benefits & Progression Rewards
- Bonus Points Earning Opportunities
- Partner Benefits & Privileges
- Family Pooling & Sharing Options
- Points + Cash Flexibility
- Exclusive Member Experiences
- Non-Flight Redemption Options

# Assessment Criteria

The Awards are based on a comprehensive list of individual criteria applied to each frequent flyer program provider, assessing important factors such as:

## 1. Value

The independent judging panel examines each frequent flyer program provider based on their fee structure, affordability, and points earning value proposition. This includes a detailed assessment of membership costs, sign-up incentives, points earning rates, and redemption fees throughout the customer journey.

- Membership and account fees
- Sign-up incentives and referral programs
- Points earning rates and expiry policies
- Redemption fees
- Processing charges

## 2. Quality

The independent judging panel examines each frequent flyer program provider based on their program features, airline partnerships, and membership benefits. This includes a detailed assessment of global airline alliance membership, tier structures, lounge access options, and points sharing capabilities.

- Global airline alliance membership
- Membership tier structure and benefits
- Lounge access and pass purchases
- Points pooling and sharing capabilities

## 3. Customer Experience

The independent judging panel examines each frequent flyer program provider based on their digital experience, customer support quality, and service accessibility. This includes a detailed assessment of online registration processes, mobile app functionality, personalised promotions, and customer support availability.

- Online registration capabilities
- Mobile application functionality
- Personalised promotions
- Customer support channel availability

## Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

## Data Collection & Review Process

WeMoney collects data from frequent flyer program providers and innovators and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to frequent flyer program providers. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of consumers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

## Award Eligibility

Providers were given 4 weeks to respond to our invitation process and provide all necessary data. Only providers that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

## The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

## Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Value, Quality and Customer Experience, among others, that broadly fall into the following 3 categories:

- Value
- Quality
- Customer Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

## Weighting

Criteria	Indicative Breakdown	Weighting (%)
<b>Value</b>	<ul style="list-style-type: none"><li>• Membership and account fees</li><li>• Sign-up incentives and referral programs</li><li>• Points earning rates and expiry policies</li><li>• Redemption fees</li><li>• Processing charges</li></ul>	<b>35%</b>
<b>Quality</b>	<ul style="list-style-type: none"><li>• Global airline alliance membership</li><li>• Membership tier structure and benefits</li><li>• Lounge access and pass purchases</li><li>• Points pooling and sharing capabilities</li></ul>	<b>35%</b>
<b>Customer Experience</b>	<ul style="list-style-type: none"><li>• Online registration capabilities</li><li>• Mobile application functionality</li><li>• Personalised promotions</li><li>• Customer support channel availability</li></ul>	<b>30%</b>