

SEATTLE, Oct. 22, 2013 /PRNewswire/ -- Alaska Airlines is offering members of its Mileage Plan™ double miles on nonstop flights between Seattle and five California cities and

Las Vegas

. Starting today through May 31, 2014

, Alaska customers can earn double miles on all flights between Seattle and Los Angeles

, San Francisco

, Oakland

, San Jose

, Santa Rosa and Las Vegas

. The double miles will also count toward status in the airline's MVP and MVP Gold elite-level programs.

"With 62 flights a day between California and Seattle, earning miles and elite status in our award-winning Mileage Plan is easier and faster with Alaska Airlines than any other carrier," said Caroline Boren, Alaska Airlines' managing director of loyalty marketing and customer advocacy.

Written by Australian Business

The threshold for Alaska Airlines' Mileage Plan members to earn MVP status is only 20,000 miles — 5,000 fewer miles than most other airline frequent flier programs.

Two roundtrip flights between Seattle and Los Angeles would earn enough miles with the double miles offer to qualify for a one-way intra-state award ticket, which requires only 7,500 miles. Double miles are valid on all revenue fare categories on Alaska Airlines flights.

Sample double miles earned

Seattle – Los Angeles

1,908 miles roundtrip

3,816 with double miles

Seattle – Las Vegas

1,732 miles roundtrip

3,464 with double miles

Seattle – San Jose

1,392 miles roundtrip

Alaska Airlines Offers Double Frequent Flier Miles Between Seattle and Five California Destinations and L

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2,784 with double miles

Seattle – San Francisco

1,356 miles roundtrip

2,712 with double miles

Seattle – Oakland

1,342 miles roundtrip

2,684 with double miles

Seattle – Santa Rosa

1,236 miles roundtrip

2,472 with double miles

To qualify for the offer, travelers must be members of Alaska Airlines' Mileage Plan and register at www.alaskaair.com before flying. Customers who have not yet joined Mileage Plan can

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enroll at no cost online. For more information and complete double mile rules*, visit www.alaskaair.com

Mileage Plan members can find and book award travel easily on www.alaskaair.com using the carrier's one-way award calendar shopping. Customers can now mix and match award shopping in a variety of ways, including: shopping for one-way or roundtrip award travel; shopping the award calendars for 12 of 14 airline partners; and combining airlines in one reservation using two types of awards.

Alaska Airlines offers more nonstop flights between California and the Pacific Northwest than any other carrier. With 14 destinations from California to Seattle and Portland, Ore., the carrier offers more daily flights (97 a day) and more California service (59 to 14 destinations) to Seattle - Tacoma and Portland International airports than any other carrier.

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: [ALK](#)), together with its partner regional airlines, serves 95 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines has ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates North America Airline Satisfaction Study SM for six consecutive years from 2008 to 2013. For reservations, visit www.alaskaair.com. For more news and information, visit the Alaska Airlines Newsroom at

www.alaskaair.com/newsroom

▪ ***Terms & Conditions:** To qualify for double miles, membership is required prior to the first qualifying flight. The double miles offer is valid only on qualifying paid nonstop flights from Oct. 22, 2013

, through

May 31, 2014

, between the select cities mentioned above. All flights must be marketed and operated by Alaska Airlines

▪ Flight miles must be credited to a valid Alaska Airlines Mileage Plan™ account in order to earn double miles. All travel must be completed by

May 31, 2014

. The double miles offer is not valid on free or award travel. This double miles offer will count toward elite status, including MVP, Gold or Gold 75K in the Mileage Plan program. Members should allow four to six weeks for miles to be credited to Mileage Plan accounts. All terms and conditions of the Mileage Plan™ program apply. Offer subject to change without notice. Visit

www.alaskaair.com

for complete details.

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