



News Release

Detroit Metropolitan Airport launches DTW Rewards, loyalty program for customers

DETROIT (Apr. 8, 2024) – Detroit Metropolitan Wayne County Airport (DTW) launched DTW Rewards, a free loyalty program that provides members with perks such as gift cards, airline miles and cash back for nearly every dollar spent at DTW.

Customers can enroll in the program, at no cost, at DTWRewards.com or by connecting to airport Wi-Fi. Members securely link their credit or debit card accounts to begin earning points as they shop and dine at DTW and more than 100 other participating airports.

“DTW Rewards will give our customers another reason to enjoy our nearly 100 shops and restaurants at the number one ranked mega airport in North America,” said Wayne County Airport Authority CEO Chad Newton. “We pride ourselves on delivering an excellent customer experience at DTW. This program will provide us with data to help make our airport even better.”

DTW partnered with Thanks Again, LLC and its GlidePathCX platform to bring DTW Rewards to fruition. GlidePathCX will allow DTW to capture real-time insights, including customer feedback through survey responses.

“We are excited to partner with Detroit Metro Airport in order to measurably boost the passenger experience using actual acquired insights and data,” said GlidePathCX CEO Marc E. Ellis. “We give the passenger a voice that benefits both the Detroit Metro Airport and its loyal customers.”

The DTW Rewards program is open to the traveling public, airport employees and [DTW Destination Pass](#) holders. With a Destination Pass, non-ticketed visitors are granted same-day access to the Evans and McNamara terminals.

*Detroit Metropolitan Wayne County Airport (DTW) welcomed more than 31 million passengers in 2023. As one of the world's leading air transportation hubs, DTW offers service from 17 scheduled passenger airlines. Michigan's largest airport offers approximately 800 flights per day to and from more than 125 nonstop destinations on three continents. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America. Detroit Metropolitan Wayne County Airport earned Airports Council International's 2020 and 2022 Airport Service Quality Award for Best Airport by Size and Region (25 to 40 million passengers per year in North America). [DTW also ranked #1 in Customer Satisfaction among Mega Airports](#) in the J.D. Power 2023 North America Airport Satisfaction Study and scored highest among the following study factors: Security Check, Food/Beverage and Retail Services, and Terminal Facilities. DTW is operated by the **Wayne County Airport Authority**, which*

also operates nearby **Willow Run Airport** – an important corporate, cargo and general aviation facility. **The Airport Authority is entirely self-sustaining and does not receive tax dollars to support airport operations.** Visit www.metroairport.com for more information.

About Thanks Again, LLC dba GlidePathCX

[GlidePathCX](#) is focused on improving the passenger experience and the value of the airports we serve. GlidePathCX's core objective is to improve customer loyalty and spending by enhancing the connection between you and your passengers. Reducing friction at all airport touchpoints, improving the day-of-travel journey, and driving demonstrable increases in passenger spending is the primary goal. GlidePathCX makes it easy for airports to monitor and improve key moments along the customer journey. Thanks Again is a leading global loyalty program that rewards travelers for their on-airport and day-of-travel purchases. Partnering with airports, merchants, and service providers, Thanks Again offers its members exclusive benefits, including earning popular rewards when shopping, dining, and parking at participating locations. In 2022, Thanks Again was highlighted by [NerdWallet](#) as one of the 6 best airport loyalty programs in the world.

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