**Southwest Adds Complexity To Its Frequent-Flier Plan**

By Rana Tavana

Southwest has expanded its frequent-flyer program to include a new category of points -- those earned on longer-haul routes out of the airline's networks. The airline also said that it would introduce better earned mileage, new travel insurance and a new category of rewards, introducing better earned mileage and a new travel insurance and a new category of rewards, introducing better earned mileage and a new travel insurance and a new category of rewards, introducing better earned mileage and a new travel insurance and a new category of rewards. The number of available seats for flights on longer-haul routes, the airline said, might provide an opportunity to fly for free, though the airline also said that it would introduce better earned mileage and a new travel insurance and a new category of rewards.

Southwest Communications Vice President Jeff Blunt said the new category of rewards was introduced to allow customers who fly on the airline's longer-haul routes to earn miles at a higher rate than those who fly on shorter routes. He said the airline would introduce a new travel insurance policy that would cover customers for lost luggage, flight delays or cancellations and other travel-related issues. The airline also said it would introduce new categories of rewards, including awards for customers who fly on longer-haul routes.

The changes, which take effect March 1, are part of a plan to increase the airline's frequent-flyer program and provide customers with more ways to earn and redeem miles. The airline has launched a new travel insurance program that provides customers with coverage for lost luggage, flight delays or cancellations and other travel-related issues.

**New Travel Insurance Program**

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**New Category of Rewards**

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**In-Hotel Sleeps**

In a move to improve the customer experience, the Fairmont Hotel Vancouver has introduced a new category of rewards, allowing customers who fly on the airline's longer-haul routes to earn miles at a higher rate than those who fly on shorter routes. The airline also introduced a new travel insurance policy that covers customers for lost luggage, flight delays or cancellations and other travel-related issues.

**Green Hygiene**

Pinecone Hotels, a member of the Fairmont Hotels and Lodging Association, has introduced a new category of rewards, allowing customers who fly on the airline's longer-haul routes to earn miles at a higher rate than those who fly on shorter routes. The airline also introduced a new travel insurance policy that covers customers for lost luggage, flight delays or cancellations and other travel-related issues.

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