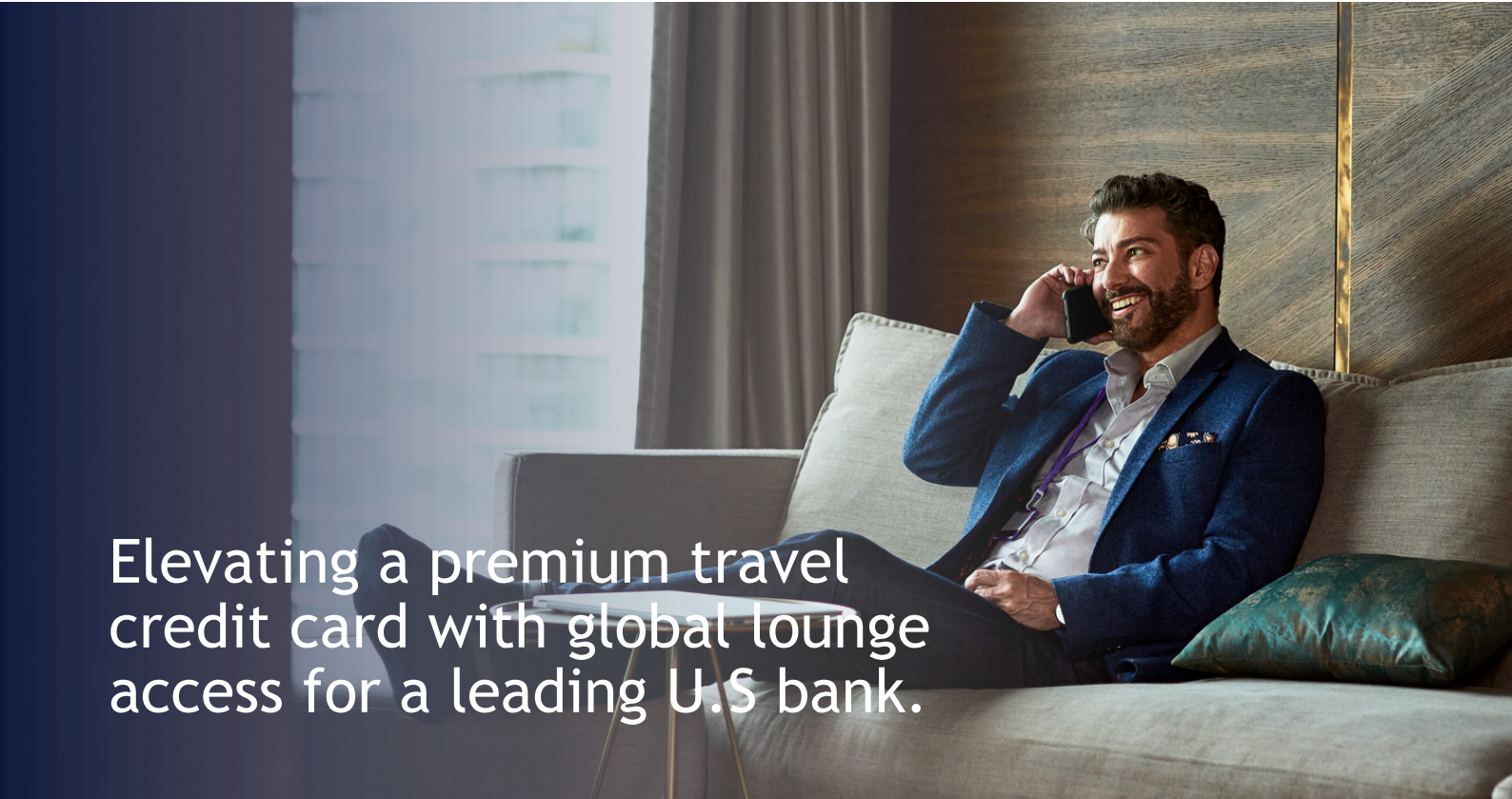


A photograph of a man with a beard, wearing a blue suit and a white shirt, sitting on a light-colored sofa. He is smiling and talking on a black mobile phone. The background shows a modern interior with large windows and curtains.

Elevating a premium travel credit card with global lounge access for a leading U.S. bank.

Standing out in premium credit cards through unbeatable global lounge access

This client in the financial services industry needed a partner to provide VIP airport lounge access to their high net worth customers with the launch of their new premium travel credit card.

They were entering a market dominated by a competitor's card product and needed to be able to compete effectively with that card's lounge access package.

Our Priority Pass programme, with a worldwide network of over 1,900 airport lounges and travel experiences, provided them with the coverage to enter the market with the largest and most credible airport lounge programme included in their benefit package.

Their premium credit card was launched with tremendous success and has become a highly-valued premium travel card in the US market.

Expanding our horizons for the future

As a market leader in providing exceptional customer engagement strategies, we're continually exploring ways to integrate new technologies to complement the value of our products and elevate customers' travel experiences.

Talk to our team to find out how your brand can take advantage of Priority Pass today:

[Collinsongroup.com](https://collinsongroup.com)