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Isaac M. O'Bannon • Feb. 07, 2013

The Dallas Fort Worth (DFW) airport is about to start a new customer rewards program that lets travelers earn airline miles before they even take off.

The new DFW Customer Rewards Program will begin in June, rewarding travelers for in-airport purchase. Travelers participating in the program will be eligible to earn frequent flyer miles or points for every qualifying purchase made at the airport, such as parking, retail and concessions.

Airlines participating in the program include DFW's major hub carrier American Airlines, along with Alaska Airlines, Delta Air Lines, Frontier, United and US Airways.

"The DFW Customer Rewards Program is a great opportunity for travelers to benefit even more from the amenities they now value at DFW," said Jeff Fegan, CEO of DFW Airport. "Whether spending money on parking, a gift or a quick bite to eat, travelers are now able to accumulate miles to redeem with their favorite airline, simply by buying what they're already buying at the Airport."

The program will offer travelers the ability to earn airline miles every time they make a qualifying purchase at the airport, whether on parking, restaurants and retail outlets, services, and airport hotels such as the Grand Hyatt or even Paradise 4 Paws, the pet hotel at DFW Airport. DFW is partnering with Thanks Again, LLC to offer the program.

"DFW will be the only airport in the country that offers its customers miles for the total experience: on-Airport parking, shopping and dining, and hotel stays at all of our properties," said Ken Buchanan, DFW's executive vice president for revenue management. "We are always looking for ways to improve the passenger experience

at DFW Airport and this is one way we can reward our customers for their loyal

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McCloskey, DFW vice president for marketing. "And DFW customers will be able to earn miles at many other airports around the nation as well."

Some of the airports already involved include Miami International, Houston Intercontinental, New York LaGuardia Airport, JFK International, Newark Liberty International, Hartsfield-Jackson Atlanta International, Portland International, the Port of Seattle and Tulsa International Airport.

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