

# Regus-Delta Partnership Yields Benefits

Since announcing their partnership in 2005, Delta and Regus have continued to work together to build a strong relationship that has provided Delta and its Sky Club members a number of benefits. The partnership has allowed Delta to strengthen their popular Sky Club program by providing members a value-added benefit. Under the terms of the agreement, Delta Sky Club members receive complimentary enrollment in Regus' **businessworld** Gold membership program (\$300 value), offering them immediate access to any of Regus' business centers, now in over 1,000 global locations worldwide. In essence, Delta Sky Club members receive two memberships for the price of one.

In addition to providing their Sky Club members with greater value, Delta opened up new revenue opportunities

The Regus partnership allows Delta Sky Club members to remain productive regardless of where their business takes them.

through its partnership with Regus. Delta receives a revenue share percentage for Regus **businessworld** card activations and whenever any of their Sky Club members purchases Regus Office or Virtual Office solutions. To date more than 50,000 Sky Club members have enrolled in the Regus **businessworld** Gold membership program.

Leveraging Regus' expertise in managing an extensive network of professional meeting and conference rooms, Delta transitioned their Delta Sky Club meeting room reservation functions to Regus. With the change in the meeting and conference room management process, Delta

receives Regus' real-time reporting capabilities and gains increased visibility into individual Sky Club revenue performance and occupancy utilization. This resulted in significant cost savings through defrayed investments in conference room reservation technology and software.

The Regus partnership allows Delta Sky Club members to remain productive regardless of where their business takes them. They can stay connected while at the airport with their Sky Club membership and stay connected in the city center and suburbs with their Regus **businessworld** Gold card.

**To learn more about how you can become a Regus partner, please contact Michael Haas at [michael.haas@regus.com](mailto:michael.haas@regus.com) or 404.885.5734.**

1000 locations | 450 cities | 75 countries

