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Lester, Mary

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Craig Vosburg and John Levitsky (3rd and 4th from right) celebrate with the CEOs and senior leaders from Hawaiian Airlines and Barclays.

Aloha to Hawaiian Airlines!

Story contact: [Levitsky, John](#) on: 5/7/2014

MasterCard is saying "Aloha" to 400,000 new cardholders – thanks to a successful co-brand conversion on April 29.

Hawaiian Airlines' decision to move to MasterCard from Visa was based on our commitment to help the company grow not just its co-brand business, but its airline business as well.

Says Chief Product Officer Craig Vosburg: "Hawaiian Airlines was drawn to our wide breadth of solutions. Our partnership focuses around Priceless Cities, leveraging Advisors data analytics and our best-in-class marketing and conversion support. This is truly an agreement that showcases our capabilities to not just drive card growth, but merchant growth as well."



Hawaiian Airlines was looking for a true partner explains Bruce Sibley, group head of Business Development in North America. "We committed to help support Hawaiian Airlines grow its loyalty base and co-brand program on island as well as on the mainland. We are fortunate to have the airline as our co-brand partner and look forward to supporting Hawaiian in the growth of airline and co-brand sales."

Also unique was MasterCard's partnership with Barclaycard US. Barclaycard US is purchasing the portfolio from Bank of America. Says Max Krause, group executive, Barclaycard US: "We worked closely with Barclays and provided them with unique assets and economics that they then used to influence Hawaiian Airlines to select MasterCard as the network. At the same time, the Barclays account team worked closely with US Market Development and the merchant team to make sure we were aligned and could deliver on our commitments."

And although the conversion took place in April, new cardholders have been joining the Hawaiian Airlines MasterCard portfolio since January when the program re-launched. And through the first five months, results are far exceeding expectations.

What is more Priceless than a free trip to Hawaii for our U.S. cardholders?

See the product details behind the new Hawaiian Airlines World Elite MasterCard on hawaiianairlines.com.

Tools

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[< Previous](#) | [Next >](#)**Foster, Jim** 5/8/2014 4:35 PM

Congratulations on the team effort to sell-in the brand and completely convert the Hawaiian Air portfolio. It is a great program!

**Joy, Ernest** 5/8/2014 2:22 PM

Mahalo Carl, happy to see the Hawaiian Airlines with MasterCard

**McDonald, Bob** 5/8/2014 1:22 PM

It's a great card! Chip/pin enabled with 0 foreign transaction fees! Used it to perform my first chip transaction in the US last month.

