



MEDIA RELEASE

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Greyhound to Encompass all of Australia

Despite the airlines' best efforts to offer effective customer loyalty programs there are still a number of people missing out on the rewards these programs provide.

This is why [Greyhound Australia](#) have introduced their Encompass program, a loyalty program for everyone, everywhere in Australia.

Chief Executive Officer Robert Thomas said the program was introduced to allow everyone from all walks of life across Australia to reap the rewards of loyalty clubs.

"Quite often loyalty clubs are seen as elitist and only for the privileged, therefore Greyhound wanted to create a program where anyone travelling with us can join," Mr Thomas said.

"There are no limitations placed on the membership so even if you only travel once with Greyhound, or if you travel regularly, you can become an Encompass member and be rewarded.

"Customers who join the program will receive special deals offered only to Encompass members and will be kept up to date with all Greyhound news.

"Currently all Encompass members receive 10% off all bookings made in the month of June."

Greyhound is an economical and reliable way to travel around Australia as it visits destinations not serviced by the airlines and is now the only national coach company operating in Australia.

The company's 129 coaches operate 365 days a year and travel to more than 1,100 destinations daily.

Mr Thomas said travellers are also becoming a lot more socially conscious preferring to take greener travel options.

"Not only does Greyhound service a large number of regional areas ignored by the airlines, studies have shown that one full coach has five times less CO₂ emissions per passenger per kilometre when compared to jet aircraft," he said.

"Passengers can also choose to carbon offset their Greyhound trip by choosing the [Travel Green](#) program.

"For just \$1 extra per booking travellers can feel confident their journey is having a reduced impact on the environment, with the additional money being invested in Cleaner Climate's international renewable energy and energy efficiency projects."

To subscribe to the Encompass program Greyhound customers can join when booking their travel online. For further information please visit www.greyhound.com.au or call 1300 GREYHOUND (1300 473 946).

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