

Luxembourg, 03 September 2021

A getaway just a few steps away

Luxair launches a collaboration with No Big Deal, a Luxembourg start-up, to encourage Luxembourgers to get around on foot in exchange for exclusive discounts.

Think you can do 50,000 steps in 10 days? If you do, you can obtain a €30 gift card to use on your next flight as of 4 September!

Luxair is committed to supporting start-ups. The reason why the national airline launches a collaboration with No Big Deal, a start-up founded in Luxembourg, to motivate Luxembourgers to get moving – both on their feet and in the air. The challenge: 50,000 steps in 10 days, by beating the clock that counts down. Here's how to join the fun: download the No Big Deal in app stores, open it to discover the Luxair reward, and start the challenge! The app will count the steps using the phone or wearable device as people walk throughout their day. Once and if the target is achieved, the client will receive a unique e-code to redeem when booking their next flight on www.luxair.lu. Quickly though, the codes are limited to only 777!

“This initiative reflects Luxair’s objective to support Luxembourg’s and the Greater Region’s ecosystem, including the start-up ecosystem – No Big Deal’s achievement based wellbeing app was a fun way to achieve this objective.”, says Gilles Feith, Luxair CEO

“Partnering with a brand like Luxair fits perfectly with what No Big Deal is all about – achievement and experiences – what better incentive to exercise than achieving your next holiday? We are thrilled to be working with them”, says Nigel Bergstra, co-founder of No Big Deal

“It’s great to partner with companies like Luxair who share our vision and drive of making our community a bit healthier, and a bit happier.” says Daniel Klemetz, co-founder.

Luxair has been ramping up flights back to normal levels, so there are many options to choose from to use the gift card – but only if the challenge is completed.

No worries, in case of failure, people can try until they succeed. The next escape is just a walk away...

About No Big Deal

No Big Deal is a wellbeing achievement app where clients can find 50+ brands challenging them to be more active to get exclusive rewards. The startup was founded in Luxembourg in 2020 and has launched their app in November of the same year. To get started, simply download it from the Google Play or App Store! If a company wishes to create a challenge to engage users, they can contact daniel@nobigdeal.io.

Learn more about No Big Deal: <https://nobigdeal.io/>

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