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Emirates Opens Bidding at 275,000 Miles for a Luxury Champagne Tour

The Moët Hennessy package offers private cellar visits, elite dining and stays usually closed to the public before bidding ends Aug. 30.

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Emirates Skywards said Thursday that it will open an auction this week for a four-night luxury trip through France’s Champagne region and Paris, offering members a chance to bid with frequent flyer miles for access to private cellar visits, high-end dining and

stays at properties not normally open to the public.

The experience, created with Moët Hennessy and offered through the airline loyalty program's Skywards Exclusives platform, will go live on Friday at 9 a.m. Gulf Standard Time. Bidding will start at 275,000 Skywards miles for a full-board trip for two, and the auction is scheduled to close at midnight on Aug. 30. Emirates said members must have the required miles in their account at least 24 hours before the auction ends.

The trip is set for October and begins in Reims, where guests will be taken to Veuve Clicquot's historic cellars for a private tour led by a house ambassador. That day also includes a pairing dinner and an overnight stay at Hôtel du Marc, Veuve Clicquot's private residence, which the company uses for invited guests.

The itinerary then moves to Épernay, where participants will visit the Moët & Chandon cellars, have a lunch with champagne pairings at Residence Trianon and tour the town, one of the main centers of the Champagne trade. Emirates said the program will also include a visit tied to Dom Pérignon's history in Hautvillers, with stops at the abbey and nearby vineyards, tastings of older vintages and a dinner at Château de Saran. Guests will spend the night at the estate, which overlooks Moët Hennessy vineyards.

The final part of the trip takes place in Paris over two days. Emirates said it will include lunch in LVMH's private apartment, a Dom Pérignon pairing dinner at Le Meurice Alain Ducasse, a visit to the Fondation Louis Vuitton and a sunset cruise on the Seine.

The offer is the latest example of how airlines and drinks groups are turning loyalty programs into marketplaces for hard-to-buy travel and food experiences, especially for customers with large points balances. Rather than focusing only on free flights or cabin upgrades, premium carriers have been adding access to restaurants, sporting events, concerts and behind-the-scenes tours that can make miles feel closer to a luxury currency.

For Emirates, the auction also reinforces a long-running relationship with Moët Hennessy, part of the LVMH group. The airline said the two companies have worked together for more than 34 years on premium food and beverage service in airport lounges and onboard flights. Emirates also said it is the largest airline partner for Dom

Pérignon and the only commercial airline to officially serve Moët & Chandon, Veuve Clicquot and Dom Pérignon onboard.

Those brands are distributed by cabin and route. Emirates serves Dom Pérignon in first class across its global network. Veuve Clicquot is available in business class on flights to the Americas, Britain and Europe, while Moët & Chandon is served in business class on routes to Africa, the Middle East, Asia-Pacific and Australasia.

The carrier said the partnership is also visible in service training. It described what it calls a “perfect serve” approach, in which cabin crew are trained to pour champagne at the proper temperature and in glassware designed for the purpose.

The auction comes as airlines continue to lean on loyalty businesses as a key source of customer retention and brand differentiation, especially at the high end of the market. Premium travelers have become more important to large international airlines, and exclusive food and wine programming has become one way to connect the onboard experience with broader luxury travel.

Emirates said Skywards now has more than 39 million members. Through Skywards Exclusives, those members can redeem or bid miles for travel, sports, entertainment, culture, dining and lifestyle events. The Moët Hennessy package is one of the more elaborate wine and hospitality offers the program has announced, blending private access to several major Champagne houses with Michelin-level dining in Paris.

While the experience is presented as a reward for loyalty members, it also serves as a showcase for brands that already play a visible role in Emirates’ premium cabins. The route through Reims, Épernay, Hautvillers and Paris closely follows the historical and commercial geography of Champagne, linking some of the region’s best-known names with the wider LVMH luxury portfolio in the French capital.

Bidding is scheduled to open in stages on Friday, according to Emirates. The airline did not say how many winners would be selected beyond stating that the package is for two travelers.