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Delta pushes digital content in magazine overhaul

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Delta is remaking its in-flight magazine, "Sky," to increase digital content and provide helpful articles that can become a source for travelers planning their trips. "Wouldn't it be great if a reader in Paris could call up a dining feature from a few months prior on her phone?" says Jayne Haugen Olson, editor-in-chief. The magazine is crafting a system that would include videos that dovetail with print articles and let readers pull up all the stories published on particular locations. Thu, Apr 3, 2014

Emirates new Airbus A380s honor soccer stars

A380s number 46 and 47 delivered as Cristiano Ronaldo and Pelé take the airline's most popular aircraft to new heights. The two new A380s coded EEU and EET are already in active service, having completed their first flights on Emirates' Bangkok and Melbourne routes respectively. Emirates' 46th and 47th A380 aircraft arrived in Dubai in the early hours of Friday, the same day the airline released its new digital campaign featuring a light-hearted moment between Pelé and Ronaldo in the Onboard Lounge of an Emirates' A380. Both players are now Global Ambassadors for Emirates, an Official FIFA Worldwide Partner, with the announcement that Cristiano Ronaldo was joining the airline's ambassadorial ranks made at a press conference in Madrid on Friday. Available to First and Business Class passengers travelling on the upper deck of the aircraft, the A380 Onboard Lounge provides a relaxed social environment to exchange travel tales and talk business over a drink at 43,000 feet. Mon, Mar 31, 2014

Qantas unveils new **Hong Kong** Lounge

Qantas has opened the doors to its new Qantas **Hong Kong** Lounge, offering customers a new standard of luxury when travelling through the city. Qantas International CEO, Simon Hickey, said the new multi-million dollar lounge delivers on Qantas' ongoing commitment to creating the best travel experiences for its customers. "The new **Hong Kong** Lounge is testament to our continued investment in the lounge and inflight experiences right across our network," said Mr Hickey. "The **Hong Kong** Lounge is stylish and contemporary, designed to reflect the colour, vibrancy and luxury of **Hong Kong**. It's the perfect environment for our customers to relax and work before their flight. "All of our flights from **Hong Kong** to Australia are overnight, so we know customers will enjoy being able to dine in the lounge before they fly so they can maximise their sleep onboard." The **Hong Kong** Lounge builds on the success of the Qantas Singapore Lounge, with renowned Consulting Chef Neil Perry designed menus based on his Rockpool and Spice Temple restaurants with regionally inspired flavours and ingredients. Customers can enjoy a range of dining experiences from the Spice Temple BBQ Bar to yum cha trolleys, an extensive buffet or the locally influenced plate of the day. Spice Temple inspired cocktails will be prepared alongside a world-class wine selection and barista service, to be enjoyed at the bar area with panoramic views across the airport overlooking Qantas gates. Thu, Apr 3, 2014

Qantas unveils new lounge in Broome

Qantas has today unveiled its new Regional Lounge at Broome Airport to help meet the growing demand for premium air travel to and from the region. Qantas Domestic Chief Executive Officer Lyell Strambi said the expansion of the lounge had improved facilities for members and guests and provided a fresh new customer experience. "With thousands of Qantas passengers moving through the terminal each week, we have seen first-hand the significant growth in leisure and regional business travel to Broome" said Mr

Strambi. "The extension of the Lounge will help cater for the increased traffic and give passengers more room to relax and work prior to their flight. "Featuring new work and rest areas, the new Broome lounge will offer complimentary light refreshments, magazines and newspapers, high speed Wi-Fi and Foxtel. "The showpiece of the lounge however is the fantastic view of the tarmac. Qantas customers can now enjoy watching aircraft landing and taking off from the airport. "The lounge also features artwork from local indigenous artists Caroline Nuidoo and Roseanne Patrick." Mr Strambi said despite pressures on the airline group, Qantas would continue to invest in its customer proposition. Mon, Mar 31, 2014

SAS launches services between Stavanger and Houston

SAS is launching services between Stavanger and Houston on August 20. This fulfils the wishes of leading players in the **oil** industry for better connections between Norway, and the rest of Scandinavia, and Houston, Texas. "The route we have established is a tailored product for a defined market with particular travel needs," says Rickard Gustafson, President and CEO of SAS. The route will be operated by a business version of the Boeing 737-700 and will have an SAS Long Haul Business Class concept on board, with just 44 comfortable business seats, along with a modern inflight entertainment system and full-service meals and service. "The favorable timetable provides excellent connections throughout Scandinavia in both directions, while Houston is a hub for places to the south and west such as Mexico, Los Angeles, Dallas and Phoenix with the Star Alliance," says Rickard Gustafson. SAS has entered into a "wet lease" agreement with the **company** PrivatAir, which has this special version of the Boeing 737-700. The route will launch on August 20, just ahead of the major **oil** exhibition in Stavanger, Offshore Northern Seas (ONS). Tickets for route, which will operate daily except Saturdays, go on **sale** on April 29. Mon, Mar 31, 2014 1544-3760

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