ALASKA AIRLINES TOOK DELIVERY OF FIRST LONGER-RANGE BOEING 737-8

News / Airlines



Alaska Airlines welcomed delivery of the first Boeing 737-8 to it aircraft lineup – the next component of strategic, long-term fleet plan that builds on its strengths and provides a road map for ongoing future success. Airline flies the youngest fleet of all U.S. airlines, and from 2024 through 2027, is on track to add 15-25 new Boeing aircraft each year. Currently having firm orders for 80 more 737 MAX aircraft, and options and purchase rights for another 105. Airline's first 737-10 is scheduled for delivery in 2025.

Nat Pieper, senior vice president of fleet, finance and alliances at Alaska Airlines, commented: "The addition of the 737-8 and eventually the 737-10 to our fleet creates new opportunities for us to fly longer nonstop routes and maximize our revenue potential. We have achieved terrific results with the 737-9 in guest satisfaction, economics and fuel efficiency, and we are excited for our future with the other 737 models."

In March 2022, Alaska adjusted existing 737-9 aircraft order with Boeing to include the bigger 737-10 and longer-range 737-8. The additional 737 models will enhance profitability and guest satisfaction by offering more ways to deploy the optimal aircraft size and capability in each market.

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For example, Alaska will add new nonstop Anchorage-New York JFK seasonal route with the 737-8, launching June 13, 2024. Anchorage-JFK (at 3,386 miles) will become the longest flight Alaska operates, creating nonstop convenience between two of the most popular cities in network.

Alaska aircraft orders

Model	Delivered to date	Target Mix	Aircraft Seats	Role in Alaska's Fleet
737-10	---	120-140	190	This model will be the largest, most efficient aircraft in our fleet
737-9	65	80	178	Ideal aircraft for long-haul, high-demand routes
737-8	1	20-40	159	Longest-range 737 best for high-performance and medium-sized markets

Alaska is scheduled to take delivery of seven more 737-8s in 2024, with the next four slotted to enter the fleet in March. The 737-8, -9 and -10 all offer a common cockpit, common engines, and similar components. Alaska regional carrier, Horizon Air, also continues to grow its fleet of jets. Over the next three years, Horizon will add nine new Embraer E175s, bringing its total to 50 by the end of 2026. Alaska's regional partner SkyWest also operates 42 E175s on our behalf.

Alaska guests will soon enjoy refreshed updates to 737-800 aircraft. With modifications beginning in late 2024, the airline is investing $130 million to overhaul those cabins.The enhancements to the -800s include a move to a 161-seat configuration with 16 seats in First Class and new seats in Premium Class and main cabin, all while maintaining the same space guests are accustomed to right now.

Todd Traynor-Corey, managing director of guest products at Alaska Airlines, said: "It's more important than ever that we deliver a consistent product to our guests. The updates we're making to our older Boeing aircraft will provide a more consistent guest experience on our Boeing fleet by making the cabins look and feel more like our 737-9 and 737-8 aircraft."

04 JANUARY 2024

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https://50skyshades.com/index.php/news/airlines/alaska-airlines-took-delivery-of-first-longer-range-boeing-737-8

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