# ALASKA AIRLINES UNVEILS ITS FIRST-EVER INTERNATIONAL BUSINESS CLASS SUITES EXPERIENCE, SETTING A NEW STANDARD FOR LONG-HAUL TRAVEL

**News / Airlines**



**Alaska Airlines announced the debut of its all-new International Business Class, a premium long-haul experience launching this spring as the airline expands to Europe and Asia. The unveiling marks a significant milestone in Alaska's transformation into the West Coast's global carrier and Seattle's new leader in international travel -- one that now connects guests to over 900 worldwide destinations through the oneworld alliance.**

Andrew Harrison, chief commercial officer at Alaska Airlines commented: "We set out to design a Business Class experience that is both sophisticated and authentically Alaska: premium, comfortable and thoughtfully created for our guests. When we debut our new product this spring, it will raise the bar and redefine long-haul travel, while continuing to deliver the remarkable care that sets Alaska apart on the global stage."

*A refined International Business Class built for global travel*

Designed for long-haul travelers while delivering Alaska's signature West Coast warmth and

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hospitality, the airline's new International Business Class on brand-new Boeing 787-9 Dreamliners offers:

- *Fully lie-flat? suites* with privacy doors, direct aisle access and spacious lounge-style seating that converts into a true flat bed.
- *Modern cabin design* featuring 18-inch HD entertainment screens, over 1,500 movies and TV shows, noise-reducing headsets, personal power outlets and wireless charging?.
- *Elevated restaurant-quality dining* delivers a multi-course culinary journey before guests even reach their destination. Each menu celebrates the flavors of the West Coast and the global destinations Alaska serves.
- The experience begins with a sophisticated welcome service featuring a cheese and charcuterie board -- a refined interpretation of Alaska's iconic Signature Fruit & Cheese Platter -- paired with an expanded selection of wines from the West Coast and regions in Europe such as Stag's Leap, including Roederer Champagne, handcrafted cocktails, West Coast craft beer, mineral water and freshly brewed Stumptown coffee.
- The meal continues with an appetizer course followed by a personalized main dining experience with up to six entrée choices tailored to each route. Options may include Pollo Ripieno, a traditional stuffed chicken, on flights to Rome and Gochujang chicken with traditional banchan en route to Incheon. Guests may also select Alaska's Chef's (Tray) Table entrée, developed in partnership with award-winning Seattle chef Brady Ishiwata Williams, featuring his signature short rib sourced from Klingemann Farms. Meals can be conveniently selected in advance through Alaska's industry-leading pre-order feature in the airline's app.
- Following the entrée service, guests are invited to enjoy Alaska's new dessert cart, showcasing a customizable Salt & Straw sundae service alongside other artisanal desserts.
- Prior to arrival, guests will be treated to a refreshing pre arrival beverage, paired with a destination inspired meal, such as a classic full English breakfast on flights to London.
- *Premium bedding* and travel amenity kits will include luxury bedding?designed in collaboration with Pacific Northwest icon Filson. International Business Class amenities include?a plush mattress pad, soft sleeping pillow, lumbar/lounging?pillow?and oversized duvet -- plus a collectible travel amenity bag in two West Coast-inspired Filson colors, created exclusively for Alaska Airlines. Each kit includes premium Salt &?Stone skincare products and other travel essentials. Guests will also receive a custom reusable water bottle developed in partnership with PATH Water.
- *Premium Lounge access* across Alaska's network of lounges, featuring welcoming spaces designed for comfort, seasonal dishes made with fresh, high-quality ingredients, a premium bar program and a full barista bar. International Business Class guests also enjoy access to **one**world partner lounges worldwide. Plus **one**world Emerald members receive entry to First Class lounges – regardless of class of travel – a level of benefits only the **one**world alliance extends to its top tier members.
- *Coming soon:* Starlink, the fastest Wi?Fi in the sky, is scheduled to be installed on Alaska's 787?9 Dreamliners this fall. Starlink is already available on select aircraft across Alaska's fleet, delivering gate?to?gate connectivity. Starting in May, guests flying on any Starlink?enabled Alaska aircraft will need to sign in using their Atmos™ Rewards number to enjoy the full experience. Signing up is?fast and easy.?And thanks to Alaska's partnership with T?Mobile, guests will enjoy Starlink completely free.

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No matter where guests sit, Alaska designs every cabin experience with comfort and care. Guests across both International Premium Class and Main Cabin will enjoy complimentary meals and a plush Filson blanket and pillow to rest and relax throughout the journey. Alaska's International Premium Class offers four extra inches of legroom, power outlets, 12-inch HD screens, complimentary alcoholic beverages, plus a thoughtfully curated amenity kit by Filson.

The new product and experience coincide with the expansion of Alaska's international network to Europe, beginning with nonstop service from Seattle to Rome, and will also be offered on flights from Seattle to Seoul starting in April and Tokyo this fall. Clocking in at just over 7 hours of flight time, service to Reykjavík's Keflavík International Airport will be operated on a 737 MAX 8 and feature its own upgraded premium experience designed to bring comfort and care to the unique needs of that route.

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