A WORLD OF POSSIBILITIES: ALASKA AIRLINES OFFICIALLY JOINS ONEWORLD

News / Airlines



Marking a milestone in its 89-year history, Alaska Airlines today celebrated its first day as a member of oneworld. Alaska becomes the 14th full member of the global alliance, just eight months after receiving a formal invitation from oneworld in July 2020.

"Joining oneworld is joining a family of the best airlines in the world," said Ben Minicucci, Alaska's CEO. "Being a part of the alliance allows us to provide fantastic global connectivity, a seamless travel experience and more valuable loyalty offerings for our guests. This alliance transforms Alaska into a truly global airline, connecting our strong West Coast network and destinations across North America with the worldwide reach of our oneworld partners."

With safety protocols in place due to the pandemic, Alaska and oneworld hosted a virtual celebration and news conference today in Seattle, the airline's hometown. Fellow airline members from around the world welcomed Alaska to the alliance with video greetings and provided versions of employees performing the Alaska Safety Dance, briefly renamed the Global Safety Dance.

Experience the interactive Multichannel News Release, which includes high resolution images and

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video that can be downloaded.

"With Alaska Airlines now part of **one**world, we are excited to offer to customers even more destinations and flights, strengthened by Alaska's leading network on the U.S. West Coast," said **one**world CEO Rob Gurney, who joined Minicucci in Seattle for the event. "For **one**world top-tier customers, the joining of Alaska will provide even more opportunities for their status to be recognised as we look forward to a recovery in international travel."

For Alaska and its guests, **one**world provides a global network of flights to as many as 1,000 destinations across more than 170 countries and territories*. With its membership in the alliance, Alaska will add seven new airline partners and enhance its six existing partnerships with **one**world members.

"We're delighted to welcome Alaska to the **one**world family. As the industry recovers from COVID, airline alliances are going to be more important than ever. Alaska will be an asset to the alliance, positioning **one**world to deliver even more value to our customers and member airlines," said **one** world Governing Board Chairman and Qantas Group CEO Alan Joyce.

Effective today, all Alaska Mileage Plan members can earn miles when they fly any of the other 13 member airlines. Mileage redemption for flights on airlines that Alaska did not have previous partnerships with will occur in the coming months.

"If you've been a frequent flier who has earned status with us, all that loyalty will go even further with benefits in **one**world to make your journey even more enjoyable," said Mini



01 APRIL 2021

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https://50skyshades.com/news/airlines/a-world-of-possibilities-alaska-airlines-officially-joins-oneworld

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