'ALOHA ALL AROUND THE WORLD:' HAWAIIAN AIRLINES UNVEILS ONEWORLD ALLIANCE LIVERY AIRCRAFT FEATURING ??LELO HAWAI?I

News / Airlines



Hawaiian Airlines unveiled a special aircraft livery celebrating its membership in the oneworld alliance with a design that honors ??lelo Hawai?i, the Hawaiian language, with the phrase "Aloha a puni ka honua," or "Aloha all around the world." Hawaiian's widebody Airbus A330 carrying the oneworld mark will continue to feature the airline's iconic Pualani on the tail and a maile lei wrapped around the fuselage as it welcomes guests across the airline's domestic and international transpacific network. The phrase "Aloha all around the world" reflects both the expanded global reach of the alliance and Hawaiian's mission to share warm hospitality with a broader audience.

Alisa Onishi, Managing Director of Hawai?i marketing for Hawaiian Airlines commented: "This livery is a powerful symbol of what it means for Hawaiian Airlines to be part of the **one**world alliance — sharing aloha, ??lelo Hawai?i and our deep connection to Hawai?i with more people around the globe. Language is essential to preserving Hawai?i's culture. By placing ??lelo Hawai?i on our aircraft, we honor our heritage and carry the voice of Hawai?i everywhere we fly. We are deeply proud to share our culture, our values and our aloha with the world."

Hawaiian unveiled its **one**world alliance aircraft livery during a celebration event in Honolulu at its Charles I. Elliott Maintenance and Cargo Facility, where it also donated $10,000 each to the 'Iolani

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Palace and the Polynesian Voyaging Society – two of the airline's longstanding partners that perpetuate Hawai'i's culture and traditions. Hawaiian's **one**world membership, the 96-year carrier's first entry into a major alliance, makes it easier than ever for travelers worldwide to visit Hawai'i – a premier global leisure destination – and experience the airline's award-winning hospitality the moment they step onboard.

Hawaiian Airlines guests who are members of Atmos Rewards, the loyalty program of the combined Hawaiian and Alaska Airlines – including Huaka'i by Hawaiian, which provides exclusive benefits for Hawai'i residents – can earn and redeem points and enjoy elite status when traveling on any of the 15 other **one**world airlines that serve nearly 1,000 global destinations across more than 170 countries throughout the Asia Pacific region, the U.S. continent, Europe and beyond. Members of **one**world alliance airlines' loyalty programs can earn and redeem points and have their elite status recognized on all Hawaiian Airlines flights.

With Hawaiian's **one**world membership, Atmos Rewards members will enjoy a consistent and elevated travel experience across alliance airlines. Key benefits include:

- Booking flights on **one**world airlines directly at hawaiianairlines.com, alaskaair.com or the Alaska Hawaiian app
- Atmos Rewards elite members receive equivalent **one**world status (Ruby, Sapphire, or Emerald) and access to nearly 700 premium lounges, including **one**world branded lounges in Amsterdam Schiphol Airport and Seoul's Incheon Airport
- Extra checked bag allowance and priority baggage handling for Sapphire and Emerald members when flying **one**world airlines
- Priority check in, preferred and pre reserved seating, priority boarding and more
- Fast Track security access at select airports for eligible elites

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