



## BRITISH AIRWAYS SIGNS MAJOR DEAL WITH STARLINK TO PROVIDE EVERY CUSTOMER IN EVERY CABIN FREE WI-FI THAT 'FEELS LIKE HOME'

News / Airlines



**British Airways announced its customers will soon benefit from Starlink connectivity. Starlink is a revolutionary Wi-Fi provider, powered by the world's most advanced satellite constellation that orbit much closer to Earth than those used traditionally, providing even the most isolated areas with a more reliable and faster internet experience. The airline will start its Starlink rollout in 2026. Once fully fitted, all customers, whichever cabin they're travelling in, will have free access to the service for streaming, working and keeping in touch.**

This is the latest investment to be announced as part of British Airways' £7bn transformation plan – a programme that's driven vast improvements across the customer experience since it was announced in 2024. The airline has delivered tangible improvements, including a step-change in

punctuality, and customer satisfaction scores consistently improving across onboard service, global lounges, food and drink, check-in, boarding and customer care.

Sean Doyle, British Airways' Chairman and Chief Executive commented: "We're continuing to focus on transforming our customer experience. Launching Starlink on both our long-haul and short-haul aircraft is game-changing for us and our customers, elevating their experience on board our flights by offering them seamless connectivity from gate-to-gate. Especially on short-haul, this will really differentiate us from our competitors. With our new Wi-Fi powered by Starlink, our customers will be able to enjoy lightning-fast, low-lag internet from the moment they board to the moment they land - even over oceans and remote regions. It's Wi-Fi that feels like home, even at 38,000 feet."



Doyle has put a relentless focus on the carrier's transformation, and the airline has now delivered more than 1,000 transformation and investment initiatives, including:

- An exciting new global lounge concept, featured in two new lounges in Miami and Dubai
- 15 fully renovated lounges including in Seattle, Washington, Singapore, Glasgow and Gatwick
- 17 new short-haul A320neo aircraft fitted with the airline's new short-haul cabins featuring new seats, crafted in the UK using British materials and designers
- Delivery of 36 new aircraft since 2023
- Record on-time punctuality\*, supported by new AI and machine learning technology introducing data-driven operational decisions and a predictive aircraft maintenance programme
- An improved customer experience during disruption, with digital refreshment and hotel vouchers now offered to disrupted customers at Heathrow and clearer and more frequent customer communications

And still to come:

- The airline's much anticipated new First suite, featuring its widest and longest seat and bed, a 32-inch 4K TV screen and adjustable mood lighting, in a spacious suite
- More new aircraft for 2026, including Boeing 787-10s
- A brand-new app for 2026



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