



ETIHAD STEPS UP INNOVATION STRATEGY

News / Airlines



Etihad Airways has taken a step forward in its digital innovation strategy with the launch of its travel app for the iPhone.

The mobile app is one of many solutions being developed by the carrier as part of its Digital Guest Innovation strategy, it said in a statement on Saturday. "Through technology, we're creating more personalised and tailored digital services and products to benefit our guests.

"This is just the beginning as we continue to empower our guests with greater control and flexibility over the entire booking and travel experience including how they choose to interact with our airline," said Robert Webb, Etihad Aviation Group's chief information technology officer.

For the launch, a 10 per cent discount is on offer for flights booked via the app and bonus miles are available for Etihad's loyalty programme members.

Detailed information on Abu Dhabi airport and aircraft cabin layouts are also included on the app.

Check-in and payment features have also been included.

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