PASSENGERS CAN RESERVE ONLINE FOR INFLIGHT SHOPPING

News / Airlines

Shopping above the clouds will become easier and more convenient for Lufthansa passengers. As of now leisure and business travelers can reserve their desired items from the Inflight-Shopping-selection of Lufthansa WorldShop online at www.LH.com/preflight-shopping before their Lufthansa flight. A free “preflight shopping” reservation is non-binding and can be made up to four days before take-off. Flight guests can look at their pre-reserved products on board and acquire them by paying with cash, credit card or Miles & More miles. In contrast to ordering online, inflight shopping gives customers the chance to examine the desired products before purchasing them and to seek advice from trained flight attendants if they like.

Around 180 premium products are on offer, for example from technology and entertainment items to exclusive cosmetic articles and perfumes, as well as watches and children’s toys.

Dr. Reinhold Huber, responsible for customer experience and -innovation explains the following advantages of the new service offer: “On board sales are very popular with our passengers due to the attractive prices and the exclusive and high-quality product selection. Our new Preflight Shopping allows our guests to choose from our on board sales assortment at home at their leisure. Through the preflight reservations they are assured that the desired products are available on board.”

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As of today the new service is available on all intercontinental Lufthansa flights, as well as on selected inner-European flights with inflight shopping.

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