S7 AIRLINES DEVELOPED A NEW FARE SYSTEM

News / Airlines

S7 Airlines, a member of the **one**world® global aviation alliance®, announces launching a **new flexible fare system**. Now a passenger has an opportunity to choose, what he/she will need in his/her trip, and pay only for those services, which he/she is going to use.

The new fare system includes four fare groups – Economy Basic, Economy Flex, Business Basic and Business Flex. Different fares offer different available services, such as opportunity to refund an air ticket, or to change flight or flight date, free baggage allowance, free seat select during check-in or purchase. The fare needed will be available on the website, while there are unoccupied seats in the service class chosen.

According to the airline, one third of S7 Airline passengers travels only with carry-on baggage, on certain routes this index reaches 50%. Many business class passengers do not use business lounge services, especially before short-haul flights, preferring to check-in online and come to the airport shortly before the flight.

“We found out, that, for example, on flight Moscow – Kazan 55% of passengers travel only with carry-on baggage. Business-class passengers often go for short-term trips, and only 5.5% take two pieces of baggage, though business class passengers may take two bags with weight up to 32

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kg for free. Nevertheless the cost of these services is initially included in the air ticket cost. As a result we decided to shift to a more flexible fare system, within which we gave consideration to interests of different passenger categories, and which allows to pay only for those services, which passenger really uses", Natalia Popova, Deputy General Director – S7 Group Commercial Directorate Director, noted.

Simultaneously with shifting to the new fare system S7 Airlines increased allowed carry-on baggage weight in economy class from 7 to 10 kg, and in business class – up to 15 kg.

If the passenger is sure of flight fades and travels with carry-on baggage only, he/she can choose **Basic** fare of economy class, and pay for each flight segment 2 000 roubles less. The passenger will be able to take for free only carry-on baggage. Air tickets are not refundable, changes may be made only upon payment of a fee in the amount of 3 000 roubles per segment, and additional payment for available fare. Seat select is available during online registration subject to additional payment.

Flex fare of economy class includes one free piece of baggage with weight up to 23 kg in addition to carry-on baggage; it allows to make changes to the ticket prior to departure and to choose a comfortable seat during check-in.

Basic fare of business class is developed for passengers, who are sure of dates and flight time, and who is not going to use business lounge services. Tickets purchased at this fare are non-refundable. Changes to the route, flight or date may be made only upon additional payment for available fare, if tickets at the same fare are not available. Passenger may choose a comfortable seat during check-in, take one piece of baggage with weight up to 32 kg for free and carry-on baggage.

Flex fare of business class is developed for passengers, who often change their plans, and for those who prefer to wait for a flight with comfort in business lounges. If needed passengers can refund such tickets without any problems, or make changes without any charges. Passengers can take two pieces of baggage with weight up to 32 kg each for free in addition to carry-on baggage.

With the new fare system terms and conditions of miles accrual in the S7 Priority programme become more favorable. At the moment the minimum number of miles accrued for a flight amounts to 25% of the distance in miles between the cities. With the new system the minimum percentage in respect of the Basic fare of economy class amounts to 50%, but not less than 500 miles. For a flight at the Flex fare of economy class a passenger will get 100% of miles, and business class passengers will be able to earn 150% and 200% accordingly.

Status members of S7 Priority and loyalty programmes of other **one**world partner airlines, regardless of the fare chosen, are entitled to all privileges corresponding to certain programme tier, including free seat select. Additional free piece of baggage is now available not only to Gold and Platinum members, but also to Silver members. Holders of gold and platinum cards, regardless of the fare chosen, also have access to business class lounges with a travelling companion.

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