SWISS UNVEILS ITS NEW SWISS FIRST GRAND SUITE: A COMMERCIAL FLIGHT – PRIVATE AS NEVER BEFORE

News / Airlines

SWISS is setting new benchmarks in First Class air travel. With the 'SWISS First Grand Suite', the airline is further expanding its First Class offering to even better meet the individual needs of its guests. The new SWISS First Grand Suite combines two First Class suites into a single spacious and self-contained space that can serve as a bedroom, an office or a meeting room – a personal loft above the clouds, with all of SWISS's First Class service and a host of top-quality details.

SWISS is taking a further major step in making its guests' air travel experience even more personal and even more flexible. As part of its broader new SWISS Senses cabin and service concept, the airline is introducing its new SWISS First Grand Suite, which is specifically aimed at top premium travelers who attach high value to space, calm and privacy, be it for business or personal reasons. The new Grand Suite offers SWISS First guests a truly exclusive air travel experience that provides absolute privacy and can be totally tailored to their individual wishes and needs.

Individual, flexible and private: further enhancing the First Class experience

The new SWISS First Grand Suite allows two adjoining First Class suites including the aisle to be

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combined into a single extensive and exclusively secluded loft to provide additional room for couples traveling together, families or business travelers. The combined private area, which also features over 1.8-meter-high walls, can be used for any of various functions. And be it as a workplace, a restaurant or a bedroom, this extensive space enables its occupants to spend their flight free and undisturbed within their own exclusive zone. The new SWISS First Grand Suite offers maximum privacy, space and individuality. Plus, of course, all the usual delights of SWISS's outstanding First Class service, tailored even more precisely to the guests' individual rhythm on board.

Chief Commercial Officer Heike Birlenbach commented: "With our new SWISS First Grand Suite, we're further expanding our First Class service product with an option that is specifically aimed at those of our top premium customers who are seeking even more privacy and even more scope to design their personal space on board. Our Grand Suite should give our guests all the feeling of having their own 'loft aloft' – a space that they can use as they wish, to relax, to work or just to enjoy the experience. It's a further step in our development of our SWISS Senses concept, which is aimed squarely at delivering a truly premium air travel experience."

Available from 2026

SWISS is unique among international airlines in offering First Class on all long-haul routes. The new SWISS First Grand Suite will be introduced on the new Airbus A350s and the gradually refurbished Airbus A330s in early 2026 on flights from Switzerland. The new First Class air travel experience will also be available on SWISS's Boeing 777s at a later date.

The SWISS First Grand Suite complements the existing First Class offering of the Single Suite by the window and the middle Suite Plus, which can also be configured to accommodate two passengers traveling together. It will be bookable solely via the exclusive SWISS First hotline with its concierge service for up to three travelers.

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24 AUGUST 2025

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