

TRAVEL AND HOSPITALITY

British Airways focuses on the journey experience

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British Airways' Heathrow Self Boarding

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British Airways is demonstrating its brand ethos of putting customers first with a new initiative that will make the experience of flying high-end, seamless and convenient.

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The luxury airline is investing in a wide range of features, programs and infrastructure that will ensure an optimal customer experience from the moment travelers start their journey. An overhaul on long-form business class, redesigned lounges, Wi-Fi updates, self-check in, biometric boarding gates and other significant updates will all be a part of British Airways' investments.

"British Airways has always delivered an exceptional experience for those looking to travel in luxury," said Simon Brooks, senior vice president of Americas at British Airways. "It is important that we continue to invest in what matters most to our customers. That includes thoughtful service, quality products and the best night's sleep across the Atlantic.

"We are setting new standards for international travel, with innovation at every point of the journey," he said. "For our first class customers we know exclusivity and discretion are very important, so we have a new private wing for these individuals at our home in London Heathrow."

Innovating customer experience

British Airways will be innovating with Club World, its business class, by investing in new seats in the near future and currently with better catering and sleep initiatives.

While on flights, travelers will have access to quality WiFi so they are able to use their devices and watch content on Netflix and YouTube with little to no issues in the air through 4G high speed.

The airline will be investing \$500m in Club World.



British Airways updates

Heathrow business lounges will also see new catering and breakfast extending to 11am.

In the air, business travelers will be able to sleep on new mattress toppers, duvets, linens and pillows designed especially for comfort.

New restaurant-style catering will be introduced in-flight as well. Not only will the food be getting an upgrade, but the airline will also be elevating the manner in which it is served with new display trolleys and table settings.

Gatwick Airport's South Terminal will also see new sweeping views of the runway and First and Club lounges with boast 40 percent more floor space.



British Airways updates

JFK terminal in New York will receive more than \$110 million in lounge renovations. Boston's new lounge has increased in size by 30 percent.

Luxury travel

Many airlines have been upgrading to make their experiences more luxurious.

For instance, private aviation firm Luxury Aircraft Solutions partnered with Etihad Airways to help consumers plan their travel within one booking.

Luxury Aircraft Solutions clients can charter a private flight from any airport to New York's John F. Kennedy International Airport, one of Etihad's main hubs in the United States. From there, those who book through the charter company will travel in the premium accommodations onboard Etihad's A380, allowing them the affordability of a commercial flight with an elevated first class experience ([see more](#)).

Also, Delta Private Jets eased the transfer process for passengers through a service developed with Porsche.

Around four Delta hub airports, travelers connecting between a commercial flight and one of the airline's private jets will be whisked to and from the terminal in a Porsche SUV. This affiliation enables Porsche to associate its brand with Delta's service while also introducing passengers to its vehicles through a firsthand experience ([see more](#)).

"The enhancements to our business class experience will give customers the opportunity to customize their journey according to their needs," Mr. Brooks said. "From the moment they arrive at the airport, customers are in control, from self-service bag drop through to self-service boarding at gates.

"The biometric technology uses facial recognition to allow for a smooth journey onto the plane," he said. "Providing luxury bedding as soon as customers board allows people to optimize their sleep schedule, and the new restaurant-style premium dining service allows customers see and choose their dishes, bringing the magic back to flight."

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