

TRAVEL AND HOSPITALITY

Singapore Airlines provides Travel+Leisure for passengers

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The partnership will offer in-flight reading. Image credit: Singapore Airlines

By STAFF REPORTS

Singapore Airlines is working with a luxury magazine to provide in-flight entertainment for its higher tiered passengers traveling between India and Singapore.

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For those in business and first class on Singapore Airlines, Burda Media will now provide *Travel+Leisure* India & South Asia for in-flight reading. The magazine will be stocked on its 105 flights a week, departing and arriving in pan-India.

Flying and entertaining

These editions will also be available for the same class passengers in Singapore Airlines' SilverKris Lounge at Delhi's IGI Terminal 3 Departure Lounge at the Changi Airport.

For customers flying with Singapore Airlines who download its e-library application, the edition will also be available.

"Our relationship with Singapore Airlines has always been strong and we see a strong synergy between both brands," said Bjorn Rettig, director of Burda Media India. "Their customers in Business and First Class are our customers too and having *Travel+Leisure* India & South Asia onboard and in the both sets of lounges, gives us a point to point relationship with our core audience."

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It's a whole other world down there from this view. #FlySQ #SingaporeAir #SquadSQ : backstreetnomad

A post shared by Singapore Airlines (@singaporeair) on Oct 22, 2018 at 3:16am PDT

While Singapore Airlines helps provide entertainment to its business and first class customers, Travel+Leisure is able to capture a crossover audience for hopes of future subscriptions.

Creating a private travel experience in the sky, Singapore Airlines also recently rolled out suites in its Airbus A380 fleet.

The new cabin design, launching next month, features six suites with a fully flat bed and a leather chair, with other amenities that mimic the experience of a hotel. Recently, airlines including Etihad Airways and United have created spaces that feature elevated hospitality ([see story](#)).

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