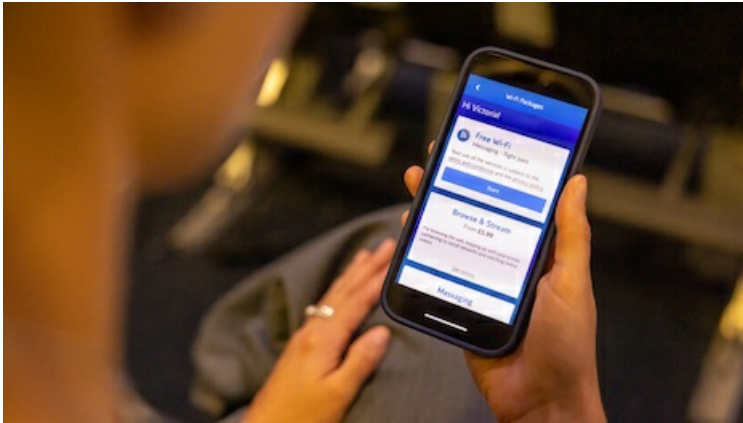


TRAVEL AND HOSPITALITY

Undergoing business overhaul, British Airways reveals new website

March 12, 2024



Updates from the airline are wide-ranging. Image credit: British Airways

By LUXURY DAILY NEWS SERVICE

British Airways is modernizing its digital offerings.

A new website and mobile app have been announced as part of the airline's 7-billion-euro transformation plan, or \$7.6 billion at current exchange. With more than 600 initiatives to improve operations, both consumer-facing and otherwise, free onboard messaging and AI-powered flight managers are among the new features seeing investment.

"We're on a journey to a better BA for our people and for our customers, underpinned by a transformation program that will see us invest 7 [billion euros] over the next two years to revolutionize our business," said Sean Doyle, chairman and CEO of [British Airways](#), in a statement.

"We're going to take delivery of new aircraft, introduce new cabins, elevate our customer care, focus on operational performance and address our environmental impact by reducing our emissions and creating a culture of sustainability," Mr. Doyle said. "We're also heavily investing in the development of a new [ba.com](#) website and app and are laser-focused on transforming our business and fixing any pain points for our customers."

Flying high

Unveiled during the "In the Skies" showcase event in London, the new digital touchpoints will come before the end of the year, with the services in beta testing at the moment.

To back up these additions, the brand is investing 750 million euros into its IT infrastructure, or \$819.5 million at current exchange. New servers and back-end improvements will go into effect next year.

Alongside this, another 100 million euros in funding is going to automation and AI, or \$109.3 million. Everything from weather delays to baggage tracking will be improved by the technological overhaul.



New short-haul aircraft and seats will arrive beginning in May 2024. Image credit: British Airways

A new lounge design concept is also launching as a part of this wide-ranging effort.

Relocating its existing space in the Dubai Airport, the larger relaxation destination will open later this year. In the future, British Airways lounges in Lagos, Nigeria, and Seattle, Washington, will be refreshed as well.

Lounges have become a major sticking point for luxury travelers again.

Renovations are occurring around the world to entice high spenders ([see story](#)). In the U.S., New York ([see story](#)) and Atlanta ([see story](#)) are just two cities to see ultra-luxe updates.

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