



PRESS RELEASE



FINNAIR TO OFFER ECONOMY COMFORT AND DEVELOP MOBILE APP IN PRODUCT UPGRADE DRIVE

Finnair is launching a suite of product upgrades and developing a mobile application as part of a larger drive to comprehensively renew the customer experience both on the ground and in the air

On long-haul flights, product upgrades coming in the fall include the Economy Comfort package, a new offering in the front of the Economy Class cabin featuring at least four inches of extra legroom, comfy headrests, high-quality headphones and personal amenity kits. The meal service in all of Economy Class is also being updated with an additional complimentary mid-flight snack on day-time flights, a new wine selection and complimentary sparkling wine.

Business Class will also soon include a new amenity kit with high-quality brand products. Throughout both Business and Economy, the inflight entertainment system is being redesigned with a fresher, more intuitive look and feel and a greater selection of movies, TV shows, newspapers, magazines and books.

Sky Bistro replaces complimentary cold snack service on European flights

On short-haul flights in Economy Class, Finnair will introduce Sky Bistro, a wider mix-and-match selection of seasonal, high-quality foods and beverages combining the best tastes of Europe and Asia. Meals can be tailored in advance at Finnair.com or bought onboard during the flight.

Sky Bistro, which will be available on nearly all European flights, replaces the complimentary cold snack service that had been offered on some European flights lasting longer than two hours. On all flights in all classes, coffee and tea remain complimentary – as does Finnair's signature refreshment, blueberry juice.



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In Business Class, meals remain inclusive in the ticket price.

Finnair's mobile application, rolling out initially for Apple iOS devices in the fall and arriving on other mobile platforms later, is designed to be the customer's companion throughout the customer journey, providing personalised, up-to-the-minute flight information and storing the customer's mobile boarding passes. The app can be used to check in, select seats, purchase upgrades, receive relevant offers and check Finnair Plus point status.

"During the past year we have carried out detailed surveys of nearly 8,000 customers from our key markets in both Europe and Asia," says **Jarkko Konttinen**, Finnair's VP Marketing and Product Development. "With these product updates in tune with customer expectations and desires, we can support our core goal of growing Asian revenue and becoming a preferred airline in travel between Asia and Europe."

Each of these product renewals come online this autumn. Other product developments announced previously include new seats in Business Class that convert to fully flat beds on almost all longhaul aircraft, a sauna and new shower suites at the Finnair Lounge at Helsinki Airport, and the new Premium Lounge, an exclusive lounge annex for Finnair Plus Gold and Platinum members and other **oneworld** top tier customers only.

FOR MORE INFORMATION VISIT:

Premium Lounge images available:
https://gallery.finnair.com/section/images/finnair_lounge/premium_lounge/

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