



**JANUARY 2017**

**[CORPORATE](#) | [CUSTOMER EXPERIENCE](#)  
[NETWORK](#) | [PARTNERS](#)**

**CORPORATE**



### **Delta's top leaders share long-term strategy with investors**

Delta's senior leaders [addressed the investor community](#) to discuss the airline's strategy for continued success in 2017. President Glen Hauenstein told analysts that despite this year's record-breaking performance, the airline still sees many opportunities for improvement. "We have to continue our journey and believe that America deserves at least one great airline, and we want to be it," he said.

[More](#)

### **Financial publication names Delta as top 2017 stock alongside Apple, Google**

For the second consecutive year, Barron's has included Delta as one of its top 10 stocks for 2017, hailing Delta as "an industry leader in both operations and pricing." Delta is in good company on the list with the likes of Alphabet, Inc. (Google's parent company), Apple, Inc., The Walt Disney Company and Citigroup. [More](#)

### **Delta Takes the Gold at Recommend Magazine's Readers' Choice Awards**

Travel magazine *Recommend* recently honored Delta with its Gold Readers' Choice Award in the Best Airline for International Travel category, highlighting the airline's global service excellence and customer-centric values. The 20th Annual Readers' Choice Awards were voted on by the magazine's 130,000 travel agent readers in September and October to recognize top travel companies and destinations. [More](#)

### **Fortune Magazine Honors Delta for Workplace Diversity**

Delta received two workplace honors this week from Great Place to Work, in partnership with *Fortune* magazine. The organization announced that Delta has been named among the 50 Best Companies for Diversity (ranked No. 2), as well as the 10 Best Companies for African-Americans (ranked No. 5). Delta is the only airline to receive a ranking on either list. [More](#)

## **Delta named a Best Place to Work for LGBT Equality by Human Rights Campaign**

Delta has received a perfect score of 100 percent on the 2017 Corporate Equality Index (CEI), a national benchmarking survey and report on corporate policies and practices related to LGBT workplace equality, administered by the Human Rights Campaign Foundation. [More](#)

## **CUSTOMER EXPERIENCE**



### **Delta extends surprise-and-delight Porsche program**

Delta customers can enjoy the premium experience of a surprise-and-delight Porsche transfer for five more years with the extension of Delta and Porsche's partnership.

Since 2012, Delta and Porsche have partnered to transport some of Delta's best customers from gate-to-gate in Porsche Cayennes and Panameras when connecting at Delta's hubs in Atlanta, Detroit, Los Angeles, Minneapolis-St. Paul, New York-JFK, New York- LaGuardia, Salt Lake City and Seattle. The service cannot be requested or reserved but is provided to Delta customers based on connection times between flights and SkyMiles Medallion status. [More](#)

### **Diet Detective gives Delta's on-board food high marks**

The Diet Detective recently called Delta's domestic food offerings "excellent" in its annual [Airline Food Investigation](#). The airline landed the top spot among large network carriers and second among all U.S.-based airlines with a score of four stars out of five. [More](#)

### **Delta announces new snacks lineup, retires Delta-branded offerings**

After decades of service, Delta Air Lines-branded peanuts and pretzels are stepping down as the airline's Main Cabin snack offering. With those snacks' retirement set for Dec. 14, Delta is unveiling its improved onboard lineup including Snyder's of Hanover pretzels, Squirrel Brand Honey Roasted peanuts and NatureBox Apple Cinnamon Yogurt Bars. The airline's beloved signature Biscoff cookies will remain in service. [More](#)

### **Delta testing Main Cabin complimentary meals on Transcon routes**

Delta is currently testing complimentary meals in the Main Cabin on Transcon flights between New York-JFK and Los Angeles International Airport/San Francisco International Airport as part of the airline's focus on continually looking at ways to enhance the on-board experience for customers. [More](#)

### **Expanded Raleigh-Durham Delta Sky Club: More Seating, Local Art, Craft Beer**

Delta has officially unveiled its latest Sky Club renovation at Raleigh-Durham International Airport (RDU). The enhanced facilities have nearly doubled the seating capacity and added more accessible power charging stations and a new food and beverage area. [More](#)

### **Georgia Tech Students Tweak Details to Take Customer Service to New Heights**

With numerous on-board products rolling out this year, Delta found itself facing a seemingly impossible problem: How to increase on-board storage space to house those enhancements without increasing the size of the space? That's where graduate students from Georgia Tech's School of Industrial Design came in. [More](#)

### **Delta Celebrates First-Time GRAMMY Nominees with In-Flight Toast**

Delta honored first-time GRAMMY nominees with an in-flight surprise for customers on Tuesday, as a part of the airline's new designation as the Official Supporter of First-Time Nominees. To celebrate, customers on a flight from New York-JFK to Los Angeles enjoyed a champagne toast as the names of first-time nominees were announced. [More](#)

## NETWORK



### **Delta Returns to Cuba After 55-Year Hiatus**

On December 1, 2016, [Delta began regularly scheduled passenger service](#) with nonstop daily flights from the U.S. to Cuba. Flights departed from Miami, New York-JFK and Atlanta to Havana as the airline made its return to the Cuban capital for the first time in 55 years. As service to Cuba moves forward, there are industry-wide changes to how Cuban-bound U.S. travelers are booked for scheduled air service on U.S. flag carriers, compared to historic charter service to Cuba. [More](#)

## PARTNERS

### **Delta and Alaska Airlines will end partnership in May 2017**

Effective May 1, 2017, Delta and Alaska will no longer have a codeshare agreement, and sales of flights under DL- and AS-coded flight numbers flown on Alaska and Delta aircraft respectively will cease. Additionally, customers of each airline will no longer be able to earn and redeem Delta miles or Mileage Plan miles on flights operated by the other carrier. The carriers will retain an interline agreement, allowing them to continue offering customers ticketing and baggage connectivity. [More](#)

### **Virgin Australia's 'The Business' Now Flying**

Delta's joint venture partner Virgin Australia now flies its award-winning Business Class experience, 'The Business', across its entire wide-body fleet of Airbus A330-200 and Boeing 777-300ER aircraft. Guests traveling in Business Class from Los Angeles on Virgin Australia flights to Brisbane, Melbourne or Sydney will experience 'The Business', a new Business Class Bar and an upgraded Premium cabin on the airline's long-haul Boeing 777-300ER aircraft. [More](#)

### **KLM and China Airlines Expand Cooperation**

KLM Royal Dutch Airlines and China Airlines of Taiwan will expand cooperation, effective 2017. Beginning January 9, 2017, China Airlines will begin operating four weekly direct services between Taipei and Amsterdam with a new Airbus A350 on Mondays, Wednesdays, Fridays and Saturdays. [More](#)

## **ABOUT NEWSLINE**

Newsline is a communication produced exclusively for travel professionals by Delta Global Sales.