

# INSIDE DELTA

NEWS FOR TRAVEL PROFESSIONALS.



KEEP CLIMBING



DECEMBER 2017

Welcome to the December edition of Inside Delta, a newsletter designed to keep you updated on the latest news from the Delta Air Lines network.

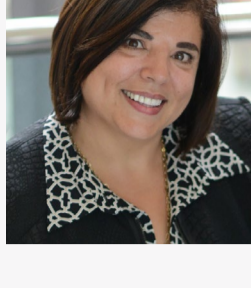
We're fast approaching the end of another year. It has certainly been a busy one at Delta, getting off to a flying start when we won 'Business Airline of the Year' at the 2017 Business Travel Awards.

We launched two new routes from the U.K. this summer - the only nonstop service to Portland, Oregon and a daily seasonal flight between Glasgow and New York-JFK. Both flights performed well and will be back next year.

There have also been a number of service enhancements on board, such as free mobile messaging, complimentary Avissi Prosecco in Main Cabin and customizable TUMI amenity kits in Delta One®.

Here's a round-up of our latest news and a look forward to what you and your customers can expect from Delta next year.

Thank you for your support of Delta. I wish you all the best for a happy and successful 2018.



*Nadia Clinton*

Nadia Clinton  
Delta Air Lines  
Country Manager,  
U.K. and Ireland

## NETWORK

### Seasonal routes return for second summer

Delta's route from London Heathrow to Portland - the only nonstop flight from the U.K. - returns for an extended season, effective May 4, 2018. Portland is an increasingly popular destination, combining a laid-back city break with the great outdoors. The city is known for its vibrant street food scene, microbreweries (more than any other U.S. city) and national parks and is a short hop from the rugged coastline of the Pacific Northwest.

Meanwhile, customers flying from Glasgow next summer will again benefit from daily services to New York-JFK when Delta's seasonal flight resumes on May, 25. The flight compliments Delta's existing service from Edinburgh to New York, to offer customers in Scotland convenient connections to more than 60 onward destinations throughout the U.S. to cities including Los Angeles, Miami, Las Vegas and San Francisco.



## OPERATIONAL PERFORMANCE

### November operations set on-time record

Altogether, Delta and its Delta Connection regional operation flew more than 145,000 flights and carried more than 14.8 million customers during November.

During the month, the airline flew more than 84,300 mainline flights and set a new on-time performance record. Overall, 82.5 percent arrived at the scheduled arrival time (AO) and 93.2 percent arrived within 14 minutes of arrival time (A14)—a common industry metric signifying on time. [Read more.](#)



## CORPORATE

### Delta and Virgin Atlantic scoop joint travel honour

Joint venture partner airlines Delta and Virgin Atlantic were jointly named as Glasgow Airport's Airline of the Year 2017, at the 25th Annual Scottish Passenger Agents' Association (SPAA) awards.

The shared accolade was given in recognition of the successful launch of Delta's new seasonal route between Glasgow and New York-JFK in May, and Virgin Atlantic's 10-year anniversary of its Glasgow - Orlando service earlier this summer.

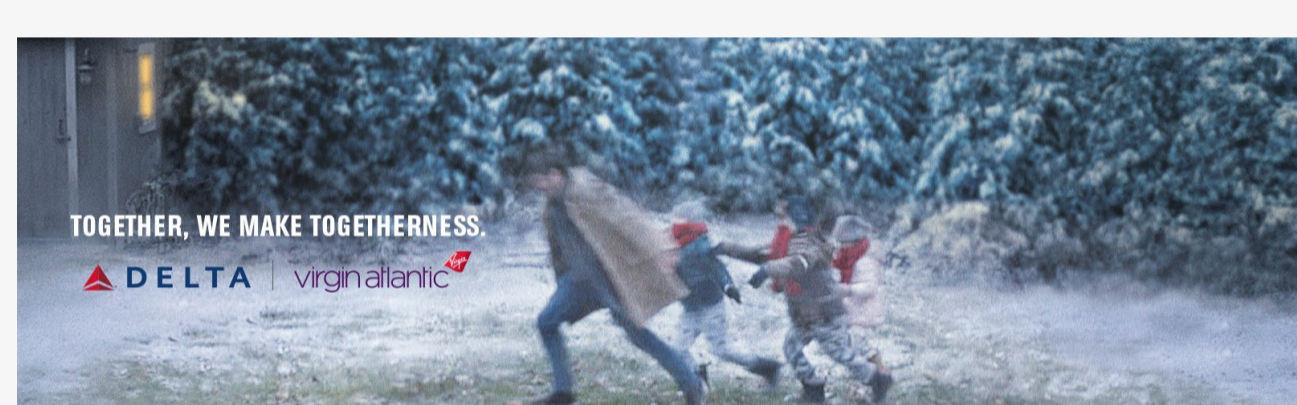
Over the peak season, the two airlines jointly operated up to 11 weekly nonstop flights between Glasgow and the U.S.



### Celebrating Togetherness - Together

Delta and Virgin Atlantic have launched their first-ever joint holiday campaign, highlighting a simple truth that the most important part of the holiday season is being together with the people that matter the most. The campaign will run in the U.K. and the U.S. until December 25.

Entitled 'The Prodigal Brother', the campaign tells the story of two estranged brothers who are reconciled on Christmas morning. Filled with fantastic tales of a Sherpa, three magical scarves and a wise man named Socrates, the film delivers an entertaining yarn with a heart-warming message about togetherness. [Watch here.](#)



### Basic Economy fares available across the Atlantic

Delta's Basic Economy fare is now available on flights from the U.K. to North America offering great value to price-conscious customers who don't mind where they sit.

Customers who purchase a Basic Economy fare enjoy the same in-flight experience as Main Cabin customers - complimentary meals, alcoholic and non-alcoholic beverages, Delta Studio® in-seat entertainment and more - but with restrictions related to the ticket transaction. This includes a Basic Economy first checked bag fee for trans-Atlantic routes, no pre-assigned seating and no changes permitted.

Delta partners Air France-KLM and Alitalia have each introduced a similar basic fare product across the Atlantic. [Read more.](#)



### Delta ranked No.1 U.S. airline for historic 7th consecutive year

Delta earned the top overall score for an unprecedented seventh consecutive year in the Business Travel News (BTN) Airline Survey, sweeping all 10 categories and improving on the scores achieved in 2016. No other airline has been selected seven consecutive times in the survey's 20-year history, which is voted for by corporate travel managers. [Read more.](#)



## PRODUCT & SERVICE

### Push for Prosecco

Delta unveiled the world's first prosecco-dispensing billboard in London's Shoreditch earlier this month, delighting Londoners as the airline celebrated the launch of complimentary Avissi Prosecco in Main Cabin.

To get in the holiday spirit, people simply had to press the call bell - reminiscent of on-board service - and a glass of fizz appeared before them. The prosecco pop-up drew large crowds of customers, including media and social influencers. [Read more.](#)



## COMMUNITY ENGAGEMENT

### Delta team helps bring Christmas to GOSH

Delta volunteers were on hand at Great Ormond Street Children's Hospital to help bring festive spirit to patients during the holiday season. The team of 10 Delta employees took care of the hospital's Stocking Appeal on the wards, decorating them with stockings filled with inspirational messages for children and their families.

Delta launched its partnership with the world-famous children's hospital in December 2016, to help fund research into kinder, more effective treatments for patients. The airline will also fund a family beverage bay on the respiratory ward of the brand new Premier Inn Clinical Building (opening in 2018). The room will give families a vital space to relax during difficult and stressful times.



### Top 5 for the U.K. in 2018

**A330-200** takes off on routes from Heathrow to Atlanta, New York-JFK and Detroit\* from March, 24.

**Pre-select meals** launching in Delta One on flights to Heathrow from Atlanta and New York-JFK.

**Main Cabin enhancements** continuing with upgraded meals and new serviceware coming soon.

**New crew uniforms** designed by Zac Posen taking flight on May 29.

**RFID** bag tags rolling out in London Heathrow and other international stations.

\*Select services only

### About Inside Delta.

Inside Delta is a newsletter produced exclusively for travel professionals by Delta Air Lines, Inc.

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