AIRBALTIC MEAL PRE-ORDER SALES GROW 45%

News / Airlines

The Latvian airline *airBaltic* has seen significant growth in the number of economy passengers choosing among a selection of over 70 fresh meals they have added to their reservation. During the first three quarters of 2018, the sales through different selling points have improved by 45% in comparison to the same period last year.

Zane Pab?rza, Inflight Services Manager of *airBaltic*: "Meal pre-order provides excellent value and we see huge potential in this area, as the customer has a large variety of fresh hot meals, desserts and beverages with many customization opportunities to choose from for a reasonable price."

"Moreover, ordering is very convenient and flexible for passengers and you can add the meal to the reservation up to 24 hours before departure. When departing Riga, 8 most popular and demanded meal options are available during online check-in and *Manage my Booking* tool even up to an hour before departure," Zane Pab?rza added.

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

The most popular meal pre-order options ordered by *airBaltic* passengers are teriyaki salmon, grilled pork fillet and cheese omelette. Most popular flights, on which passengers pre-order meals, are flights from Riga to Barcelona, London and Paris. *airBaltic* is continuously working on menu development by providing the best practice of airline catering.

During the first three quarters of 2018, advanced seat reservations have seen an increase in sales by 29%. Most often passengers choose to reserve a window seat. Thanks to the improved overall comfort and larger windows, passengers use the service most often on flights performed by the new *Airbus A220-300* aircraft. Top destinations, on which passengers reserve seats, are flights to London, Tallinn and Berlin.

airBaltic serves over 70 destinations from Riga, Tallinn and Vilnius, offering the largest variety of destinations and convenient connections via Riga to its network spanning Europe, Scandinavia, the CIS and the Middle East. For summer 2019, *airBaltic* has introduced three new destinations from Tallinn to Malaga, Brussels and Copenhagen. In addition, next summer *airBaltic* will launch a new direct route connecting Riga and Stuttgart.

Image result for airBaltic Meal Pre-order Sales

Image not found or type unknown

23 OCTOBER 2018

ARTICLE LINK:
https://ids.50skyshades.com/news/airlines/airbaltic-meal-pre-order-sales-grow-45

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.