

Austrian Airlines partners with Spafax on inflight and lounge media strategy



Spafax and Austrian Airlines partner on advertising for brand-conscious passengers

[Austrian Airlines](#) and [Spafax](#) have announced a partnership to develop and commercialize Austrian's inflight and lounge media offering. The collaboration brings Austrian's growing international network and brand-conscious passenger base together with Spafax's global aviation media expertise and advertiser relationships, opening Austria's national carrier to an expanded wave of international brand partners.

Under the agreement, Spafax will help commercialize Austrian Airlines' lounge media network and seatback pre-roll inflight entertainment (IFE) advertising. Together, the two companies have refined Austrian's offering to align with international market standards, creating new opportunities for advertisers to engage Austrian passengers in moments of focused attention. The enhanced proposition is now being taken to market through Spafax's global sales network.

"Austrian Airlines carries highly brand-conscious and internationally minded travelers from around the world, connecting them with Austria and destinations across the globe. Our cabins and lounges create a unique environment where brands can engage with our guests in a way that simply isn't possible through other channels," said Markus Leopold, Marketing Manager Retail Media, Austrian Airlines. "With Spafax, we have a partner with the global reach and advertiser relationships to bring our media proposition to market at scale, while ensuring every brand experience our guests encounter is relevant, considered and in keeping with the Austrian travel experience."

For Austrian's passengers, the partnership creates opportunities to discover new brands and products in a seamless, non-intrusive environment, with carefully curated advertising designed to enhance, rather than interrupt, the journey.

For brands, Austrian Airlines offers exclusive access to a captive, premium audience of long-haul leisure and business travelers in moments of low distraction – from the tranquillity of the lounge to the focused attention of the cabin. Combined with Spafax's global advertiser network, the partnership creates a uniquely high-impact route to one of Europe's most desirable traveling audiences, the May 20 press release said.

The partnership unlocks a scalable, high-margin ancillary revenue stream for Austrian Airlines. It aims to elevate the caliber of brand partners associated with the airline experience.