
American Airlines elevates customer experience with complimentary offerings

By **Melissa Silva** on February, 2 2016 | Catering



American Airlines has announced the addition of complimentary snacks and more free movies, TV shows and music in the Main Cabin. Throughout the next few months, customers flying American will begin to experience new amenity kits and services on their flights and at the airport.

“We want customers to choose American every time they fly,” said Fernand Fernandez, American’s vice president - Global Marketing. “We are giving our customer more choices to enhance their personal flying experience by offering new service and new entertainment options in all cabins.”



Main Cabin Food Enhancements

In February, complimentary Main Cabin snacks will be available on American’s transcontinental flights, which include routes between: New York’s JFK and Los Angeles International Airport (LAX); JFK and San Francisco International Airport (SFO); Miami International Airport (MIA) and LAX.

All other domestic flights will offer an assortment of complimentary snacks in the Main Cabin by April.

Customers traveling on flights departing prior to 9:45 a.m. will receive Biscoff® cookies. On flights departing after 9:45 a.m., customers will have a choice between Biscoff® cookies or pretzels, rotated on a seasonal basis. American's Food for Sale items will also be available for purchase on all flights.

Starting in May, complimentary meal service will be available in the Main Cabin on all flights between Hawaii and Dallas / Fort Worth International Airport (DFW).

Complimentary Inflight Entertainment

American is expanding its complimentary entertainment on domestic flights equipped with in-seat entertainment. Customers can now choose from up to 40 movies, 60 TV shows and 300 music albums.

Live television channels are now available on long-haul international flights with Wi-Fi, operated by 777-300ER, retrofitted 777-200ERs and 787-8s. Customers can enjoy news, sports and entertainment as they happen with four satellite channels in all cabins, making American the first U.S. airline to offer complimentary, international live TV.

Designer Amenity Kits

Beginning in March, customers flying on long-haul international and transcontinental flights in the premium cabins will have new, designer-label amenity kits. International First and Business Class customers on select transpacific flights will also have new, pure cotton luxury sleepwear. These new amenity kits and pajamas will make customers' travel experience feel like the comforts of home.

All kits will feature a custom bag designed by Cole Haan, inspired by their pinnacle design and innovation collection, ZerØGrand. Included in all kits are discount codes providing 20% off of the skincare brand in the kit and US\$75 towards a future Cole Haan purchase. Inside the kits are all-American products and toiletries, 3LAB Skincare, C.O. Bigelow Apothecaries and Clark's Botanicals, with each of the skincare products differentiated by cabin and class of service.

Customer Experience Investment

These improvements are the latest in a long-term investment American is making in the customer experience. Later this year, American will introduce Premium Economy on international routes with the delivery of its new 787-9 Dreamliner. The airline is investing more than US\$2 billion in fully lie-flat seats; international Wi-Fi; more inflight entertainment options and power outlets; a new, modern design for Admirals Club lounges worldwide; and an upgraded assortment of complimentary healthy food, cocktails and more. This is in addition to American's historic fleet renewal which has delivered 215 new aircraft since 2014 and more than 90 new planes are expected this year.