

WTCE issue: Tradition intertwined with LOT Polish Airlines

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To stay ahead, airlines must constantly evolve. With new trends and customer demands emerging, those that stay stuck in the past are bound to be forgotten. Which is why finding the balance between tradition and progress is integral—something that LOT Polish Airlines has mastered.

"We do not stand still, but keep developing by listening to our passengers, who are our greatest inspiration," says Izabela Leszczyńska, Director, Product Development and Customer Experience Department, LOT Polish Airlines.

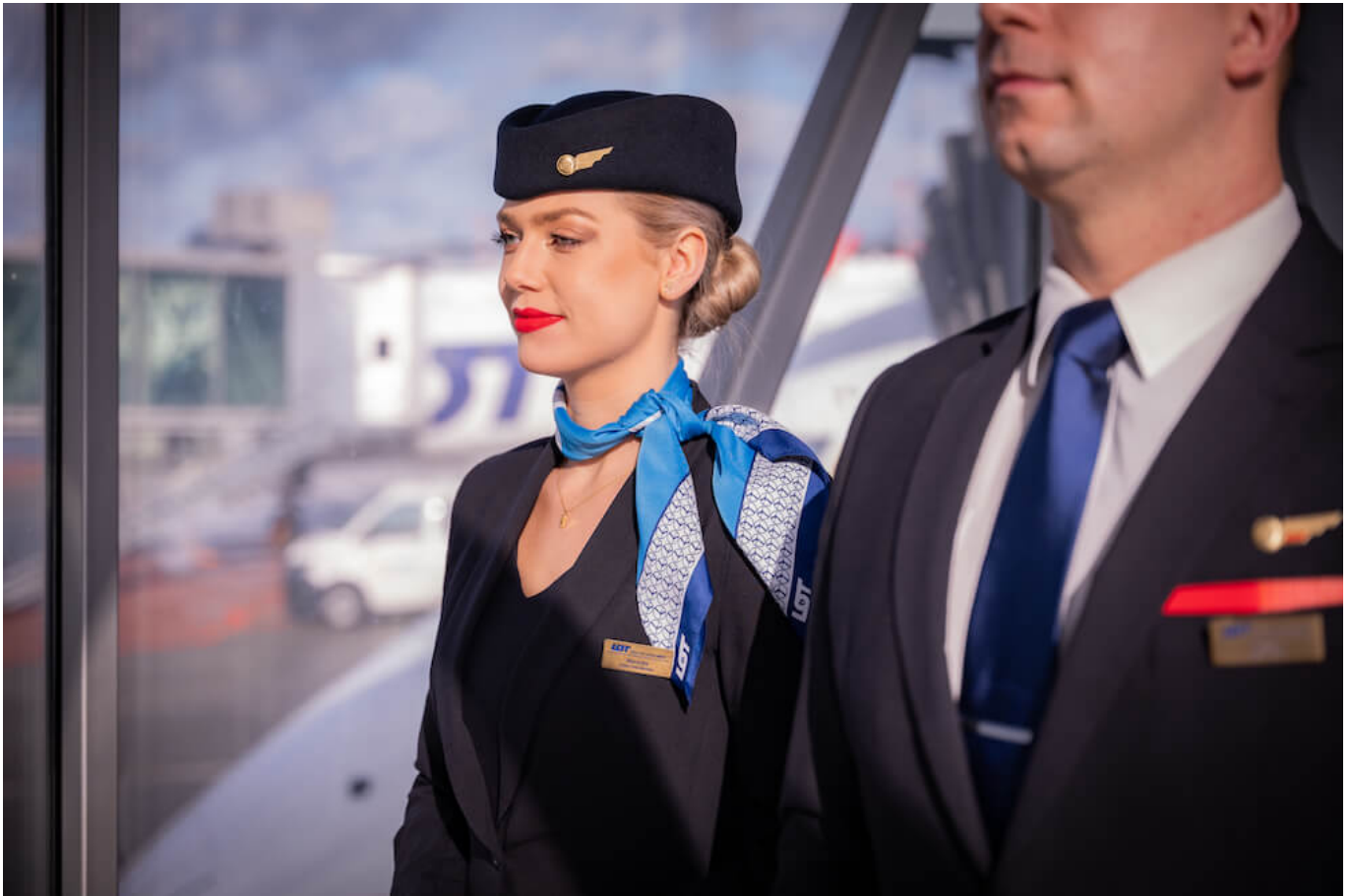
This year marks LOT's 95th anniversary, making it one of the world's oldest airlines. And as LOT continues to embrace its roots while looking to the future, its latest innovations bring comfort and convenience to its passengers, ensuring it will keep connecting Poland to the world.

"Together with the crane that will always be part of our logo, we will continue our fascinating journey, writing the history of one of the world's oldest and most experienced airlines," says Leszczyńska.

LOT offers regular and charter flights to more than 100 airports on five continents from its hub at Warsaw Chopin Airport, and in March, the airline celebrated a new milestone: its first flight from Warsaw to Tashkent, Uzbekistan.

"In the near future, we will also be launching direct flights to Riyadh and Saudi Arabia. We relaunched¹

Athens on April 11,” says Leszczyńska. Currently, its fleet consists of more than 70 aircraft, including its long-haul flagship 787 Dreamliner, with another dozen set to be delivered this year.



This year, LOT is celebrating its 95th anniversary, making it one of the world’s oldest airlines

But flights are not the only way LOT is connecting the world. Set to launch in late 2024, the airline is constructing the LOT Business Lounge at Chicago’s O’Hare Airport. The lounge—a first for the airline outside of Europe—will cover a total of 617 square meters and feature a view of the airport apron. But what Leszczyńska finds most meaningful is the ability to showcase Poland’s unique culture. “We want the space to represent the Polish hospitality with which LOT is so closely associated,” she says. LOT equips its passengers with the latest amenities that are sure to delight—local cultural touches included. The company has recently introduced updated amenity kits, with those prepared for its Business Class passengers promoting sustainability with cosmetics produced from apples, of which Poland is one of the world’s leading suppliers. Taking another opportunity to intertwine tradition with a modern approach, LOT has redesigned its glass and porcelain tableware.

“The glasses and goblets were designed especially for us by artists from one of the oldest glassworks in Poland, Krosno Glass,” says Leszczyńska.

LOT provides its passengers with complimentary drinks and snacks service, even on its shortest domestic flights. For those wishing to indulge in a more substantial meal, LOT offers both Polish and international cuisine.

“Our menu varies depending on the flight, but always combines touches of the unique and still little known Polish cuisine, international cuisine and the cuisine of the country we are flying to,” says Leszczyńska. “That’s why on our comfortable aircraft you can try both the famous Polish pierogies and Japanese onigiri rice sandwiches.”

Additionally, passengers can shop duty free whenever flight times and customs regulations allow. Passengers can purchase alcohol and tobacco products, as well as cosmetics, perfumes, jewelry, accessories and unique gadgets—all featuring LOT's logo. "With all our passengers in mind, the SHOP&MORE offer is also available online, as a pre-order or as a delivery option to a specified address," says Leszczyńska.

LOT Polish Airlines, rooted in nearly a century of history, skillfully balances tradition with innovation, ensuring its continued prominence as it embraces the future of air travel.