

Alaska and Hawaiian unveil new suites and Premium Reserve cabin



Alaska Airlines rendering of the 787 Aurora cabin

Alaska Air Group has announced new premium products for [Alaska Airlines](#) and [Hawaiian Airlines](#), combining lie-flat suites, upgraded dining, new lounges and a Premium Reserve Premium Economy cabin.

Alaska's Aurora Suites will include 34 seats on its 787-9s, 40 on future 787-10s and 12 on at least 25 737-10 MAX aircraft. The narrow-body suites will debut on select transcontinental services in 2028. Features include direct aisle access, 19-inch 4K entertainment screens and privacy doors on the 787s.

Hawaiian will begin updating its 24 A330s in 2028, installing 22 Leihōkū Suites per aircraft. The suites will offer privacy doors, lie-flat seating, hotel-quality bedding and menus developed by Executive Chef Dell Valdez.

Premium Reserve will roll out in 2028 across both carriers' wide-body fleets and select Alaska 737-10 MAX aircraft. The product includes 38-inch seat pitch, leg and calf rests, 16-inch 4K OLED screens, upgraded dining and amenities.

Alaska will partner with Seattle chefs Renee Erickson and Brady Ishiwata Williams on international menus. Ground investments include connected Alaska and Aurora lounges in Seattle opening in late 2027 and a new Hawaiian lounge in Honolulu in early 2028.