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# Hawaiian launches basic fares in North American markets

By **Jane Hobson** on September, 24 2019 | Airline & Terminal News



[Hawaiian Airlines](#) has begun sales of Main Cabin Basic fares in select North American markets, offering travelers a new option to book the carrier's lowest fares.

Hawaiian's Main Cabin Basic fare product is offered on select, nonstop flights between Honolulu and three of its 13 U.S. mainland gateway cities - Los Angeles, Long Beach and San Jose - for travel beginning October 21. The fare is designed for people who prefer to forgo standard Hawaiian travel services such as advanced seat selection and the ability to upgrade in exchange for the most affordable fares.

Passengers who choose Hawaiian's Main Cabin Basic fare will be able to select a seat when checking in for a flight or they will be assigned a seat at the gate. They will receive a complimentary carry-on bag and one personal item. Hawaiian members will continue to earn a mile per mile flown.

"We are now offering a full range of fare options to our guests on these routes with the addition of the best-value Main Cabin Basic product in the industry - one that combines our lowest fares with our award-winning Hawaiian hospitality, including complimentary meals and inflight entertainment, delivered in the comfort of our modern fleet," said Brent Overbeek, senior vice president of revenue management and networking planning at Hawaiian Airlines, in a release from the company.