

# SWISS unveils First Grand Suite for enhanced passenger privacy



## Inside the SWISS First Grand Suite

Swiss International Air Lines ([SWISS](#)) is taking a further step in making the passenger experience more personal and flexible. As part of its broader new SWISS Senses cabin and service concept, the airline is introducing its SWISS First Grand Suite, which is specifically aimed at top premium travelers who attach high value to space, calm and privacy, be it for business or personal reasons. The new Grand Suite offers SWISS First travelers an exclusive air travel experience that provides absolute privacy and can be tailored to their individual needs.

The SWISS First Grand Suite allows two adjoining First Class suites, including the aisle, to be combined into a single extensive and secluded loft to provide additional room for couples, families or business travelers. The combined private area, which also features walls more than 1.8-meters high, can be used for a variety of functions. Be it as a workplace, a restaurant or a bedroom, this extensive space enables its occupants to spend their flight undisturbed within an exclusive zone. The new SWISS First Grand Suite offers maximum privacy, space and individuality.

“With our new SWISS First Grand Suite, we are further expanding our First-Class service product with an option that is specifically aimed at those of our top premium customers who are seeking even more privacy and even more scope to design their personal space on board,” said Heike Birlenbach, Chief Commercial Officer, SWISS. “Our Grand Suite should give our guests all the feeling of having their own ‘loft aloft’ – a space that they can use as they wish, to relax, to work or just to enjoy the experience. It is a further step in our development of our SWISS Senses concept, which is aimed squarely at delivering a truly premium air travel experience.”

## Available from 2026

SWISS offers First Class on all long-haul routes. The SWISS First Grand Suite will be introduced on the airline’s A350s and the gradually refurbished A330s in early 2026 on flights from Switzerland. The new First Class air travel experience will also be available on SWISS’s 777s at a later date.

The SWISS First Grand Suite complements the existing First-Class offering of the Single Suite by the window and the middle Suite Plus, which can also be configured to accommodate two passengers traveling together. It will be bookable solely via the exclusive SWISS First hotline with its concierge service for up to three travelers.