

BITE WITH THE EDITOR

Mark Wernich

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Gauteng

THE MICE INDUSTRY
Showing value



Iberia's New Premium Economy Cabin

Iberia recently presented its first Airbus A340/600 fitted with its new premium economy cabin. Aircraft already in Iberia's fleet at its Madrid hangars will be retrofitted, while the A350s on order will come factory-equipped with the new seats. The airline will have five A340s equipped with the new cabin for the imminent northern hemisphere summer season. The premium economy cabin will be available on flights to and from Chicago, New York and Bogota in May, Mexico, Madrid and Miami in June, and Boston in August. By the summer season of 2018, premium economy will be available on all of Iberia's long-haul routes operating Airbus A340/600s and A330/300s, as well as the Airbus A350s that will join the Iberia fleet starting next year. Seats in the new cabin feature 20% more separation between seat rows, 48-centimetre wide seats, seven inches of recline, adjustable head and foot rests, full HD 12-inch touch screens, noise-cancelling headphones, and connection ports for personal electronic devices. Passengers can enjoy a welcome drink, a special menu, table linen, a personalised amenity kit, an additional luggage allowance, and priority checking-in, boarding and exiting the aircraft.

Preferred Hotels Launches Mobile App and Members-Only Rates

In response to consumers' increasing desires to manage travel plans directly from their smartphones, Preferred Hotels & Resorts launched a mobile app and member rate programme as major enhancements to its points-based hotel rewards programme, iPrefer. Through the app members can search and book stays at more than 600 iPrefer participating hotels worldwide, access exclusive offers, update their profiles, view their stay history and related points earnings, and immediately access and redeem Reward Certificates. Members will also receive push notifications regarding special offers, and American Express cardholders will enjoy an expedited process through American Express Checkout. Enhanced features will be introduced in time, such as a concierge chat service that allows guests to communicate directly with the hotel and reserve services such as spa treatments that can be purchased using Reward Certificates. The iPrefer app is available for iOS and Android. Preferred has also launched a member rate programme that invites iPrefer members to access savings of 3% or more on top of the best available rate whenever they book stays at participating hotels directly through iPrefer channels.



Fastjet Increases Harare-Vic Falls Flights

Fastjet has increased the number of flights on its route between Harare and Victoria Falls in response to strong passenger demand. The airline, which previously operated three weekly flights on the route on Tuesdays, Thursdays and Sundays, added a Friday flight on 7 April. These flights depart Harare International Airport at 16h15 and land at Victoria Falls International Airport at 17h25. The return flight takes off from Victoria Falls at 17h50, landing back in Harare at 18h55.