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BRITISH AIRWAYS LAUNCHES FLIGHT AND HOLIDAY SALE

British Airways and British Airways Holidays are offering flight and holiday savings for trips taken throughout 2023 and 2024

The sale includes return flights to New York from £352, Orlando from £355 and Dubai from £449, with the additional option to upgrade to premium economy on long-haul flights from £199. With deposits from just £60pp, customers can also secure a range of holiday packages such as seven nights in Malaga for £219pp and seven nights in St Kitts from £579

Extra savings are available to those who book holiday packages before 16 May, with further discounts of up to £300

British Airways and British Airways Holidays launched their Original Sale today, offering flight and holiday savings for travel throughout 2023 and 2024.

Running from 11 – 30 May 2023, the sale features both short and long-haul destinations, with highlights including European beach holidays from £279pp, New



York city breaks £449pp and Caribbean resort stays from £579pp.

Flight only Travellers looking for transatlantic flight-only options can book return flights to New York from £352, Orlando from £355, and open the door to new destination, Cincinnati, from £499. Those heading east can enjoy return flights to Dubai from £449. In addition, customers who book World Traveller (long-haul economy) will have the option to upgrade to World Traveller Plus (premium

economy) from an extra £199 return. The option means that those on long-haul flights can upgrade to enjoy wider seats and more legroom, two meals and a complimentary bar service, priority boarding, more luggage allowance and a stylish amenity kit made from recycled plastic bottles. Executive Club members also have the option to save Avios, with examples including return flights to Orlando from £165 + 42,900 Avios and Dubai from £209 + 55,000 Avios.

Holiday packages more on pg 2

Jektasigns MOU with Honeywell. Signing represents a major step forward in airframe development.

Jekta, the Switzerland-based manufacturer of the electrically powered Passenger Hydro Aircraft Zero Emission 100 (PHA-ZE 100) amphibious flying boat, has signed a Memorandum of Understanding (MoU) with Honeywell. The accord signifies the first step in exploring, identifying, and confirming a suite of Honeywell systems to integrate with the world's first 19-seat, electrically powered, regional, amphibious aircraft. In conjunction with Jekta, Honeywell will design and co-develop aeronautical systems that will optimize efficiencies, enhance streamlined operations, and augment the safety of aircraft operations, while ensuring minimal operational environmental



impact and delivering a best-in-class passenger experience. In addition, Jekta and Honeywell will collaborate on discerning the viability of single-pilot operations for commercial flying of the PHA-ZE 100 class of aircraft.

The MOU marks a significant milestone for Jekta as the

Switzerland-based OEM will leverage Honeywell's extensive expertise and maximize knowledge transfer in its endeavors to deliver a new class of amphibious flying boats to the global regional seaplane market. Honeywell avionics, electric engines, flight control systems, and connectivity will more on pg 3

Air Canada Congratulates Madeleine Paquin, Board Member on Her Induction Into 2023 Canadian Business Hall of Fame

Air Canada today congratulated Ms. Madeleine Paquin, member of Air Canada's Board of Directors on her induction into the 2023 Canadian Business Hall of Fame.

"Madeleine is a deeply respected business leader known for her vision and inspiring entrepreneurial approach building businesses through innovation and sustainability. I have been honoured to work with Madeleine since her appointment to Air Canada's Board to advance sustainability and environment initiatives. On behalf of Air Canada's more than 36,000 employees globally, I extend warmest congratulations to Madeleine on her induction to Canada's Business Hall of Fame," stated Michael Rousseau, President and Chief Executive Officer at Air Canada.

Ms. Paquin has been a member of Air Canada's Board of Directors since May 2015. She is President and Chief Executive Officer and a director of Logistec Corporation, a North American marine and environmental services provider. She has held that position since January 1996. Ms. Paquin is a member of the Marine Industry Forum, and the Marine Transportation Advisory Council. Ms. Paquin currently holds a directorship in the Maritime Employers Association and is also a director and Chair of CargoM, the Logistics and Transportation Cluster of Montreal, and is Co-Chair of its Working Group I - L&T Development Opportunities. Ms. Paquin has served as a director of Canadian Pacific Railway Limited, Sun Life Financial Inc., Aéroports de

Montréal, the Chamber of Marine Commerce and the Board of Trade of Metropolitan Montreal. The Canadian Business Hall of Fame celebrates outstanding achievements

of Canada's most distinguished business leaders. Since 1979, more than 200 business leaders have been inducted into the Canadian Business Hall of Fame. Celebrating the leaders of today and inspiring the leaders of tomorrow, the CBHF Induction Ceremony and Celebration is the signature national fundraising event in support of JA Canada.

About Air Canada Air Canada is Canada's largest airline, the country's flag carrier and a founding

member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada, the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. Air Canada's Aeroplan

program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental rewards. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada has committed to a net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OCTQX in the US.



Bell and Air Canada Join Forces, Unlocking Significant Benefits for Customers In-Flight and Beyond

Bell to be Air Canada's premier sponsor of in-flight Wi-Fi services. Aeroplan members will benefit from free in-flight messaging. Bell and Air Canada to introduce additional benefits designed for newcomers and visitors to Canada. Air Canada and Bell today announced a multi-year partnership that will make it even easier to stay connected — both on the ground and in the skies. The partnership delivers on Air Canada and Bell's longstanding commitments to elevating the customer experience, while focusing on added benefits for newcomers and visitors to Canada, preparing them to connect to Canada's best network as soon as they land. Starting May 15, Air Canada and Bell will offer free messaging for all Aeroplan members worldwide on all Wi-Fi equipped aircraft across Air Canada's fleet, including Air Canada Rouge and Air Canada Express flights. This offering will enable customers to send and receive text-based messages via onboard Wi-Fi using popular messaging apps including Apple's iMessage, Meta's WhatsApp and Messenger, Rakuten's Viber,



and Messages by Google. Also, this benefit will be available to strategic partner airline loyalty members, including customers of United MileagePlus, Lufthansa Group Miles & More and Emirates Skywards when their account numbers are associated with an Air Canada booking. Additionally, with this new partnership, newcomers and visitors to Canada will gain easy and immediate ways to stay connected as they arrive in Canada. With complimentary mobile SIM cards on select inbound international flights, newcomers and visitors can activate in flight, allowing

them to walk off the plane and be connected. In keeping with Air Canada and Bell's commitment to its customers, this partnership will enable additional areas of collaboration and customer benefit, including the development and offering of Aeroplan promotional rewards, as well as building upon Air Canada's award-winning in-flight entertainment offering with the expansion of Live TV service on flights to the U.S., expected later this summer. "Canadians are at the centre of this exciting new partnership. We're so proud to join with an iconic brand to deliver real

value to customers across the country, and, importantly, to those new to our country. This multi-faceted partnership with Bell will allow Air Canada customers to keep in touch with friends, family, or colleagues wherever they travel. What's more, we're elated that Bell will be joining as the latest Aeroplan partner, creating another way for members to travel more, and travel better," said Mark Nasr, Executive Vice President, Marketing and Digital, and President of Aeroplan at Air Canada.

"We're excited to partner with Air Canada, and innovate on delivering enhanced experiences for our customers. For those new to Canada or visiting, we recognize how important it is to stay connected with family and friends, and the new opportunities being connected can bring. Many are already familiar with Bell and know we offer the best network, and we're thrilled to be making it even easier for them to connect when they arrive in Canada," said Claire Gillies, Executive Vice President, Marketing and President Consumer at Bell.

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British Airways Holidays is offering a wide range of enticing holiday packages for customers booking their flight and hotel together. Those jetting off to far flung destinations in the Caribbean can enjoy week-long holidays to St Kitts from £579pp, St Lucia from £729pp and Barbados from £679pp. Three-night breaks to Dubai are available from £499pp, while you can bag a seven-night holiday to Marrakesh from £279pp. Closer to home, customers can soak up the sun in Tenerife for £279pp, the Algarve for seven nights for £219pp plus Malta and Corfu from £289pp. Claire Bentley, Managing Director of British Airways Holidays said: "We are thrilled to announce our holidays sale to popular travel destinations. Whether you want a short getaway or a long-awaited trip to see family and friends, we have offers to suit all. We continue to strive to give our customers as much choice, flexibility and value as possible."

Book by 16 May to save up to an extra £300: Book a flight + hotel or flight + car holiday in the sale and make the following additional savings:

£300 extra discount with a minimum spend of £10,000 per booking (F+H only)

£200 extra discount with a minimum spend of £5,000 per booking (F+H only)

£100 extra discount with a minimum spend of £2,500 per booking

£50 extra discount with a minimum spend of £1,250 per booking

£25 extra discount with a minimum spend of £650 per booking (F+C only)

For more information about British Airways Holidays' commitment to offering complete peace of mind, including low deposits and a 24-hour holiday helpline, read about the Customer Promise at www.ba.com/customer-promise. Further information on the flight and holiday sale can be found at www.ba.com/sale

From Grocery List to Bucket List: Aeroplan and Uber Canada Add New Ways to Earn Points Every Day

Aeroplan members can now earn points on grocery and retail deliveries with Uber Eats. Introduction of grocery and retail deliveries marks the latest expansion of multi-year partnership between Aeroplan and Uber Canada launched in 2021. 5X limited time launch offer on their next grocery or retail delivery order through the end of May. Aeroplan is pleased to announce the latest evolution of its loyalty partnership with Uber Canada, giving Aeroplan members the opportunity to earn even more from linking their Aeroplan with their Uber/Uber Eats account in Canada. Starting May 3, Aeroplan members can earn 1 Aeroplan point per \$1 spent on eligible orders in the Grocery and Retail sections of the Uber Eats app, with no minimum spend required. The launch provides a new way to earn Aeroplan points with national and regional grocers and retailers. In addition, members can take

advantage of the following offers after linking their Aeroplan account with their Uber/Uber Eats account in Canada: Launch offer: 5X Aeroplan points on their next grocery or retail delivery order with Uber Eats from May 3 until May 31; New 250-point monthly bonus: Members will earn an additional 250 bonus Aeroplan points when completing an eligible ride (premium or airport ride), a restaurant food delivery order of \$40* or more, and an eligible order from the Grocery or Retail section through Uber and Uber Eats in the same calendar month, every month – an Uber hat trick! New eater bonus: 1,000 bonus Aeroplan points when members open their first Uber Eats account, and complete their first eligible order from the Restaurant, Retail, or Grocery sections in the Uber Eats app; New rider bonus: 1,000 bonus



Aeroplan points when members open their first Uber account, and take their first ride with Uber; Uber cash: Convert Aeroplan points to Uber Cash in the Uber app, from as little as 3,000 points for \$25, which can be used towards Uber orders or an Uber One subscription. *\$25 until June 1, 2023.

"Just as Uber is our members'

favourite choice for rides and food delivery, we're confident they will love the addition of grocery and retail deliveries to our Aeroplan lineup" said Scott O'Leary, Vice President, Loyalty and Product at Air Canada. "We're thrilled to expand our partnership with Uber in a way that helps our members earn more points through things they do every day." "Together, Air Canada and

ETIHAD TAKES COMFORT TO THE NEXT LEVEL WITH NEW 787 DREAMLINER SEATS UNVEILED AT ARABIAN TRAVEL MARKET

Etiihad to take delivery of three new Boeing 787 Dreamliners in Q3 2023. New best-in-class interiors featuring Business suites with privacy doors. Upgraded experiences now rolled out including enhanced Wi-Fly packages, partnership with Armani/Casa and environmentally conscious dining experience. Etiihad Airways, the national airline of the United Arab Emirates, is showcasing a suite of new products and enhancements at the Arabian Travel Market in Dubai this week. The airline revealed the new interior for its Boeing 787 Dreamliners that will join the fleet in the third quarter of this year adding to the 39 Dreamliners Etiihad already operates. "Etiihad's new 787 Dreamliner cabin interior showcases further enhancements to our award-winning and industry renowned cabins. Our new Business class takes the guest experience to new heights with the second evolution of the Business Studio which was launched on the Airbus A350-1000 last year," said Antonioaldo Neves, Chief Executive Officer, Etiihad Airways. Etiihad means Business. The Business cabin features Etiihad's unique, stylish interior, with a customised version of the Elements seat manufactured by Collins. Etiihad is the first airline in the world to introduce the Elements seat on the Boeing 787. The new seats will provide guests with a comfortable and spacious environment with added privacy provided by a suite door. The height of the suite has been further increased from the A350's debut model, offering even greater privacy for guests. Each of the 32 Business seats has direct aisle access with the cabin designed in a 1-2-1 configuration offering comfort, convenience and privacy whether travelling individually

or with companions. The seats recline to a fully lie-flat-bed 78" in length and feature a 17.3" 4K TV screen, Bluetooth headphone pairing, multiple charging ports and wireless charging, as well as plenty of storage. Elevating Economy. In Economy, the newest 787 will feature 271 seats which are lighter in weight than the current fleet and therefore more fuel efficient. The seats boast exceptional comfort and an increased feeling of space created by the smart design and adjustments including a slimmer profile armrest. Guests can also enjoy an extensive range of entertainment on the 13.3" 4K touch-screen monitor which also includes a convenient USB charging port. Both cabins offer a stylish environment and the highest standards of comfort whether guests choose to rest, work or enjoy the award-winning inflight entertainment. Experience upgrades. Technology throughout: The new 787 Dreamliner provides the latest in inflight entertainment technology from Safran. Exciting new features include Rave Ultra 4K monitors, Bluetooth headphone pairing and the option to pair personal phones and tablets to the screen and use as a remote. The 787 Dreamliner is fitted with a new connectivity solution from Viasat using Ka-band technology which offers high-speed Wi-Fi with streaming capabilities on board as well as Live TV, including news and sport channels. Etiihad's E-BOX also offers hours of entertainment which caters to a broad range of guests and preferences. Hundreds of blockbuster movies from Hollywood to Bollywood are accompanied by a broad range of Arabic, Asian and European content. In addition, popular TV shows, music, podcasts and games will ensure guests are entertained throughout their

journey.

Never miss a moment with free Wi-Fly: In a sweep of product enhancements that arrived on board this year, Etiihad introduced new Wi-Fly packages on its wide-body fleet with Chat and Surf packages offering unlimited data. Etiihad Guest members, including those who enrol instantly just before the flight, are rewarded with free 'Chat' packages while they fly.

The free Chat packages provide access to popular messaging apps such as What's App, WeChat, Messenger and more. Generous Surf packages offer unlimited data for the full flight duration.

Armani/Casa and Etiihad unite to create a phenomenal Business Class experience: Etiihad's unique partnership with Armani/Casa has now fully rolled out across the airline's Business class cabins, providing guests with an unparalleled Business experience. The range features bespoke dining ware and soft furnishings designed in collaboration with celebrated international designer brand Armani/Casa.

Dine in Economy with Etiihad's environmentally conscious service: Etiihad's new Economy dining service is not only stylish but also part of a closed loop recycling system, thereby creating a circular economy that removes single-use plastic entirely. The dining equipment has been designed to provide a quality experience for Etiihad's guests, while being functional for Etiihad's crew as well as reducing the impact of the operation on the environment. Neves continues: "We remain fully committed to providing industry-leading experiences for our guests and we're proud to showcase this here at the Arabian Travel Market. This year is about growth for Etiihad – as well as enhancing our guest experience and adding aircraft to our fleet, we've announced new routes for our network, including Kolkata

last month, Lisbon, Malaga and Mykonos this summer and Copenhagen and Dusseldorf in the fourth quarter."



Business class seat



new Boeing 787 Business



Economy new Boeing



new Boeing 787



Armani Casa Textiles Coffee



Armani Casa Business dining



Salt and Pepper Pinch Pot



Armani Casa Business dining

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all be discussed under the terms of the MOU, with the final system architecture and integration to be confirmed by the end of 2023.

"Our sustainable airframe represents the most contemporary design and development, and consequently, we want to partner with suppliers renowned for their vision, expertise and flexibility. Honeywell has all these qualities and more. The signing of this MOU is a real vote of confidence for Jekta and the PHA-ZE 100, which will satisfy the travel demands of a whole new generation of passengers seeking affordable, environmentally friendly, regional travel solutions. We are proud to be a beneficiary of the years of Honeywell experience and anticipate that it will add real value to the development of an aircraft that operators will welcome, and passengers will love," says George Alafinov, CEO of Jekta Switzerland. The MOU signed on 20 April and began with immediate effect. Jekta and Honeywell are already in ongoing discussions to identify key components for integration, environmental operating requirements and roles and responsibilities. The PHA-ZE 100 amphibious flying boat will be certified to EASA CS-23 and US FAA FAR-23 standards for fixed-wing passenger aircraft. It is optimized to serve coastal and island communities, regional routes currently limited by operational costs, and to support new low-cost, sustainable services between cities without the need for the installation of expensive land infrastructure. Low maintenance and fuel costs, much-reduced noise, no pollution impact, and minimal aviation infrastructure requirements combine to make the PHA-ZE 100 an optimal platform for sustainable and new operations.

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27-29 June 2023
NEC Birmingham

Air Canada and Dreams Take Flight Fulfill Long-Time Commitment to Children from Across Ontario with Trip-of-a-Lifetime



First Dreams Take Flight trip departing Toronto since 2019
Third flight of 2023 taking off from across Canada

Every year, Air Canada and Dreams Take Flight take children facing different challenges on the trip-of-a-lifetime

Early this morning, Air Canada and Dreams Take Flight transported a plane load of children from Toronto to the happiest place on earth. The plane was carrying many children who were meant to experience the once-in-a-lifetime trip in 2020 but were unable to due to the global pandemic. With the support of numerous Air Canada employee volunteers, the Air Canada Foundation and the Dreams Take Flight organization, the trip was finally able to take place, making the wishes of 126 kids come true. Eight flights operate annually, providing over 1000 children each year with an unforgettable day at a theme park

in Florida or California. Departing from Pearson International Airport, the children were accompanied by a crew of current and retired Air Canada employee volunteers dedicated to providing a magical experience for those onboard.

By generously donating their time, pilots, flight attendants, maintenance engineers, and numerous other employees on the ground and behind the scenes offer children facing mental, physical, or social adversity the chance to take a break from their everyday to

make memories and see new possibilities.

"After a wait of three years, we are so excited to finally fly to Orlando with our group of children who have been patiently waiting since 2020 for their magical day", said Julie Mailhot, President of Dreams Take Flight Toronto. "Since we had to cancel our flight in April 2020, we kept in touch with each child, including sending them a Christmas card and gift each year, to remind them that we had not forgotten about them." "It is so heartwarming to see this group of deserving children finally get their special day," said Valerie Durand, Spokesperson for the Air Canada Foundation. "Everyone has worked extremely hard to bring this trip to life, ensuring these kids go home with magical memories to last a lifetime. Children who have been on previous Dreams flights have told us what a difference the experience has made for them, giving them hope for the future. We're very proud to have played a part in supporting Dreams Take Flight Toronto through this long-awaited adventure." Five more flights from across Canada will depart from Edmonton, Vancouver, Calgary, Montreal and Ottawa throughout 2023.

Over the past 30 years, Air Canada, as exclusive carrier and now with the support of the Air Canada Foundation, has flown more than forty thousand children on Dreams Take Flight trips. Visit dreamstakeflight.ca to donate or volunteer.

ETIHAD AIRWAYS WINS HAT-TRICK OF 2023 BUSINESS TRAVELLER AWARDS

Winner: Best Cabin Crew for the third consecutive year
Winner: Best Economy Class
Winner: Best Frequent Flyer Programme award for Etihad Guest
Etihad Airways, the national airline of the UAE, has been recognised as the airline with the 'Best Cabin Crew' for the third year in a row at an awards ceremony held yesterday evening at the Palazzo Versace, Dubai. Following a public vote, the Business Traveller Middle East Awards also recognised Etihad with the Best Economy Class and Best Frequent Flyer programme for Etihad Guest.

Etihad's Cabin Crew are best known for their warm and personal service which is inspired by traditional Emirati hospitality. Before they take to the skies, Etihad's cabin crew are taken through an extensive training process which ensures the highest standards of safety, service and hospitality. Antonaldo Neves, Chief Executive Officer of Etihad Airways, said: "Etihad's special guests and clients tell us time and time again of the great service and hospitality they experience when they travel on Etihad. This award is testament to the hard work, consistency and commitment of our Cabin Crew who always go the extra mile for our guests. On behalf of everyone at Etihad, I would like to sincerely thank our Cabin Crew, and thank our guests and the public for voting for Etihad. "These awards are an excellent way to recognise and celebrate the achievements of the entire industry who together are boosting tourism and business travel for the benefit of us all," he continued. The Business Traveller Middle East Awards were presented on Monday evening, after the opening day of the Arabian Travel Market in Dubai. The awards were attended by travel industry and media professionals,

celebrating the achievements of the travel and tourism sector including airlines, airports and hotels. The winners are decided by votes cast online by travellers and readers of Business Traveller Middle East magazine.

Etihad's 8-million-member loyalty programme, Etihad Guest, was also recognised in the awards as the 'Best Frequent Flyer Programme.' Over the past year, Etihad has expanded its partnerships and Miles on the Go programme, offering more ways for guests to earn and be rewarded. At the Arabian Travel Market this year, Etihad has unveiled the Business and



Economy seats on its new Boeing 787 Dreamliners that will join the fleet this year. As well as increased privacy and comfort, the seats offer smart technology including enhanced connectivity, wireless charging in Business and Bluetooth compatibility. Etihad also won the 'Best Economy Class' award at the Business Traveller Middle East Awards, recognising the high standards of comfort and service enjoyed by guests travelling in Economy. At the trade show this week, Etihad is showcasing its new Economy dining experience which has been designed to elevate the guest experience further, with environmental sustainability as a priority. The dining equipment is reusable and forms a closed loop recycling system. At the end of its product life, the dining equipment will be washed, ground and the resulting powder will be re-used to produce new products. In addition, visitors to Arabian Travel Market will see Etihad's partnership with Armani/Casa that offers guests an unparalleled Business experience. The jointly branded product range features bespoke dining ware and soft furnishings designed in collaboration with celebrated international designer brand Armani/Casa.

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Uber have again raised the bar for loyalty programs for Canadians across the country," said Klaas Knieriem, General Manager of New Verticals for Uber Eats Canada. "Uber Eats has grown quickly from a platform to get your favourite meals delivered to a one-stop-shop for anything you need. Now, each time members order groceries or products from their favourite retailer through Uber Eats, they can get closer to their next exciting reward or adventure – from grocery list to bucket list." Aeroplan members are embracing the growing partnership with Uber's popular rideshare and delivery app. Additional partnership benefits associated with ordering grocery or retailer delivery via Uber Eats include: Order tracking and ability to request a no-contact delivery experience; Ability to schedule an order 24h/day and up to two days in advance; Delivery often available in under an hour; Groceries delivered straight to your door from top grocery and retail partners; One-on-one personalized remote contact with delivery person and ability to communicate with your delivery person in-app about product replacement and/or inventory, etc. How to link your Aeroplan account and your Uber/Uber Eats accounts in Canada: Open the Uber or Uber Eats app and tap the menu on the top left corner; Tap 'Settings,' and scroll down to tap 'Aeroplan' under the Rewards section, then tap 'Link Account' and then log into your Aeroplan account; Once accounts are linked, you will start earning points on qualifying Uber/Uber Eats or Grocery orders. For more information on the partnership, please visit: www.aircanada.com/uber.