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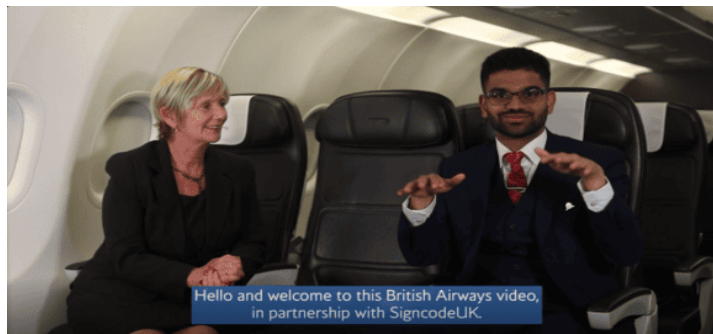
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Travel Experience For Deaf And Hard-Of-Hearing Customers To Improve With New British Airways Partnership

4 December 2023: British Airways has partnered with Signcode UK to further improve its accessibility offering for Deaf and hard-of-hearing customers, with new signed video content containing a variety of helpful travel information being made available to customers both pre-travel and whilst on board.

Signcode UK is an organisation dedicated to ensuring equal access to information, products and services for the Deaf and hard-of-hearing community and specialises in translating key information into signed videos. As part of the airline's continued commitment to become the airline of choice for customers travelling with additional requirements, it has collaborated with the organisation to produce signed videos which can be accessed either via a link or unique QR code, allowing customers to receive personalised video messages in sign language. The first video, which is available for viewing pre-travel on ba.com, offers a comprehensive overview of British Airways' service proposition throughout the entire journey, including booking process, the airport experience, on board services and the in-flight entertainment offering. It also includes a BSL introduction from Fredrick Da Costa, British Airways' first Deaf Customer Experience Agent who uses BSL as part of his role. The video aims to empower customers by providing them with the information they need to make more informed choices when they travel. A second video, available by the end of 2023, focuses on on board safety features and procedures. This video will be



accessible on ba.com and via a QR code that British Airways Mainline cabin crew will have on their mobile devices on board, giving customers the option to choose between receiving a signed video safety briefing on their personal device, or receiving a personalised briefing delivered by one of our crew face-to-face, which is already offered to Deaf or hard of hearing customers. Carrie Harris, Director of Sustainability at British Airways, said: "We are proud to partner with Signcode UK to further improve our accessibility offering for our Deaf and hard of hearing customers. This collaboration aligns with our ongoing commitment to ensure that all our customers have a seamless experience and can travel with confidence, with dignity and in comfort." We are proud to help them on their accessibility journey by bringing together our professional media translators with BA's own Fredrick De Costa on their first BSL video. We are delighted as a company but more for the Deaf and hard-of-hearing communities that we serve. They now have truly independent access to all that British Airways can offer." Recognising the linguistic diversity within the Deaf community, British Airways and Signcode UK will provide videos in British Sign Language (BSL)

and American Sign Language (ASL) and are exploring the potential to expand into other languages such as Spanish. The airline hopes to grow its BSL video content further in the coming year. In addition to the Signcode UK partnership, the airline supports customers who are Deaf or hard of hearing through a minicom system (a small electronic typewriter and screen linked to a phone system, enabling people to send and receive messages), and has an ongoing partnership with SignLive to use British Sign Language in its customer engagement centres. Customers who use BSL can contact the airline using a Video Relay Service provided by SignLive, a free service that will connect customers to a qualified online BSL interpreter. The interpreter will relay the conversation between the customer and a member of British Airways' accessibility team..

Thanks to British Airways Press Office, S S Chadha News Editor, WINGS CHAMBER

Etihad Airways Celebrates A Hat-Trick At World Travel Awards 2023



Abu Dhabi, United Arab Emirates – Etihad Airways is celebrating a hat-trick in the grand final of the World Travel Awards which took place at the iconic Burj Al Arab in Dubai on Friday night.

The UAE's national airline, Etihad, was awarded the world's leading airline for customer experience recognising the genuine, warm Emirati inspired hospitality offered by Etihad's cabin crew. Whether travelling in Economy, Business, First or Etihad's exclusive three-room suite in the sky, The Residence, Etihad's guests enjoy a design-led inflight cabin environment with comfortable seating, delicious food, extensive entertainment and thoughtful service. Etihad was also recognised as having the best Economy class in the world, for its leading Economy Smart seat which features the signature fixed wing headrest for added comfort. The spacious seats and extensive inflight entertainment powered by Etihad's E-Box are complemented by free Wi-Fly chat packages for Etihad Guest members and unlimited data for those wishing to purchase Wi-Fi on board. Etihad recently rolled out a new Economy class menu which is served on its innovative tableware that has been designed in a closed-loop recycling system to eliminate single-use plastic and reduce waste. The tableware features a chic design and is embellished with the Etihad branding to further enhance the overall guest experience.

"We're truly proud to be recognised in the grand final of the World Travel Awards and on behalf of the entire Etihad family, I would like to thank all of our staff, customers and partners who have made this possible," said Antonioaldo Neves, CEO, Etihad. "As we celebrate our 20th anniversary, we head into the next chapter on a strong foundation and awards such as these are testament to the fantastic offering and excellent customer experience we offer our guests. We will continue to further enhance this as we expand our network and fleet to serve more customers worldwide." Graham E. Cooke, Founder, World Travel Awards, says: "Congratulations to Etihad Airways for winning 'World's Leading Airline - Economy Class 2023', 'World's Leading Airline - Customer Experience 2023' and 'World's Leading Airline Lounge - First Class 2023'. This is a remarkable achievement, reflecting how the airline is setting the benchmark in aviation. And with its new home in Abu Dhabi International Airport Terminal A, the future looks brighter than ever." Etihad's First class lounge has been recognised as the best in the world at this year's awards. This November, Etihad began operating from its new home, Terminal A at Abu Dhabi International Airport, which offers expanded First and Business class Lounges with an even greater lounge experience for its guests, building on the success and solid reputation it has built for its Lounge offering.

Image:- Etihad Airways receiving the World Travel Awards in the grand final at the Burj Al Arab, Dubai (left to right): World Travel Awards host with Aysa Al Kaabi, Director of Revenue Management; Oleksandra Palamar, Cabin Senior; Turkey Al Hammadi, Head of Product and Hospitality; Captain Jihad Matta, Head of Crew Performance and Support; and Eduardo Matos, Director of Customer Care.

Air Canada Customers Can Now Track their Baggage and Mobility Aids while Travelling in Canada

MONTREAL, Dec. 1, 2023 /CNW/ - Air Canada today introduced a new feature to the Air Canada mobile app to enable customers traveling within Canada to track the progress of their baggage and mobility aid in real time at key points as it moves with them throughout their journey. The new tracking feature is designed to provide travellers with added confidence and improve the overall customer experience through greater convenience.

"At Air Canada, we know that apart from a safe, comfortable journey, the prompt delivery of baggage and mobility aids is a top priority for our customers. We already achieve a very high reliability rate, but to further elevate our service we are introducing a new tracking feature in the Air Canada



mobile app to give customers real-time information, greater certainty about the movement of their belongings during their trip, and heightened convenience," said Tom Stevens, Vice President, Customer Experience and Operations Strategy at Air

Canada

Using the Air Canada mobile app, customers can now track their baggage and mobility aid as it travels with them on domestic flights, based on the same tag scanning information that Air Canada employees use

at each stage to handle these items. Initially available to customers travelling within Canada during final development, the tracking feature will be expanded to the airline's U.S. flights next year and, over time, select international destinations. Air Canada mobile app users will be able to track the progress of their checked items at key points from check-in, through the airport handling processes, on to the aircraft and through connections and arrival, providing reassurance every step of the way. For customers required to check mobility aids, they will be able to track the movement of their aid, including to confirm, under Air Canada's enhanced accessibility protocols, that it is securely loaded before the aircraft departs. The tracker's "What's Next" feature tells customers the next step for their belongings, including information on where they need to pick up their bag, such as an airport baggage carousel number, either at a transfer point or the end of their journey.

In those rare instances when baggage is delayed, in addition to existing text or email notifications, the app has the functionality to advise customers of delayed items and enable them to easily file a delayed baggage report from their smart phone and arrange delivery, which saves time waiting at the carousel or at a baggage assistance counter. Customers will receive a confirmation that the report is received with a file number and a link to follow-up on any updates. The tracking feature is integrated into the Air Canada mobile app, which is the best way for customers to manage their travel. In addition to allowing customers to book travel and check-in, the app provides self-service capabilities, up-to-the-minute notifications on flight status and gate changes, airport maps, and other useful information. Customers can download the Air Canada mobile app at no cost from Apple's App Store or Google Play. **Thanks to Air Canada Media Centre Press Release SOURCE Air Canada**

Hartzell Engine Tech Acquires Kelly Aero

MONTGOMERY, Ala., Nov. 27, 2023 - Hartzell Engine Tech, a portfolio company of Arcline Investment Management, has acquired the assets of Kelly Aero LLC, a leading manufacturer of aftermarket aircraft magnetos, replacement parts and ignition harnesses for General Aviation and military applications. Hartzell Engine Tech is headquartered in Montgomery, Ala.

"With this acquisition, Hartzell Engine Tech is excited to add manufacturing capabilities for aircraft ignition products to our existing lines of engineered, firewall forward, engine accessories," said Hartzell Engine Tech President Keith Bagley. "We extend our appreciation to Jeffrey Kelly, his family and Neil Clark for creating and stewarding a great product line that will integrate nicely with Hartzell Aviation's Built on Honor philosophy. Rebranding as PowerUp Ignition Systems to Begin Soon. Beginning in early 2024 and after a thorough technical evaluation and receipt of PMA approval, Hartzell Engine Tech will rebrand the newly acquired products as PowerUp Ignition Systems. PowerUp Ignition Systems will be the largest operation in Hartzell Engine Tech's product portfolio, joining Janitrol Aero, Fuelcraft, Plane-Power, Sky-Tec, and AeroForce Turbocharger Systems. Engine Tech is incorporating new PowerUp Ignition Systems production



within its main Montgomery manufacturing facility. Hartzell Engine Tech total employment will increase by about 40 employees as a result of the acquisition. o's former Montgomery facility will be used to expand the capacity of Hartzell Engine Tech's existing machine shop. The customer direct magneto service work will be accomplished at Quality Aircraft Accessories, Hartzell Engine Tech's sister company in Tulsa, Okla. and Fort Lauderdale, Fla. Hartzell Engine Tech offers a product portfolio consisting of PowerUp Ignition Systems, Janitrol Aero, Fuelcraft, Plane-Power, Sky-Tec, and AeroForce Turbocharger Systems. Together, these brands provide engine accessories and heating solutions for General Aviation and the military. Hartzell Engine Tech President Keith Bagley leads the organization from headquarters in Montgomery, Ala. For more info go to <https://hartzell.aero/>. Hartzell Aviation Hartzell Aviation is an outstanding group of firewall forward

companies and products. The storied brands include Hartzell Propeller, Hartzell Aerospace Welding and Hartzell Engine Tech. Hartzell Aviation's website can be found at <https://hartzellaviation.com/>. Arcline Investment Management is a growth-oriented private equity firm with \$8.9 billion in cumulative capital commitments. Arcline seeks to invest in technology driven, meaningful to the world industrial businesses that enable a better future. For more information visit <https://arcline.com/>.

Thanks to Jim Gregory for Hartzell Aviation Press Release S S Chadha News Editor Wings Chamber

TIS THE SEASON BRITISH AIRWAYS LAUNCHES ITS MOST CHRISTMASSY BRITISH ORIGINAL CHRISTMAS CELEBRATION YET

British Airways launches its British Original Christmas for 2023

The airline is decking its halls for its biggest celebration yet as it expects to serve more than 380,000 Christmas dinners, including more than 600,000 Brussel sprouts and 8,000 yule logs*. The airline's customers travelling in First on December 24 and 25 will be gifted a bespoke glass Christmas tree bauble

The airline also has a dedicated Christmas countdown inflight entertainment channel with more than 20 classic Christmas films and 50 TV Christmas specials to choose from. British Airways has also launched its Big Little Welcome campaign, inviting customers to greet loved ones in a big way with a little welcome message that will be displayed on billboards and airport screens

December 1, 2023: To celebrate the festive season this year, British Airways is pulling out all the stops to make it the biggest celebration for its customers to date with Christmas dinners, festive soaps and scents, hours of Christmas classics, as well as number of sweet treats

From the moment customers step foot into London Heathrow,



Christmas dinner in Club World

Gatwick and City airports, they will notice the decked-out halls with festive check-in screens, Christmas décor and seasonal music playing. Customers travelling through the airline's lounges can tuck into bespoke Christmas menus, cookies, gingerbread and mulled wine, as well as soak up a special festive scent featuring cinnamon and festive spices. The airline has partnered with Hotel Chocolat to offer customers a hot chocolate winter warmer in its Concorde Room, or a festive chocolate cream cocktail in its First lounge. The airline has also commissioned a British Original artist to create a winter wonderland for customers on the walkway between its main lounges in Heathrow Terminal 5. The masterpiece will be carefully

painted using 'snow graffiti' and feature a British skyline scene with snowy décor. The art will be created live across the first two days of December for customers to watch.

As British Airways customers board over the festive period, they will notice Christmas music ahead of settling into their seats that will be decorated with specially designed festive headrest covers, featuring the airline's bespoke Christmas ribbon design. All customers will also be handed farewell chocolates when they depart from their flight. Taking the celebrations to 35,000ft, customers travelling on the airline's long-haul flights can tuck into traditional Christmas dinners* served on festive themed trays.

The airline expects to serve a staggering 380,000 Christmas dinners, which includes more than 600,000 Brussel sprouts and 8,000 Yule logs. British Airways' customers can also enjoy more than 1,500 hours of inflight entertainment, which includes more than 20 classic Christmas films and 50 TV Christmas specials on its dedicated 'Christmas countdown' channel. Travellers will also notice festive scented soap in the airline's onboard restrooms

As a special gift to the airline's most premium customers travelling on December 24 and 25, British Airways will present each passenger with a beautifully hand painted, bespoke glass Christmas bauble.

Calum Laming, British Airways' Chief Customer Officer, said: "Christmas is one of our favourite times of the year – customers and colleagues alike – and we're all really excited to spread some holiday cheer over the coming weeks, both at the airport and in the skies. "We hope these special touches, both big and small, help make our customers' journey, wherever it may be, as original and extra special as possible. To all our

customers, however you are celebrating, we wish you a very Merry Christmas!" The airline's customers travelling in Euro Traveller on short-haul flights will also be able to choose from a selection of festive treats available to purchase through airline's High Life Café. This includes Tom Kerridge's turkey feast sandwich, Pullin's Gingerbread Muffin, and LoveRaw's vegan M:lk Choc Cre&m bar. Customers can also choose from a variety of Christmas drinks, including Black Cow's Christmas Spirit vodka and Brewdog's Elf Lager.

British Airways has also launched its 'Big Little Welcome' campaign, giving customers the opportunity to greet loved ones with a welcome message that could be displayed across billboards and airport screens when they arrive at Heathrow, Gatwick and City airport over the Christmas period

The airline is inviting customers to spread their holiday cheer and submit their welcome messages, for family and friends travelling to London from December 15 - 24.

Thanks to British Airways Press Release, SS Chadha News Editor Wings Chamber.

Abu Dhabi, UAE – Etihad Airways is delighted to announce it will start flying its A380 double-decker to New York JFK from 22 April, 2024.

Antonoaldo Neves, Chief Executive Officer, Etihad Airways, says: "We're thrilled to start flying our remarkable A380 across the Atlantic, and we know our guests love the onboard experience. Whether they are flying in Economy, Business, First or the three-room suite in the sky, The Residence, they will enjoy elevated levels of service from our dedicated crew, and ensure they arrive in the city that never sleeps refreshed and relaxed. We know this is important for all our guests, not least our corporate customers, and the timing and comfort provided by the

ETIHAD TO FLY BIG BIRD TO THE BIG APPLE



A380 means they can arrive fresh and ready for their business appointments.

"Putting the A380 on the Popular New York route makes sense as we satisfy customer

demand for more capacity, further growing our expanding network. The fact that our new route to Boston, Etihad's fourth US gateway, will open on 31 March, three weeks before our A380 starts

flying to New York, underlines our ambitious growth plans." The introduction of the A380 marks a significant enhancement to Etihad's capacity in the crucial US market, connecting to the broader GCC and Indian subcontinent. It will further attract an increased number of visitors to sample the attractions of the vibrant city of Abu Dhabi. The A380 will operate on one of the two daily Etihad flights to New York. The other daily flight will be operated by a 787-9 featuring First, Business and Economy cabins. The US route becomes the second destination after London to enjoy the remarkable A380 experience since Etihad returned its superjumbo to the skies. Welcome onboard

Every guest in Etihad's A380 is

treated to a unique and elevated experience. For those in Economy, a dedicated welcome area sets the tone. The cabin boasts 68 extra legroom seats with an additional 4 inches of space, along with 337 Economy Smart seats featuring Etihad's signature fixed-wing headrests and large pillows for maximum comfort. On the upper deck, the Business Studios provide an exclusive haven with 70 private spaces, ensuring a stress-free journey. The upper deck also houses The Lobby, a serviced lounge and bar area between the First and Business cabins.

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ETIHAD AND TAP AIR PORTUGAL CODESHARE OPENS UP EXCITING NEW DESTINATIONS

Abu Dhabi, UAE/Lisbon, Portugal - Etihad Airways and TAP Air Portugal have agreed a strategic codeshare, unlocking enhanced connectivity for the passengers of both airlines on a range of destinations within each other's networks.

This agreement is the latest in Etihad's objective to strengthen Abu Dhabi's cultural and economic growth by welcoming more guests to its home enjoying heightened travel benefits and even more cherished experiences.

This partnership will provide Etihad's customers with easy one-stop access to a variety of captivating destinations across the TAP network. These include iconic cities such as Rio de Janeiro and São Paulo in Brazil, as well as San Francisco and Miami in the USA. Additionally, the enchanting African resort island of São Tomé is among the picturesque locations available through this collaboration, and customers can also connect with Madeira, Malaga, Seville, and Valencia in Europe, as well as Marrakech and Dakar in Africa. The codeshare lets guests streamline their journeys by making a single booking with one check-in process at the start and the added convenience of having their



baggage seamlessly transferred to their final destination.

Arik De, Etihad's Chief Revenue Officer said: "This collaboration provides our guests with convenient one-stop access to 26 of TAP's fantastic leisure and business destinations. **Equally, it expands the choices** available to TAP customers travelling from Europe to Abu Dhabi, offering them the opportunity to explore the inviting hospitality and rich culture of our home, and seamlessly connect to a selection of our destinations in the

GCC and Seychelles.

Widening our network reach, allowing more guests to visit Abu Dhabi, is an important part of our strategic growth. It allows us to further reinforce Abu Dhabi's cultural and economic development, extending a warm welcome to more guests and offering them heightened travel privileges and unforgettable experiences." TAP's Chief Revenue Officer, Mario Cruz, said: "The codeshare agreement between TAP Air Portugal and Etihad adds diversity and quality to

the travelling experience that both companies offer their customers. "The destination networks of the two airlines complement each other through this agreement, which is part of TAP's growth and expansion strategy. We are very pleased to have reached this partnership with Etihad." The agreement follows the start of Etihad's non-stop services to Lisbon earlier this year and enables both Etihad and TAP customers to connect to each other's network through Frankfurt and London Heathrow. As well as connecting customers to Etihad's network, it will make it even easier for visitors to come to Abu Dhabi with its enthralling array of attractions, ranging from the architectural masterpiece of the Louvre Abu Dhabi to adrenaline-filled adventures at Ferrari World Abu Dhabi. The new codeshare will come into operation from 5 December 2023.

*Thanks to Duty Media Officer
Etihad Airways, S S Chadha
News Editor Wings Chamber*

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Collaborating with Armani /Casa, Etihad brings sophistication to the Business experience, offering premium ceramics, glassware, cutlery, and fabrics. Comprehensive Wi-Fi connection and extra levels of comfort and convenience make it easy for business travellers to remain productive and in touch.

First Apartments take luxury to new heights with nine private spaces, each equipped with designer tableware, a spacious leather lounge chair, and a separate ottoman that transforms into an 80" lie-flat bed. First-class guests can enjoy personal vanity units and access to the exclusive First-class shower room.

The Residence

At the pinnacle of luxury is The Residence, the world's only three-room suite in the sky.

Accommodating up to two guests, The Residence features a private living room, bedroom, and ensuite bathroom, complete with a shower at 40,000 feet. A dedicated team of Etihad cabin crew ensures unparalleled service.

Guests in The Residence can indulge in a culinary journey with an à la carte menu, served on designer tableware in the private living room, or even opt for breakfast in bed. From gourmet cuisine to champagne and caviar, The Residence Signature High Tea offers a range of lavish options.

Now, the dream of experiencing The Residence is just a click away on etihad.com. With special offer prices starting from 10,999 AED (\$2,990), guests can upgrade from a First-class ticket for a truly unforgettable journey. *



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