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ETIHAD AIRWAYS TAKES OFF WITH BOLLYWOOD ICON KATRINA KAIF ONBOARD AS NEW BRAND AMBASSADOR

Etihaad Airways, the national airline of the United Arab Emirates, has announced its partnership with Bollywood superstar Katrina Kaif as the new brand ambassador. This collaboration marks an important milestone as Etihad strengthens its presence in the Indian market and reunites with one of India's most celebrated Bollywood stars.

Katrina Kaif, renowned for her global appeal and elegance, embodies the shared commitment to excellence as she reunites with Etihad. Her association with the airline will be unveiled through a captivating series of videos to be showcased across Etihad and Katrina's social channels.

Katrina Kaif shares her excitement about the association: "I am thrilled to be back with Etihad Airways, a brand synonymous with world-class travel experiences. The airline's commitment to excellence and its dedication to bringing people together resonate with my own values. I



am excited to be part of a team that aims to create thoughtful connections and memorable experiences. I look forward to representing Etihad and being a part of their journey."

Amina Taher, Vice President of Brand, Marketing and Sponsorship at Etihad Airways, explains the significance of this collaboration: "We are thrilled to welcome Katrina Kaif to the

Etihad Airways family as our brand ambassador. Our partnership with Katrina is far from ordinary, it embodies the spirit of innovation and sophistication our airline represents, while celebrating our commitment to uniting cultures and communities. With her remarkable journey and global recognition, we're not only showcasing Etihad's offerings, but also fostering authentic connections that

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EASA Grants Hartzell Engine Tech OK for Aircraft Alternator Upgrades

Plane-Power ALT-FLX Alternators

The European Union Aviation Safety Agency (EASA) has granted Hartzell Engine Tech STC approval for Plane-Power ALT-FLX alternator upgrades in a wide range of piston-powered airplanes and helicopters. The upgrades were previously approved in the United States by the Federal Aviation Administration.

"The Plane-Power ALT-FLX alternators are now STC-approved by EASA for a variety of aircraft and provide up to 100 amps in a 12-volt electrical system and up to 150 amps in a 24-volt system," said Hartzell Engine Tech President Keith Bagley. "Weights are comparable to replaced alternators and kits provided contain all the



brackets and hardware needed to complete the upgrade," he added.

Aircraft covered by EASA's STC include a number of Aviat, Beechcraft, Cessna, Cirrus, Diamond, Extra, Mooney, Piper, and SOCATA airplanes as well as Robinson

helicopters, among others. For additional information, approved models list and installation instructions, please follow <https://planepower.aero/wp-content/uploads/2018/02/STC-SA11137SC-17-1001-17-0000-PP.pdf>.

BRITISH AIRWAYS ANNOUNCES END OF SUMMER SALE FOR FLIGHTS AND HOLIDAYS

British Airways and British Airways Holidays are offering savings on flights and holidays through to 2024

The sale includes return flights to New York from £333, Orlando from £373 and Chicago from £419, with upgrades to World Traveller Plus (premium economy) across the network from £249 return

With deposits from just £60pp, customers can book a range of holiday packages including city breaks to Nice or Prague from £139pp, winter sun in The Algarve from £219pp and Caribbean

getaways to Tobago from £599pp Save up to an extra £300 on holidays when booking before 12

September and get Double Tier Points on package deals that are taken by 31 December 2024

British Airways and British Airways Holidays have launched their end of summer sale, offering flight and holiday savings for travel in both 2023 and 2024. Running until 3 October 2023, the sale features short and long-haul destinations, with highlights including European beach holidays from £219pp, New York city breaks £499pp and Caribbean resort stays from £599pp.

Holiday packages 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 Tobago from £599pp, Barbados from £749pp and Antigua from £719pp. For European City breaks lovers, these start from £139pp for two nights, flights plus hotel.

Two-night breaks to Nice and Prague from £139pp, while customers can bag a seven-night holiday to the Algarve for £219pp. For those looking to catch some winter sun close to home, they can soak it up in Mallorca for seven nights from £459pp on an all-inclusive basis or Egypt for seven nights all-inclusive from £469pp.

Claire Bentley, Managing Director of British Airways Holidays, said: "We are excited to announce our holiday sale to popular travel destinations. Whether you

desire a quick getaway or a long-awaited trip to visit family and friends, we have offers to suit all. We remain dedicated

to providing our customers with ample choices, flexibility, and value."

Book before 12 September 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 min spend of £10,000 per booking (F+H only)
£200 extra discount with a min spend of £5,000 per booking (F+H only)
£100 extra discount with a min spend of £2,500 per booking
£50 extra discount with a min spend of £1,250 per booking
£25 extra discount with a min spend of £650 per booking (F+C only)
These savings are available on top of the existing sale prices. 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



BRITISH AIRWAYS CELEBRATES 75 YEARS OF CONNECTING BRITAIN WITH JAPAN

From 1955 to 1974, kimonos were worn by BOAC's Japanese stewardesses operating flights between Japan and the United Kingdom. British Airways' predecessor, BOAC, became the first British airline to operate passenger flights between the UK and Japan in 1948. To celebrate this milestone anniversary, British Airways is launching its latest business class seat, reintroducing its First cabin, and offering menus inspired by traditional dishes previously served on this route for customers to enjoy. 75 years ago, British Airways (which was previously known as British Overseas Airways Corporation or BOAC) became the first British airline to operate passenger flights between the UK and Japan. On 19 March 1948, BOAC extended its Poole-Hong Kong



Plymouth class flying boat service to Iwakuni. In November, the weekly service was further extended to Yokohama, Tokyo, with flights taking seven days and stopping at seven cities on route - Augusta, Alexandria, Karachi, Calcutta, Bangkok,

Hong Kong and Iwakuni.

To commemorate this milestone, the airline is launching its latest business class Club Suite cabin, on flights between London Heathrow and Tokyo Haneda.

Air Canada Named the Favourite Airline in North America for the Fifth Consecutive Year at the 2023 Trazee Awards

The Trazees are selected by the readers of trazeetravel.com with an audience in the 25-40 age demographic. Air Canada has been recognized for the fifth consecutive year by Trazee Awards as North America's favourite airline for 2023.

"Travel connects people, families, cultures and communities, and Air Canada is thrilled to be recognized again by this important and discerning demographic as their favourite airline in North America. We're continuing to introduce more product and service upgrades in lounges, food, beverages, onboard entertainment and digital options to offer additional comfort and convenience across Air Canada's travel journey. We look forward to welcoming customers onboard across our global network," said Mark Nasr, Executive Vice President, Marketing and Digital, and President of Aeroplan at Air Canada. This Trazee Award builds on Air Canada's recent recognition as the World's Most Family Friendly Airline at the Skytrax World Airline Awards. Other honours received by the airline this year include: Best Airline in Canada from Skytrax World Airline Awards, Best Airline Staff in Canada from Skytrax World



Airline Awards Best Low-Cost Airline in Canada (Air Canada Rouge) from Skytrax World Airline Awards Best Airline for Onboard Entertainment for the fifth consecutive year from Global Traveler Passenger Choice Award for Best Entertainment in North America from the Airline Passenger Experience Association (APEX) Airline Program of the Year, Best Promotion and Best Redemption Ability for Air Canada's Aeroplan loyalty program from the Freddie Awards One of Achievers 50 Most Engaged Workplaces® for the sixth consecutive year One of "Montreal's Top Employers" for 2023 by Mediaworld Canada for the 10th consecutive year One of Canada's Best Employers 2023 by Forbes for the eighth consecutive year

Winner of the 2023 HRD Innovative HR Teams Award for Forward-Thinking HR Programs About trazeetravel.com trazeetravel.com targets the sought-after under-40 traveler. A network of journalists updates travelers daily with content on subjects of unique interest to this demographic, covering a wide range of topics. TrazeeTravel.com conducted a survey of its readers with open-ended questions for the best in many categories important to the millennial travel market (under 40 years of age). Only those questionnaires with more than 50 percent of the questions completed were counted. Those with less than 50 percent answered were discarded. Employees of the magazine or individuals associated with the travel industry were not allowed to participate.

From 31 October, British Airways will be the only airline offering a business class suite with a full privacy door on direct flights between the UK and Japan. Club Suite has been designed to offer privacy, comfort and space for customers wanting to work, rest and play.

Colm Lacy, British Airways' Chief Commercial Officer, said: "It all started with a flying boat and now Tokyo is one of our longest-served and most valued destinations. We're incredibly proud of our heritage – it's been our pleasure to connect British travellers with Japan since 1948 – and we look forward to serving them for the next 75 years and beyond as we continue our investment into new products, customer experience and technology." Drawing on inspiration from heritage menus in the airline's extensive archive, chefs have created celebratory dishes for all four cabins, that will be served on Heathrow to Haneda flights from 1 September to 31 October. Customers will be able to enjoy the most popular dishes that were served on the route in 1969 - beef stroganoff and beef cheek okaribayaki – and the airline has also created a celebratory cherry meringue gateau, the signature desert enjoyed by flyers on the London to Anchorage sector that same year.

The airline's Club Suite flat-bed seat offers direct-aisle access and a suite door for greater privacy in a 1-2-1 configuration. Boasting 40 per cent more storage, including a vanity unit and mirror, WiFi and enviable 18.5-inch inflight entertainment screens. The latest business class seats will be available on flights BA6 and BA5, operated by the B777-300ER* fleet. Across the Club World cabin, customers enjoy a luxurious plush pillow and warm quilt from The White Company, an amenity kit and an improved dining experience. From 1 September, customers travelling in the airline's First cabin to and from Tokyo will experience the airline's most-premium service, with bespoke loungewear and amenity kits designed by luxury British fashion brand, Temperley London, products from ELEMIS, including the renowned ULTRA SMART PRO-COLLAGEN range and bedding made from recycled plastic bottles.

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genuinely resonate with Indian travellers and celebrating our commitment to India."

The new partnership builds on Katrina's collaboration with Etihad in 2010 when she was featured as a discerning traveler showcasing Etihad's travel experience. Her prior partnership showcased her appreciation for the airline's commitment to comfort and top-notch service. Returning to partner again, Katrina and Etihad are showcasing Etihad's strengthening relationship with Indian communities both domestically and in significant global markets such as the UAE, the United States, the United Kingdom, and Canada.

As the brand ambassador for Etihad, Katrina will be featured in a series of creative and engaging campaign videos that highlight the airline's commitment to unparalleled comfort, flawless service, and seamless global connectivity. Her partnership with the airline bolsters its foothold in the Indian market, where it currently serves 8 Indian cities, further solidifying Etihad as the preferred choice for travelers and aligning seamlessly with the airline's strategy for sustained growth in India.

The first video from the collaboration to be unveiled features Katrina Kaif on board Etihad's newest A350 aircraft, offering a cinematic journey filled with emotions akin to a Bollywood film – featuring drama, love, and delightful surprises. The film also highlights the exclusive Armani-Casa dining wear, luxurious bedding, and complimentary in-flight Wi-Fly service, beautifully encapsulating the very essence of Etihad's unwavering commitment to excellence. The captivating film can be seen on both Etihad and Katrina's social media channels now.

STIRRED NOT SHAKEN: BRITISH AIRWAYS INTRODUCES ONE-OF-A-KIND MARTINI EXPERIENCE TO ITS CONCORDE ROOM AT LONDON HEATHROW AS PART OF WIDER LOUNGE IMPROVEMENTS THIS YEAR

British Airways has created the ultimate martini for customers travelling through its Concorde Room at London Heathrow. The exclusive Turbine Martini recipe has been curated by mixologist Mr Lyan and is made in a bespoke mixer designed by experts Bremont and CALLUM.

This forms part of the airline's continued efforts to invest in its lounges, it will complete its London Heathrow Terminal 5B refurbishment in the coming months, and is undergoing lounge refreshes at its London Heathrow Terminal 3, Edinburgh and Seattle lounges this year.

British Airways' customers travelling through its exclusive Concorde Room at Terminal 5 will now be able to sip on the perfect martini ahead of their flight.

The airline has introduced an exclusive martini mixer designed by British aviation and adventure specialists Bremont, alongside British design and engineering company, CALLUM. The specialist mixer has been engineered with exact precision and crafted from machined stainless steel to mix the ultimate martini, every time. An accompanying bespoke moving bar houses built-in scales to ensure the quantity of the martini ingredients are perfectly



measured.

The martini mixer, which features a turbine-inspired design, has a motorised mixing paddle engineered to carefully stir the cocktail at the perfect speed of between 120-160 revolutions per minute, elevating the citrus and floral notes to create a smoother martini blend balancing the ultimate combination of aeration, dilution and cooling, resulting in the Turbine Martini.

The Turbine Martini is a modern take on the classic cocktail and has been designed by the airline's award-winning partner mixologist, Mr Lyan (Ryan Chetiyawardana). The Turbine Martini takes on the elegance of an original martini with a modern twist, combining classic ingredients

such as vermouth, custom bitters and a bespoke garnish, with the airline's newest gin partner, Aviation American Gin. When martini lovers are ready to enjoy the cocktail, the airline's Concorde Room colleagues will mix and pour the Turbine Martini seat side. British Airways' Chief Customer Officer, Calum Laming said: "We are really excited to work with the very best experts in the world of design, engineering, and mixology, to create a bespoke experience and offer customers what we believe to be the best martini in the world!"

"This is one of many steps we are taking to invest in our lounges both in the UK and further afield, with some more exciting news coming later

this year."

Mr Lyan, the airline's partner mixologist, said: "Over the past couple of years, I have worked closely with British Airways to create a variety of unique drinks that celebrate the motion of flight, and we have taken this one step further to develop a modern version of the ultimate classic cocktail, The Martini."

"Using expertise from every partner, we've balanced the perfect combination of ingredients, aeration and temperature to highlight Aviation American Gin's unique profile. Through our precision-engineered mixer, we created the Turbine Martini to celebrate the bespoke nature and wonder of the classic drink, with a brand-new contemporary twist." British Airways is continuing to invest in lounge improvements at London Heathrow and across its network. The airline most recently unveiled its Whispering Angel bar in its London Heathrow Terminal 5B lounge and will complete its full refurbishment later this year, bringing a new feel and look to the space.

The cabana space in the airline's Concorde Room at London Heathrow is also undergoing a refresh including new day beds and areas for

working, with new furniture both in the Concorde Room and Arrivals lounge at London Heathrow Terminal 5, as well as in its lounges at London Heathrow Terminal 3.

The airline is also improving its lounges further afield, with new touches to its Edinburgh lounge as well as a brand-new bar and an enhanced menu offering in its Seattle lounge. British Airways has also introduced the full range of Don Julio Tequilas into its UK lounges and will be the first airline to offer 1942 Añejo on board in First, as well as in its Concorde Room, offering customers a premium tequila when they travel, both on the ground and in the air from September.

British Airways previously collaborated with Mr Lyan in the development of the cocktail menu available in its lounges, with two serves specially created in celebration of the airline's heritage and iconic colleagues, called the Barton and Lawford, after Lynn Barton, the first female British Airways pilot, and Bill Lawford, the first ever British Airways pilot in 1919. The airline also partnered with Bremont ahead of its centenary year by unveiling a limited-edition watch, featuring metal from one of its most iconic planes in history, the Concorde.



Victoria's Top Chefs Shine for Starlight Fundraising Dinner at MCEC

Melbourne Convention and Exhibition Centre (MCEC) proudly sponsored and hosted the Starlight Children's Foundation Five Chefs Dinner on Thursday, raising enough funds to grant 25 life-changing Starlight Wishes.

Guests enjoyed a unique collaboration from some of Australia's best chefs, while raising money to support Starlight's mission to bring fun, joy and laughter to sick kids and their families.

An impressive \$535,000 was raised, which will support Starlight's delivery of hospital programs at the Royal

Children's Hospital and Monash Children's Hospital. The event featured a five-course degustation designed by leading Victorian chefs including Benjamin Cooper (Chin Chin), Guy Grossi (Grossi), Jacqui Challinor (Nomad) and Josep Espuga (pt Leo Estate).

Alejandro Saravia (Victoria by Farmer's Daughters), who was inducted into MCEC's Club Melbourne Ambassador program earlier this year also headlined the event, alongside MCEC's Executive Chef Peter Haycroft.

MCEC donates over \$100k in

event space, food and beverage and marketing to the event each year. MCEC's Chief Executive, Natalie O'Brien AM said the Starlight Five Chefs Dinner demonstrates our ongoing commitment to the local community.

"We're thrilled to have hosted another successful event and raise such a significant amount of money for the Starlight Children's Foundation. MCEC is committed to supporting our local community and we are proud to have been able to contribute to such a worthy cause," said Natalie O'Brien AM.



"The Starlight Five Chefs Dinner is a testament to the power of community and the impact that we can have when we come together for a common cause. Every single person involved in the event, from the team in the kitchen to the event delivery team, has

made a significant contribution to raising life-changing funds for kids," she said.

In a new twist this year, canapes were served from live cooking stations, allowing the

ITB Berlin on the lookout for innovations: ITB Berlin eTravel Stage 2024 and ITB Innovation Radar 2024 call for papers

ITB Berlin eTravel Stage and ITB Innovation Radar give voice to the travel industry's trailblazers at ITB Berlin, the World's Leading Travel Trade Show. Both are open for submissions now, paving the way for the exciting ITB Berlin 2024 packed with cutting-edge insights, solutions, and technologies. ITB Berlin traditionally lays a strong emphasis on latest trends and solutions in the travel industry. ITB Berlin 2024, taking place at Messe Berlin on 5 - 7 March is no exception. ITB eTravel Stage brings together keynote speeches, use cases, best and worst practices, and expert panelists for panel discussions on trends and developments in travel technology and digital transformation in the travel industry. ITB Innovation Radar is a catalogue of innovative products, concepts, and solutions, where exhibitors



can showcase their achievements free of charge and gain access to extended communications benefits. ITB Berlin eTravel Stage 2024 – call for papers ITB Berlin eTravel Stage 2024 is a part of ITB Berlin Convention, which will run along the ITB Berlin trade show. The participants will be able to present their ideas to

the expert audience in the live sessions. This includes the travel industry executives, decision makers in diverse fields ranging from eCommerce to Sales, international industry professionals, trade media and bloggers, as well as young professionals and students. Travel technology & sustainability, AI and web3,

digital marketing and social media, cyber security and payments are just a few of the topics eTravel Stage will be focusing on. The final selection of papers to take part in eTravel Stage will be carried out by a board of industry experts and ITB Berlin Convention team. The application deadline is 31 October 2023.

ITB Innovation Radar 2024 – open for applications Premiering in 2023, the ITB Innovation Radar is a platform for showcasing exhibitors' innovations in tourism, that make a technical, social, or economic impact. From innovative sustainability concepts to state-of-the-art products and solutions – exhibitors are invited to present their big breakthroughs in the Innovation Radar catalogue. The participation is free of charge.

The select innovators will be invited to join the Innovators' Club, unlocking additional marketing and communication benefits, such as mentions in ITB Berlin press releases, on-site interviews, and promotion in ITB Berlin social media.

The application deadline for ITB Innovation Radar is 30 November 2023

About ITB Berlin and the ITB Berlin Convention ITB Berlin 2024 will take place from Tuesday, 5 to Thursday, 7 March. Since 1966, ITB Berlin has been the World's Leading Travel Trade Show. As in previous years, the internationally acclaimed ITB Berlin Convention will take place parallel with the show as a live event on the Berlin Exhibition Grounds. At ITB Berlin 2023 around 5,500 exhibitors from 161 countries displayed their products and services to over 90,000 visitors. In 2023, under the heading 'Mastering Transformation', the ITB Berlin Convention took place as a live event with a total of 24,000 attendees who took part in 200 sessions with 400 leading speakers. Additional information is available at www.itb.com and from the ITB Newsroom & Social Media.

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five chefs to prepare, serve and engage with guests as they arrived. Canapes included kumara with puffed quinoa and hibiscus jam, beef tartare with confit egg yolk and mountain pepper, and potato spun prawn tail with native river mint mayo.

MCEC's Executive Chef Peter Haycroft said the live cooking stations added a unique interactive element to the event. "The Starlight Five Chefs Dinner is one of the highlights in the calendar for our kitchen team. It allows us to showcase our creativity and culinary skills and work with some of Melbourne's best chefs," Chef Peter Haycroft said.

"We are proud to support such a worthy cause, knowing that our work makes a difference and raises money to bring joy to children who need it most," he said.

Starlight CEO, Louise Baxter said she is truly thankful for an amazing 12 years of support from the dedicated and passionate MCEC team on behalf of the entire Starlight team.

"Our iconic Starlight Five Chefs Dinner is all about the theatre of fine food and wine and the MCEC team never fail to deliver," Louise Baxter said.

"MCEC is an amazing venue and our wonderful chefs, who generously donate their time, are always blown away by the facilities.

"The MCEC team is always one hundred percent committed to this event. Everyone is simply wonderful in helping us share the life changing impact of Starlight with our guests. We sincerely thank Chief Executive Natalie O'Brien AM, the entire MCEC team, our Sponsors and all involved." she said.

The Starlight Five Chefs Dinner is just one of the many charitable events that MCEC hosts each year, making a positive impact on the local community.

