



ETIHAD AIRWAYS LAUNCHES NEW 'FARE CHOICES'

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Etihad Airways will implement a new fare structure from 14 September 2015 to provide more choice and clarity when booking flights.

A total of eight new 'Fare Choices' will be introduced, allowing travellers to tailor their bookings to their individual needs. The 'Fare Choices' are transparent and differ in baggage allowance, flexibility and included benefits that otherwise need to be purchased separately. Additionally, an adapted baggage policy will provide guests with a more standardised baggage allowance structure across the Etihad Airways Partner network, while also reducing the price for excess baggage charges on most routes.

All bookings ticketed from 14 September 2015 will be split into distinct fare choices. The structure for Economy Class includes Economy Breaking Deals, Economy Saver, Economy Value and Economy Freedom. Business Class includes Business Breaking Deals, Business Saver and Business Freedom, while in First Class there will only be one fare family – Freedom.

Peter Baumgartner, chief commercial officer of Etihad Airways, said: "Ultimately, this is about providing choice. In most industries there is a move towards allowing customers to tailor and customise their experience, and ours is no different. When it comes to booking a flight, not

everyone's needs are the same. Some guests want to travel light and on a budget, whilst others want to be able to make last-minute travel decisions, carry extra baggage or earn more miles. For example, if a guest wants more flexibility, more luggage, and priority check in, they can select our Economy Freedom Fare Choice."

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