

INSIDE DELTA

NEWS FOR TRAVEL PROFESSIONALS.

KEEP CLIMBING



1ST QUARTER 2018

Welcome to the 1st Quarter 2018 edition of Inside Delta, a newsletter designed to keep you updated on the latest from the Delta Air Lines network.

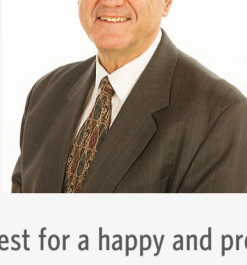
Every day, Delta flies nonstop from Tel Aviv to our New York-JFK hub, offering same-airline connections to more than 60 destinations across North America and beyond. Flights are timed to arrive early in New York to connect with cities including Los Angeles, San Francisco and Boston – getting your customers there before lunch.

Talking of connections, thanks to Delta's free mobile messaging, customers can stay connected at every step of their journey. This gives them peace of mind, because they can send a message if they need to handle something urgent, or simply just to say 'hi'.

The Tel Aviv service is one of Delta's longest international flights, so we're investing in the products and services we offer on board. Later this year, we are planning to introduce an option for Delta One customers to pre-select their meal before they fly as well as an enhanced dining experience in Main Cabin.

Don't forget, you can find out more product news, travel exceptions, policies and updates on the Delta Professional Travel Agency website. You can also register to receive our news directly to your inbox. Go to PRO.DELTA.COM/ISRAEL/AGENCY.

Thank you for your support of Delta. We wish you all the best for a happy and prosperous 2018.

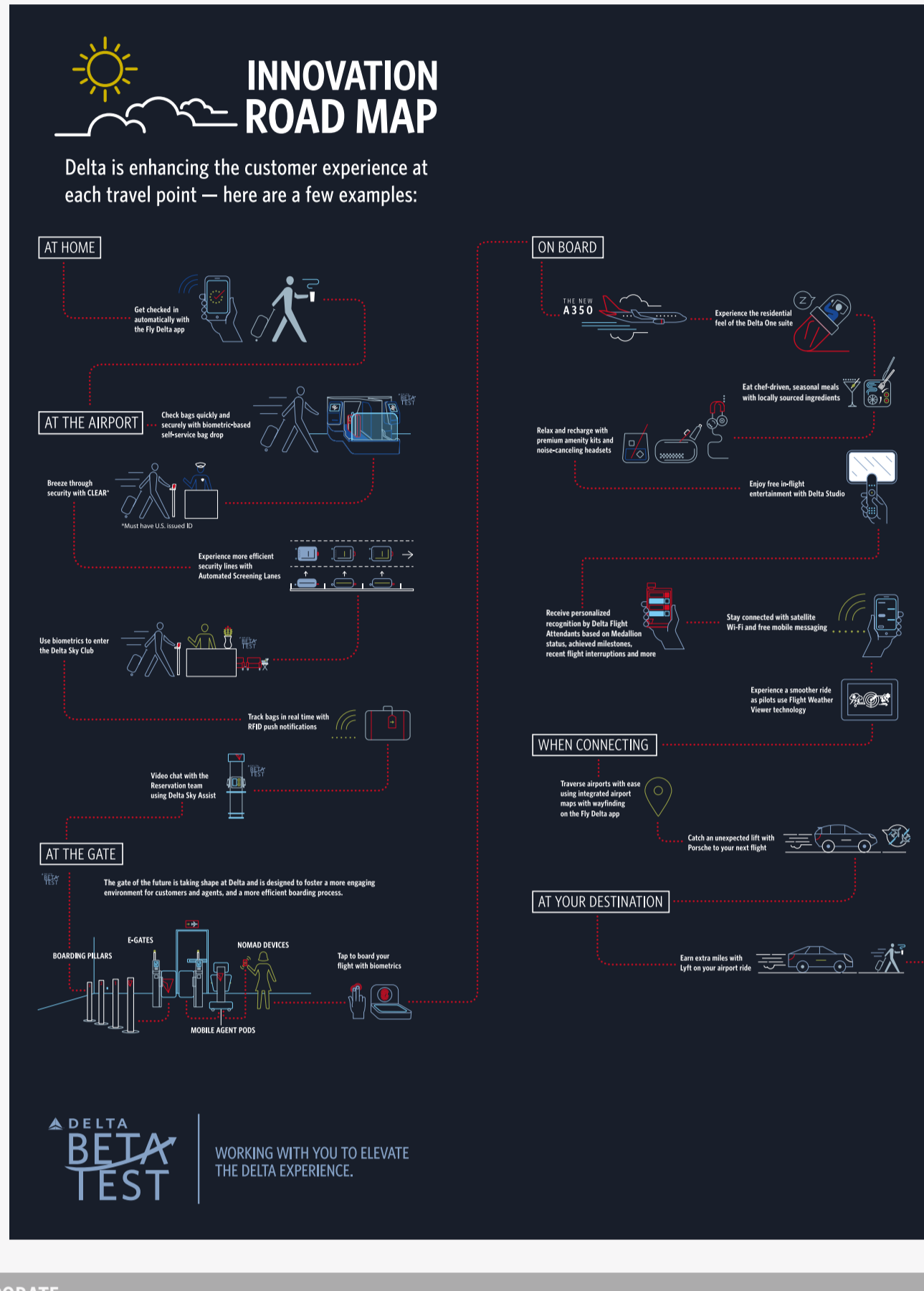


Jimmy Eichelgruen
Delta Air Lines
Director Sales,
Africa, Middle East & India

OPERATIONAL PERFORMANCE

Customer experience mapped out

Delta is enhancing the customer experience at each travel point - check out this innovation road map for a few examples. [Read more.](#)



CORPORATE

Delta ranked No.1 U.S. airline for historic 7th consecutive year

Delta earned the top overall score for an unprecedented seventh consecutive year in the Business Travel News (BTN) Airline Survey, sweeping all 10 categories and improving on the scores achieved in 2016. No other airline has been selected seven consecutive times in the survey's 20-year history.

BTN voters are corporate travel managers who manage tens of billions of dollars in annual spend. They rate the U.S. carriers in the survey based on their perceptions of airline performance in negotiating and maintaining preferred programs, delivering service and providing value. [Read more.](#)

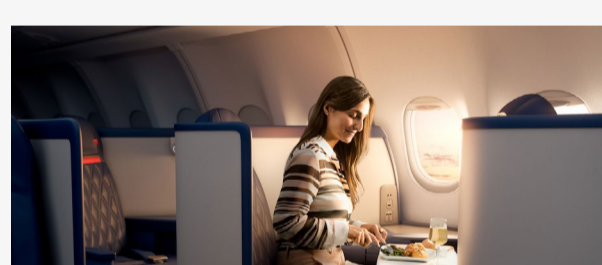


PRODUCT & SERVICE

Order your meal, before you fly

Over the coming months, customers flying in the Delta One cabin from New York-JFK and Atlanta will be able to pre-select their meal to ensure they receive their first choice on board.

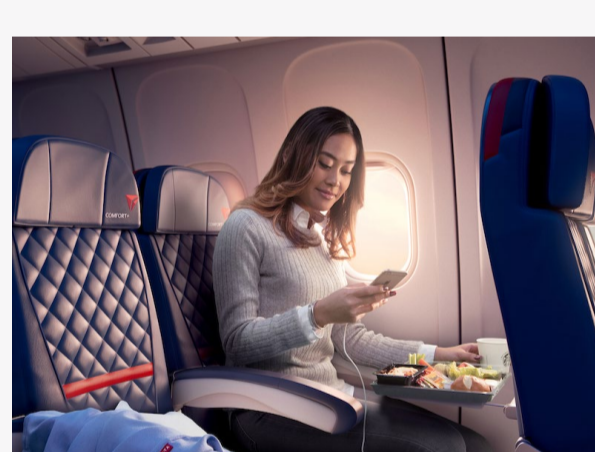
An initial launch of pre-select meals on select European routes will take place early in 2018, and Delta plans to expand the service, firstly to Delta One customers on all international routes to and from United States, and then to all passengers in the Delta Premium Select cabin by the end of the year. [Read more.](#)



Delta Comfort+ now on sale

Delta is selling Delta Comfort+ as a dedicated fare for flights on most transatlantic markets, including Tel Aviv routes, for travel from January 22, 2018.

Delta Comfort+ offers customers extra legroom and recline, as well as SkyPriority boarding, dedicated overhead bins and Rest and Refresh amenity bags. [Read more.](#)



Main cabin dining re-invented

A new Main Cabin dining experience will enhance the way customers spend their time on some of Delta's longest flights. Upgraded meals, along with newly designed trays and serviceware to provide customers a restaurant-style dining experience, will launch on long-haul international flights in mid-2018.

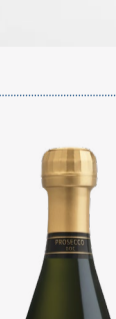
Meanwhile, customer experience menu cards are available that include information on timings for each service and details on the inflight food and beverages on offer. [Read more.](#)



Flying with fizz

Every flight can now be a special occasion now that Delta is serving complimentary Avesti Prosecco in the Main Cabin. The popular Italian fizz is available on all international flights and continues Delta's focus on providing a premium on-board food and beverage offering.

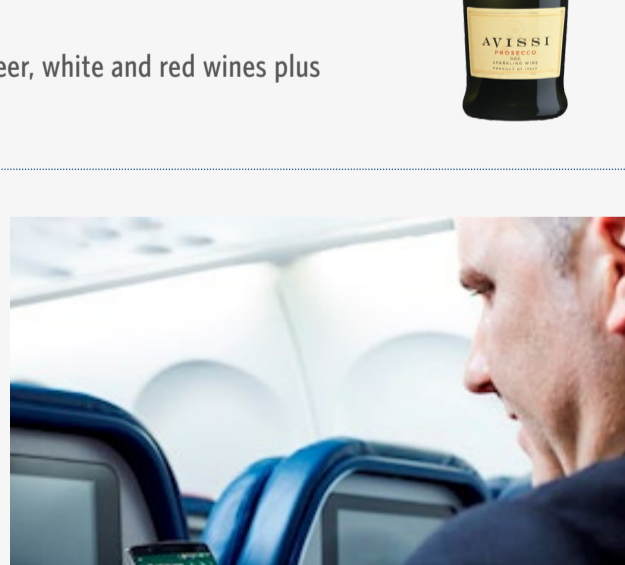
Customers continue to enjoy a choice of complimentary beer, white and red wines plus spirits throughout the aircraft. [Read more.](#)



Mobile messaging available at 30,000 feet

Delta is the first airline to offer free mobile messaging, enabling passengers to stay fully connected with friends, family, colleagues and clients, whether on the ground or in the air. Channels include WhatsApp, iMessage and Facebook Messenger.

Free messaging is available on all Gogo-enabled Delta flights, which includes all aircraft with two or more cabins, and will be accessible through Delta's Wi-Fi portal page, which can be accessed at: airborne.gogoinflight.com. [Read more.](#)



COMMUNITY ENGAGEMENT

CSR accolade for commitment to cancer research in Ghana

The Ghana CSR Excellence Awards has recognized Delta for its commitment raising awareness of and funding vital screenings to help eradicate breast cancer in Ghana. The airline has supported the work of Breast Care International (BCI) for more than 12 months funding screenings for women and men across the country.

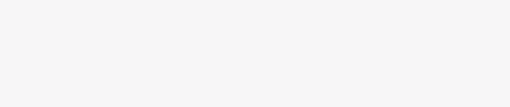
Globally, Delta has been a supporter of breast cancer charities for the past 12 years and in that time has raised \$12.8 million and funded more than 40 research projects to help end the disease.



About Inside Delta.

Inside Delta is a newsletter produced exclusively for travel professionals by Delta Air Lines, Inc.

Delta Professional - PRO.DELTA.COM/AFRICA/AGENCY
PRO.DELTA.COM/SOUTHAFRICA/AGENCY
PRO.DELTA.COM/MIDDLEEAST/AGENCY



©2018 Delta Air Lines, Inc.
All information correct at time of production.