

# Alaska's newest partner Singapore Airlines gives guests truly unique flying experience

## Mileage Plan members can fly Singapore stateside to worldwide earning miles starting Sept. 27

SEATTLE, Aug. 30, 2017 /PRNewswire/ -- Alaska Airlines announced today that Singapore Airlines will be its newest Global Partner. Members of Alaska Mileage Plan and Singapore Airlines KrisFlyer loyalty programs will begin earning miles on each other's flights beginning Sept. 27. Mileage Plan members will be able to redeem miles for travel awards on Singapore Airlines-operated flights at a later date.

In addition, the two carriers will enact a codeshare partnership, pending government approval, which will allow guests booking through Singapore Airlines to travel on both airlines and enjoy seamless reservations and ticketing, one-stop check-in, baggage checked to final destination and coordinated flight schedules.

"We're very proud to add an airline of the caliber of Singapore Airlines to our portfolio of Global Partners," said Andrew Harrison, chief commercial officer for Alaska Airlines. "Our guests will enjoy truly distinctive inflight service when traveling with Singapore Airlines, while also taking full advantage of their Alaska Mileage Plan benefits when traveling from the West Coast to Asia."

Virgin America guests have enjoyed frequent flyer benefits with Singapore Airlines since 2013. Alaska Airlines Mileage Plan will take over as the singular loyalty program for Virgin America flyers starting in 2018.

"Our new partnership with Alaska Airlines enables us to improve connectivity between Singapore and the important North American market, providing customers with more codeshare destinations and enhanced KrisFlyer benefits. It also reflects our commitment to continuously expand our network reach and offer our customers greater flexibility when planning their travel itineraries," said Tan Kai Ping, Singapore Airlines senior vice president marketing planning.

Known for its premium inflight service as the world's most awarded airline, Singapore Airlines flies from Alaska's San Francisco hub to Singapore nonstop and via Hong Kong, and from Alaska's Los Angeles hub to Singapore via Seoul or Tokyo (Narita), with connecting service from Seattle and Portland. In all, Changi Airport-based Singapore Airlines flies to over 60 destinations in more than 30 countries on five continents worldwide.

### **About Alaska Airlines**

Alaska Airlines, together with Virgin America and its regional partners, flies 40 million guests a year to 118 destinations with an average of 1,200 daily flights across the United States and to Mexico, Canada, Costa Rica and Cuba. With Alaska and [Alaska Global Partners](#), guests can earn and redeem miles on flights to more than 900 destinations worldwide. Alaska Airlines ranked "[Highest in Customer Satisfaction Among](#)

[Traditional Carriers in North America](#)" in the J.D. Power North America Satisfaction Study for 10 consecutive years from 2008 to 2017. Learn more about Alaska's award-winning service and unmatched reliability at [newsroom.alaskaair.com](http://newsroom.alaskaair.com) and [blog.alaskaair.com](http://blog.alaskaair.com). Alaska Airlines, Virgin America and Horizon Air are subsidiaries of Alaska Air Group (NYSE: ALK).

### **About Singapore Airlines**

The Singapore Airlines Group's history dates back to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group.

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

In May 2017, Stockholm became the second Scandinavian city in Singapore Airlines' route network, while SIA's subsidiary airlines also have plans for growth in their key markets.

SOURCE Alaska Airlines

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