

Alaska Airlines launches new service from San Francisco to Kona

Newest route caps off a year of historical network expansion for the carrier

SEATTLE, Dec. 14, 2017 /PRNewswire/ -- Alaska Airlines today begins nonstop service between San Francisco International Airport and Kailua-Kona International Airport, the 31st new route launched by the carrier from California this year. The new service is part of the largest network expansion in Alaska Airlines' 85-year history and solidifies Alaska Air Group as the leading airline of nonstop flights from the West Coast to Hawaii.

"Bay Area guests now have the option to fly from any of the region's major airports to the Island of Hawaii," said Annabel Chang, Alaska Airlines' vice president of the Bay Area. "Kona-bound guests traveling from San Francisco today will be treated to a Hawaiian-themed breakfast and prizes at the departure gate, and upon arrival, will be greeted with flower leis, hula entertainment and goodie bags with Island of Hawaii products. This surprise-and-delight is part of our dedicated approach to bring low fares and award-winning service across our Alaska Airlines and Virgin America network."

Virgin America's A320 family of aircraft will operate the new route, with three classes of service, power outlets throughout the cabin, custom leather seats with adjustable headrests and a selection of food and beverage inspired by local chefs.

"We are honored and thankful to be a part of Virgin America's expanded service to the Hawaiian Islands," said Ross Birch, executive director of the Island of Hawaii Visitors Bureau. "The Kona route provides yet another option for vacationers traveling to Hawaii, making it easier for Bay Area guests to experience all that makes our island special – from diverse landscapes, rich culture and history, outdoor adventures, and Hawaii's unique attractions, such as the Hawaii Volcanoes National Park."

Summary of new service:

Start date	City pair	Departs	Arrives	Aircraft	Frequency
Dec 14	San Francisco-Kona	11:30 a.m.	3:15 p.m.	A320 family	Daily
Dec 14	Kona-San Francisco	4:15 p.m.	11:17 p.m.	A320 family	Daily

*Flight times based on local time zones.

Alaska Airlines, together with Virgin America and its regional partners, flies 40 million guests a year to more than 115 destinations with an average of 1,200 daily flights across the United States and to Mexico, Canada and Costa Rica. 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 at [newsroom.alaskaair.com](#) and [blog.alaskaair.com](#). Alaska Airlines, Virgin America and Horizon Air are subsidiaries of Alaska Air Group (NYSE: ALK).

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