

Etihad Airways launches TravelPass

Etihad Airways has announced a partnership with Norwegian technology developer Braathens IT, to develop TravelPass, an innovative travel solution initially aimed at corporate and frequent travellers which will launch later this year.



Adrian Pingstone via [Wikimedia Commons](#)

The new TravelPass technology provides a subscription-based travel solution, allowing Etihad to offer its frequent guests complete flexibility and ease with their regular and recurring travel arrangements. Customers can purchase a TravelPass for a set number of trips or a particular travel period instead of purchasing flights one by one.

Subscription-based travel is good news for the aviation industry as it provides customers with the choice between prepaid trips and pay-as-you-fly options, meeting the demands of flexibility, ease of booking and cost-efficient travel management.

Robin Kamark, COO, Etihad Aviation Group, said: "By simplifying the travel process to just a few clicks, our guests have a seamless transaction through a platform that holds all your details in one place, gives you the flexibility to make changes to your bookings without fees and gives you the choice to pay later. We know our corporate clients are time-poor and believe this innovative addition to our digital offering will improve the travel journey for subscribers."

The Etihad TravelPass will be available to book on the Etihad website on a desktop or mobile, offering customers an enhanced digital experience that saves time by avoiding repetitive tasks involved in managing each booking, leading to improved customer satisfaction.

Svein Therkelsen, CEO, Braathens IT, said: "Etihad is going to take sophisticated digital personalisation very far, everything from ease of use to customisation. They are an innovative player and they will continue in that direction to improve their customers' digital experience using TravelPass."

The platform is an extension of Etihad's digital strategy to re-engineer the booking process for frequent flyers.

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