

# AIRLINES and DESTINATIONS



## Finnair Simplifies Ticket Buying and Adds Automatic Check-In

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Finnair is offering its customers five new ticket types in a bid to simplify the purchasing of airline tickets, improve clarity in ticket pricing and offer suitable fares to all customer segments.

The five new ticket types, available for booking from November 28, are Business and Business Saver in Business Class; and Pro, Value and Basic in Economy Class.



Finnair operates this Airbus A340-300 in a livery in which the carrier displays prominently the fact it is a member of the oneworld alliance

According to [Finnair](#), its customers can now choose a more flexible ticket and priority airport services at specific airports, even when flying in Economy Class.

All Finnair tickets include, free of charge, at least one carry-on, one piece of checked luggage and a route-specific meal or beverage service during the flight.

"These new ticket types enable passengers to book the fare most appropriate for their needs, in a simple and transparent way, without sacrificing the core product offering that all passengers expect from a high-quality, full-service airline like Finnair," says Anssi Komulainen, Finnair's SVP customer service.

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"We want to offer clear and understandable options to customers who come from all walks of life and who each have different needs and priorities when they fly," says Komulainen.



Finnair's fleet for long-haul scheduled services is comprised of eight Airbus A330-300s and seven A340-300s. The carrier also has 11 A350-900 widebody twins on order, with deliveries due to begin in mid-decade

Additionally, Finnair says it is making its Finnair Plus [frequent flyer program](#) more rewarding, by changing Finnair Plus points accrual on Finnair flights from a kilometer-based calculation to a region-based calculation.

As a result of the change, Finnair says it will be giving out approximately 30 per cent more points than before. Another change is linked to the new ticket types. Instead of booking class, the point accrual depends on the chosen ticket type.

With the new ticket types, according to Finnair, it is simple for customers to determine how their chosen ticket type affects points accrual. The carrier says it will also be easier to gain tier status, since tier status levels remain the same.




Finnair Airbus A330-300 OH-LTS taxis in towards Gate 4 at American Airlines' Terminal 8 at New York JFK after completing Finnair's daily flight from Helsinki. Finnair's New York flight nearly always uses Gate 4 at the terminal

The service characteristics of and restrictions accompanying Finnair's new ticket types (and its existing Saver ticket type) are:

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The service characteristics of and restrictions accompanying Finnair's new ticket types (and its existing Saver ticket type) are:

- **Business:** Business Class premium services, full flexibility. Business Class cabin and meal service; lounge access; priority airport services (check-in, security, boarding, baggage claim); two pieces of checked luggage; two carry-ons; advance seat selection; unlimited flexibility; fully refundable; double Finnair Plus points;
- **Business Saver:** Business Class cabin and meal service; lounge access; priority airport services (check-in, security, boarding, baggage claim); two pieces of checked luggage; two carry-ons; advance seat selection; limited flexibility; partially refundable; available only on intercontinental flights; double Finnair Plus points;
- **Pro:** Priority airport services, full flexibility. Economy Class cabin and meal or beverage service; priority airport services (check-in, security, boarding, baggage claim); two pieces of checked luggage; one carry-on; advance seat selection; unlimited flexibility; full refund of unused tickets, 150 per cent Finnair Plus points;
- **Value:** Flexibility for travelers. Economy Class cabin and meal or beverage service; one piece of checked luggage; one carry-on; possibility to change name, flight or date for a fee; partial refund for unused tickets; 100 per cent Finnair Plus points;
- **Basic:** Economy Class cabin and meal or beverage service; one piece of checked luggage; one carry-on; changeable for US\$200 fee; non-refundable; 50 per cent Finnair Plus points; and
- **Saver:** Economy Class cabin and meal or beverage service; one piece of checked luggage; one carry-on; changeable for US\$250 fee; non-refundable; 50 per cent Finnair Plus points.



As part of a design partnership with Finnish design house Marimekko, Finnair has given this Airbus A340-300 a special livery showing Marimekko's 'Unikko' design. Another Finnair long-haul aircraft is also to wear the livery

For more flexibility, customers can choose different ticket types for their outbound and return flights, according to Finnair.

From November 28, Finnair will also begin checking in passengers automatically and sending [boarding passes](#) to customers' mobile phones. The check-in confirmation includes the seat number and a link to the mobile boarding pass.

The automatic check-in service is available to customers who have provided a mobile telephone number when booking their tickets.

Customers are always advised to provide a current mobile phone number when making a booking, because in exceptional circumstances Finnair sends information to customers via text messages. The service is automatically turned on when a customer's information is filled in his or her Finnair Plus profile.



Finnair's Business Class interiors for both long-haul and short-haul are upholstered in restful, eye-pleasing shades of pastel blue or blue and light gray. This is a short-haul Business Class cabin

Check-in via SMS service has been available since 2004. Previously, customers had to reply to a Finnair text message confirming their check-in. Now this is unnecessary, as the check-in is completed automatically.

For morning departures, customers receive check-in confirmation and boarding cards on the night before, between 5:00 p.m. and 7:00 p.m. For other flights, customers are checked in about three hours before departure.

However, if the customer has already checked in, no message will be sent. Check-in for Finnair flights opens 36 hours before a flight's departure.

If customers wish to change seating or check in accompanying travelers, this can be done either by clicking on a link in the mobile boarding pass or on the Finnair website.



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This is what a Finnair Plus Platinum-status card looks like. These cards are issued to customers who have achieved Finnair Plus Platinum tier status

At the airport, the mobile boarding pass must be opened and presented to the authorities. The mobile phone must have an Internet connection to open the link.

Otherwise, the customer needs a paper boarding pass, which can be picked up at an automatic kiosk or the Bag Drop desk. Checked baggage is left at the Bag Drop desk during normal check-in times.

The new automatic check-in service is available on Finnair flights and Flybe-operated AY2000-series flights departing from Helsinki and other airports in Finland, as well as from select European airports.