

Olbia, January, 20th, 2016**MERIDIANA INTRODUCES NEW FARE CONCEPT FOR ALL DOMESTIC AND EUROPEAN ROUTES****The new Economy Class fare options: “Light”, “Classic” and “Premium”.**

Meridiana has introduced a new price concept for flights in domestic Italy and Europe. More precisely, the new Economy Class fare options “Light”, “Classic” and “Premium” already in place for domestic flights* and, from February 3rd, on European flights, will offer different services depending on the price.

For example, within Economy Class, passengers are now able to select services according to their individual wishes and, in case they travel “light” they will be able to take advantage of a cheaper fare.

Andrea Andorno Chief Commercial Officer (CCO) of Meridiana, said: “As always for Meridiana, it is really the customers’ demand we care about. With the new fare concept every Meridiana passenger is now able to create his/her tailor-made flights according to his/her real travel needs. All options are clear and transparent and provide a high value for money proposition for all kinds of passengers”.

The various fare options differentiate themselves in the areas of free luggage and seat reservations, as well as rebooking and cancellations options. For European routes the choice will now consist of the Electa Class business fare and three new Economy Class fares while on domestic Italy only Economy Class will be available.

In addition to the flight reservation itself, all the fare options include one piece of cabin luggage, one personal bag (handbag, laptop), snacks and drinks on board, a reserved seat before take-off, as well as Meridiana Club benefits. For bookings in Economy Class, all three fare options are always available on meridiana.com and travel agents. Thus, different option packages can be combined on an outward and return flight.

Economy Light

The new Light fare will always be the cheapest option for those traveling with just a cabin baggage and not in need of ticket flexibility. The Light fare can be booked from only 31 Euro for a one way flight, for example, from Cagliari to Naples. No refund is possible with this option. If desired, customers can book a checked bag (from 25 Euro for the outbound and return flight respectively) or pre-book a seat (from 4 Euro per flight) at any time between booking and start of the journey.

Economy Classic

The Classic fare also includes the opportunity to check-in a piece of luggage of up to 23 kg. The extra cost of the Classic fare as compared to the Light fare is between 10 and 20 Euro, depending on availability.

Economy Premium

The Premium fare is mainly focused on passengers that require more flexibility in their travel planning. In addition to free seat reservation, the Premium fare offers the opportunity to rebook the flight. The fare also includes high value services to the business travelers such as: free fast track at airport security and priority boarding. The possibility to check-in two pieces of luggage (up to 23 kg each) for free is an additional benefit of the new Economy Premium. In this fare option, frequent fliers will get an additional 100 per cent of Avios credited in their Meridiana Club account. The extra cost of the Premium fare as compared to the Classic fare is between 30 and 70 Euro, depending on the available price level.

Electa Class (business class)

Besides the three economy fares, on selected European routes it continues to be an Electa Class fare which includes all the usual services and conveniences of this business class, such as free seat beside you, access to airport lounges, increased luggage allowance of 2 x 32 kg, seat reservation, priority boarding and highest Avios earn for Meridiana Club members. All Electa Class fares will be re-bookable without a fee. The Electa Class fare is especially suitable for business customers and discerning leisure travelers.

*The fare concept for PSO tickets to Sardinia (Rome Fiumicino and Milan Linate to Olbia routes) and long-haul flight tickets remains unchanged.

More information:

Corporate Press Office
press@meridiana.com