

Alaska & Starlux airlines launch partnership

- A Monitor Desk Report

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Taiwan-based STARLUX Airlines has launched its first official partnership with another carrier, Alaska Airlines.

The alliance announcement was made on April 26, 2023, the day of STARLUX Airlines' inaugural flight to Los Angeles International Airport (LAX) from Taoyuan International Airport (TPE).

With the new partnership, Alaska Airlines customers will be offered convenient access to STARLUX Airlines' 16 destinations across Asia, including Bangkok, Hanoi, Vietnam; Penang, Manila, Singapore, Macau and Sapporo, Japan.

In turn, STARLUX Airlines can be easily connected to Alaska Airlines destinations in the United States beyond LAX.

"STARLUX is a premier global airline offering world-class service and amenities. We're proud to be their first airline partner," Nat Pieper, senior vice president of fleet, finance and alliances at Alaska Airlines said in a statement.

"Our guests will love flying on STARLUX, connecting the West Coast, Taipei and many more incredible places in Asia. We're thrilled to offer our loyal Mileage Plan members another exciting way to see the world," Pieper added.

"STARLUX Airlines has marked a successful three-year operation of our Asian routes, revolutionizing the aviation industry with our exceptional service and

innovative cabin design that have been highly commended by passengers. In a new milestone, we launched our inaugural flight to Los Angeles today, offering convenient and comfortable long-haul premier services to passengers traveling to the city of angels,” Glenn Chai, CEO of STARLUX Airlines said in the same statement.

In March 2023, STARLUX announced its new designation as the Official International Airline Partner of the LA Clippers, as part of a multi-year partnership with the National Basketball Association (NBA) team.

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