



**FOR IMMEDIATE RELEASE**

### **Kenya Airways Launches New High-Speed Booking Platform**

**Nairobi, 16, July 2024** – Kenya Airways has today announced the launch of its revamped online booking platform, designed to deliver a faster, more intuitive, and user-friendly experience for its customers.

The new booking engine is estimated to reduce the customers' flight booking time by 3 minutes thanks to faster loading times for page sessions, thus bringing to an end session timeouts and repeated prompts.

The site is designed with a mobile-first approach offering a smooth booking journey for users on smartphones and tablets with a new cart-centric user experience that allows users to save their searches and bookings on the go.

"Technology is a key driver in ensuring exceptional customer service. This revamped booking platform delivers a significantly smoother online experience, streamlining everything from flight searches to booking, payment, and check-in for our digital-savvy customers," says Julius Thairu, Chief Commercial and Customer Officer (CCO) at Kenya Airways.

Building upon the successful launch of a new website last year, this latest development marks the second phase in the airline's ongoing commitment to enhance the online customer experience. On the new platform, customers can now enjoy smart price insights through an innovative histogram feature that displays prices for flights over a 3-to-7-day range directly on the Kenya Airways website or the KQ mobile app.

"By integrating technologically advanced solutions, we can serve our digitally inclined customers more efficiently accelerating the shift towards online bookings, making our services more accessible to people worldwide," Julius noted.

This move demonstrates the airline's pursuit of innovation to enhance its digital operations and provide a rewarding travel booking experience for every customer. This is underscored by a series of prestigious awards, including the e-commerce Leader Travel & Tourism Award (2023), Gold Winner for Best Ticketing Platform (2023 & 2024), Silver Winner for Best Travel & Hospitality e-commerce Website (2024), and Gold Winner for Best in E-commerce Travel & Tourism (2021). These accolades recognize the airline's dedication to e-commerce excellence, solidifying its position as a leader in the travel industry.

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#### **About Kenya Airways:**

Kenya Airways (KQ), *The Pride of Africa*, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 45 destinations worldwide, 37 of



which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

For more information, visit [www.kenya-airways.com](http://www.kenya-airways.com) or call our 24-hour Customer Services Desk at +254 20 327 4747. We are also available on Twitter: @KenyaAirways & @KQSupport, Facebook: @OfficialKenyaAirways, and Instagram: @OfficialKenyaAirways.

For media enquiries, please contact Kenya Airways Corporate Communications:

[Corporate.communications@kenya-airways.com](mailto:Corporate.communications@kenya-airways.com)