

Finnair flogs products to passengers

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Airlines - Finnair Oyj, Finland's largest airline, plans to add on-board items that passengers can purchase in an effort to increase revenue, chief executive Mika Vehviläinen says.

The move will help Finnair compete with low-cost airlines such as Air Berlin PLC, which offers a variety of snacks and drinks, Vehviläinen said. Food on Finnair's European flights currently consists of a free bread-roll with cheese.

"We will give more choices for people," Vehviläinen said in an interview at the airline's Vantaa headquarters. "We will be expanding the range of drinks available and we are also re-evaluating the food service."

Finnair began charging for alcohol in economy class across Europe in January while expanding the sale of products such as cosmetics to almost all routes across the region. The carrier earns the most inflight revenue on holiday routes, Vehviläinen said.

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