



## PRESS RELEASE

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### **Lufthansa offers ‘Digital Travel Kit’ to Premium Economy Class passengers**

- Lufthansa provides ‘Digital Travel Kit’ to all passengers who purchase Premium Economy Class tickets via official website
- The kit comes with premium benefits including in-flight Internet, taxi voucher and data roaming

Lufthansa German Airlines, the largest airline in Europe, announced that it has launched a ‘Premium Travel’ promotion.

The promotion offers a ‘Digital Travel Kit’ to all passengers who purchase Premium Economy Class round-trip tickets between Korea and Europe this month via Lufthansa’s official website ([lufthansa.com](http://lufthansa.com)) or mobile application. The kit contains five digital codes worth KRW 200,000 that can be redeemed toward services useful for air travel: a ‘Book & culture’ code for travel inspirations, a ‘Flight discount’ code that can be used to book a partner’s ticket, a ‘Kakao Black taxi’ code for ground transportation, an ‘Onboard Internet’ code for connections on board and a ‘Data roaming’ code for sharing travel moments.

Lufthansa’s Premium Economy Class, a fare class that ensures more personal space at an affordable fare, has been popular on long-haul flights including the Korean routes. Lufthansa’s Premium Economy Class not only provides wider seats, but also boasts differentiated benefits, such as higher baggage allowance, exclusive travel kit, special in-flight meal and welcome drink, paid lounge access and more.

“Lufthansa continues to strive to provide to the Korean market premium services that match its reputation as the first and only ‘5-Star’ airline in Europe. As an airline that leads innovative digitalization, Lufthansa also aims to enhance passenger convenience with digitalized promotions and services that consider the entire travel journey”, said Alejandro Arias, General Manager Korea, Lufthansa Group Airlines. He added, “We hope passengers will fly in comfort on Premium Economy Class, travel in convenience with the Digital Travel Kit and experience the distinguished premium travel experience Lufthansa offers.”

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