

Alaska Air Group

2026 Investor Day All-Up Media Fact Sheet

This fact sheet provides background on Alaska Air Group's strategy, operations, network and guest experience in alignment with its 2026 Investor Day announcements. Figures in this fact sheet are as of Sept. 29, 2026, unless otherwise noted, and will not be updated after its 2026 Investor Day events. Confirm forward-looking figures and milestone dates with Alaska Airlines' Media Relations team (news@alaskaair.com) before publication.

About Alaska Accelerate

- **Vision:** Connect our guests to the world with a remarkable travel experience rooted in safety, care and performance.
- **Pillars of Alaska Accelerate:**
 - Connect our guests to the world
 - Be Hawai'i's trusted airline
 - Deliver a remarkable travel experience
 - Diversify our future

Scale and performance

- Alaska is the fourth-largest global airline in the U.S. and fifth-largest U.S. airline overall.
- Alaska came in as No. 1 in the Department of Transportation's on-time performance (year to date, through June 30, 2026).
- Alaska continues to have industry-leading guest satisfaction.
- The combined carrier is the No. 1 airline on the West Coast and in Hawai'i.

Seven hubs: SEA, HNL, LAX, SFO, PDX, SAN and ANC

- Seattle is Alaska's largest global hub:
 - Five intercontinental destinations today; seven in 2027 with Paris and Athens; 10 by 2028; and 15 by 2030
 - 110 destinations served out of Seattle
- Honolulu is Alaska's second-largest global hub and the homebase of Hawaiian Airlines:
 - No. 1 airline flying to, from and within the Hawaiian Islands
- Other notable hub stats include:
 - SAN: Airline offering the most nonstop flights
 - LAX: Airline offering the most flights to Latin America
 - ANC: No. 1 airline serving the state of Alaska

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A more premium airline

- **Aurora** will bring together Alaska's most premium airport, lounge and onboard experiences, including new front-of-cabin Aurora Suites beginning in 2028 on Boeing 787s used for intercontinental flights.
- **At least 25 737-10 MAX aircraft** will feature lie-flat Aurora Suites for transcontinental flights.
- **Leihōkū**, meaning "lei of stars," will be anchored by Hawaiian's enhanced Airbus A330, featuring redesigned lie-flat suites, dedicated check-in, island-inspired cuisine and a new Hawaiian Lounge in Honolulu.
- Hawaiian's entire fleet of 24 A330s will receive upgraded interiors, from the first row to the last, beginning in 2028.
- Between Suites and Premium Class, Alaska is introducing **Premium Reserve** with more room, deeper recline and elevated meals and amenities. Premium Reserve seats will be available for purchase next summer and begin rolling out in 2028 on both Alaska and Hawaiian fleets.

Atmos™ Rewards

- Atmos Rewards members can earn points and status points through everyday spend with our suite of Atmos Rewards Visa® credit cards issued by Bank of America* and access travel benefits like free checked bags, preferred boarding, companion benefits and more that make travel more rewarding.
- Atmos Rewards was NerdWallet's 2026 pick for the Best Loyalty Program in the airline industry.
- Atmos Rewards was The Points Guy's 2026 Award-winner for:
 - Best Innovation in Airline Loyalty
 - Best New Premium Credit Card for Global Travel

Fleet

- Alaska has the youngest and most fuel-efficient fleet among major U.S.-based carriers.
- Alaska has made significant investments in its fleet growth:
 - 422 aircraft today
 - 475 aircraft by 2030
 - More than 550 aircraft by 2035
- The company currently has five dedicated cargo freighters, with four more expected in 2027.

Network

- Alaska and Hawaiian serve more than 140 destinations, including 48 international routes and 29 international destinations. The airlines serve more international destinations from the SEA and HNL hubs than any other carrier.
- Alaska and Hawaiian connect guests to more than 1,100 global destinations through more than 30 oneworld® and airline partners.

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Starlink Wi-Fi

- Starlink is free for Atmos Rewards members, thanks to T-Mobile.
- All Hawaiian Airlines flights to and from Hawai'i and the entire regional fleet of E175s have Starlink Wi-Fi.
- Alaska's fleet-wide rollout of Starlink will be completed in 2027.

Investments in the Alaska Lounge portfolio

- **SFO** opened in 2024
- **PDX** opened in June 2026
- **SEA** flagship to open end of 2027
- **HNL** to open in early 2028
- **SAN** to open in 2028

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