PLAY AIRLINES EXPANDS NETWORK WITH DOHOP AND NEW AIRLINE PARTNER EASYJET

News / Airlines



PLAY Airlines expands PLAY Connect platform with the addition of easyJet, made possible through Dohop's alternative interlining technology. The new partnership with easyJet, Dohop's first airline partner, reflects PLAY's ongoing commitment to broadening travel options for its customers by providing seamless access to a wider range of destinations across Europe and beyond. With easyJet joining the platform, PLAY Connect now offers travellers more than 350 unique city pairs.

Tatiana Shirokova, Head of Distribution at PLAY Airlines commented: "With Dohop's alternative interlining technology, we are not just expanding our network; we're transforming the way our customers travel. The inclusion of easyJet into PLAY Connect allows us to provide an extensive range of destinations while ensuring a seamless and cost-effective travel experience."

By adding these journeys to its own alternative interline platform, PLAY Airlines is making it easier than ever for customers to book connected flights. Alternative interlining is a transformative approach in today's airline industry, enabling carriers like PLAY to offer more flexible and diverse travel options without the need for traditional interline agreements. By leveraging Dohop's technology, PLAY Connect can provide customers with a broader array of destinations and a more

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streamlined booking experience, enhancing customer satisfaction and meeting the growing demand for unique travel itineraries.The addition of easyJet to PLAY Connect marks a significant step towards PLAY Airlines' ambition to create a gateway for both Icelandic and international customers. PLAY Connect can now offer an even wider selection of global origins and destinations, extending far beyond its own network.

Dawn Hardwick, easyJet’s Global Lead Strategic Airline Partnerships and Connectivity, said: “At easyJet we’re committed to making travel as easy as possible as well as providing great value and more choice for our customers when they fly with us so we are delighted to be on Play Connect’s platform. With our strong presence at Europe's leading airports we are now able to offer connecting passengers on Play Airlines greater access to our route network connecting Europe's primary airports with great value fares and friendly service.”

PLAY Airlines envisions PLAY Connect as a pivotal platform in the airline industry, offering travellers an unparalleled range of travel options at a fraction of the usual cost. As PLAY continues to build on this foundation, there are plans to expand partnerships with more airlines from the USA, Canada, the Middle East, LATAM, and Asia. These future collaborations will further enhance Iceland’s accessibility to global travellers and offer more opportunities for international passengers to explore the world.

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