UW Discount Programs

1. Corporate Travel
   • Booked through a UW contracted Travel agency listed on the UW Travel Services Website.

2. Athletics Travel
   • Booked through Athletics travel desk.

3. State of WA Travel
   • Booked through a UW or State contacted Travel Agency or EasyBiz as listed on the UW Travel Services Website.
five reasons why

1. Care
CREATING AN AIRLINE PEOPLE LOVE.

Own safety
Do the right thing
Be kindhearted
Deliver performance
Be remarkable
## American Customer Satisfaction Index: Airlines

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>2023</th>
<th>2024</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines</td>
<td>76</td>
<td>77</td>
<td>1%</td>
</tr>
<tr>
<td>Alaska</td>
<td>81</td>
<td>82</td>
<td>1%</td>
</tr>
<tr>
<td>American</td>
<td>78</td>
<td>79</td>
<td>1%</td>
</tr>
<tr>
<td>Allegiant</td>
<td>75</td>
<td>78</td>
<td>4%</td>
</tr>
<tr>
<td>Southwest</td>
<td>78</td>
<td>78</td>
<td>0%</td>
</tr>
<tr>
<td>Delta</td>
<td>76</td>
<td>77</td>
<td>1%</td>
</tr>
<tr>
<td>JetBlue</td>
<td>76</td>
<td>77</td>
<td>1%</td>
</tr>
<tr>
<td>United</td>
<td>77</td>
<td>75</td>
<td>-3%</td>
</tr>
<tr>
<td>All Others</td>
<td>72</td>
<td>73</td>
<td>1%</td>
</tr>
<tr>
<td>Frontier</td>
<td>67</td>
<td>69</td>
<td>3%</td>
</tr>
<tr>
<td>Spirit</td>
<td>64</td>
<td>67</td>
<td>5%</td>
</tr>
</tbody>
</table>

0-100 Scale

Source: ACSI Travel Study 2023-2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved. Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.
1. Care

2. We fly where you’re going
Alaska’s Hubs

- SEA: 371 daily departures
- PDX: 108 daily departures
- ANC: 65 daily departures
- SFO: 74 daily departures
- LAX: 61 daily departures
- SAN: 65 daily departures

Note: Scheduled departures on July 25, 2024 (representative peak-summer Thursday)
Seattle

100+ Nonstop Markets

California: Burbank, Fresno, Los Angeles, Monterrey, Ontario, Orange County, Palm Springs, Sacramento, San Diego, San Francisco, San Jose, San Luis Obispo,

Northwest/Alaska: Bend, Bellingham, Boise, Billings, Bozeman, Eugene, Fairbanks, Great Falls, Helena, Idaho Falls, Jackson, Kalispell, Missoula, Medford, Portland, Seattle, Spokane, Yakima, Walla Walla, Wenatchee

Alaska/Canada: Anchorage, Calgary, Edmonton, Fairbanks, Juneau, Kelowna, Ketchikan, Vancouver, Victoria

Southwest/Mountain: Albuquerque, Denver, Las Vegas, Phoenix, Reno, Salt Lake City, Tucson

Midwest/Texas: Austin, Chicago, Dallas (DAL & DFW), Detroit, El Paso, Houston, Kansas City, Milwaukee, Minneapolis, Oklahoma City, Omaha, St. Louis, Wichita

Southeast: Atlanta, Charleston, Ft Lauderdale, Nassau, Nashville, New Orleans, Orlando, Raleigh, Tampa

Northeast: Baltimore, Boston, New York JFK, Newark, Philadelphia, Pittsburgh, Toronto, Washington (IAD)

Mexico: Cancun, Cabo, Puerto Vallarta

Hawaii: Maui, Oahu, Hawaii/Kona, Kauai

4Q 2024 Schedule. Some routes are seasonal
Care for a closer airport?

Save drive time and enjoy a convenient, stress-free, upscale airport alternative with a lounge atmosphere.

FLY FROM PAE TO...

Anchorage*
Honolulu*
Las Vegas
Los Angeles
Orange County
Palm Springs*
Phoenix
San Diego
San Francisco
Tucson*

MARYSVILLE
From PAE: 19 min
From SEA: 56 min

EVERETT
From PAE: 12 min
From SEA: 49 min

REDMOND
From PAE: 30 min
From SEA: 40 min

KIRKLAND
From PAE: 25 min
From SEA: 39 min

DOWNTOWN SEATTLE
From SEA: 20 min
From PAE: 35 min

BELLEVUE
From PAE: 30 min
From SEA: 30 min

DOWNTOWN TACOMA
From SEA: 30 min
From PAE: 1 hr 10 min

*Seasonal service
1. Care

2. We fly where you’re going

3. We provide a consistent, smart flying experience
WE FLY THE YOUNGEST FLEET

Average age of aircraft (mainline + regional) as of November 2023

Source: planespotters.net

<table>
<thead>
<tr>
<th>Airline</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>8.5 years</td>
</tr>
<tr>
<td>Southwest</td>
<td>11.7</td>
</tr>
<tr>
<td>jetBlue</td>
<td>12.6</td>
</tr>
<tr>
<td>American Airlines</td>
<td>13.0</td>
</tr>
<tr>
<td>Delta</td>
<td>15.2</td>
</tr>
<tr>
<td>United</td>
<td>16.3</td>
</tr>
</tbody>
</table>
Inflight Experience

Coverage Everywhere We Fly

• Our entire fleet is equipped with Wi-Fi, with the vast majority offering streaming-fast speeds.
• In 2024, we are the first airline to upgrade our regional jets to streaming-fast Wi-Fi for a consistent experience every time you fly.

Refuel in-flight

• Full, complimentary beverage service including our new, custom Stumptown Coffee blend
• Fresh meals – like our Signature Fruit & Cheese Platter – can be ordered up to 20 hours before departure via Alaska app
• Picnic Packs available for sale on most flights over 2 hours

Inflight Entertainment

• Over 500 movies & TV shows offered via our streaming entertainment system - all for free
• Outlets at every seat to keep your devices charged
Industry leading Pitch

<table>
<thead>
<tr>
<th></th>
<th>Alaska</th>
<th>American Airlines</th>
<th>Delta</th>
<th>United</th>
<th>Southwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class</td>
<td>40”</td>
<td>37”</td>
<td>37”</td>
<td>37”</td>
<td>N/A</td>
</tr>
<tr>
<td>Premium</td>
<td>35”</td>
<td>33”</td>
<td>34”</td>
<td>34”</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Premium Class

• 4+ more inches of legroom, more than all our competitors
• Priority boarding
• Free wine, beer & cocktails on flights over 350 miles
• Sold as an upgrade & offered free to top-tier elites at booking
First Class

- The most legroom of any standard domestic FC seat
- Award-winning menu
- Designated cabin attendant
- Free Lounge access on coast-to-coast flights
- 2 free checked bags
1. Care

2. We fly where you’re going

3. We provide a consistent, smart flying experience

4. The best frequent flier program
To help people earn free flights and other assorted perks, WalletHub compared the 10 largest domestic airlines’ loyalty rewards programs across 21 key metrics, ranging from the value of a reward point or mile to blackout-date policies.

**Best Frequent Flyer Programs of 2024**

1. Alaska Airlines - Mileage Plan
2. United Airlines – MileagePlus
3. Delta Air Lines - SkyMiles
4. Hawaiian Airlines - HawaiianMiles
5. American Airlines - AAdvantage
Achieving status can cost thousands of dollars and hundreds of hours in flight, so if you’re going after it, you’ll want to try to pick the program that offers the most value. So, who runs the best airline status program? Simply put, Alaska Airlines offers the best overall elite status option for frequent flyers.”

-Nerdwallet
Mileage Plan Status

• Alaska has 4 elite tiers:
  • MVP,
  • MVP Gold,
  • MVP Gold 75K,
  • MVP Gold 100K

• Elites get:
  • free checked bags
  • early boarding
  • bonus miles
  • unlimited free upgrades

• Earn one mile for every mile flown
• Fastest path to elite status
  • 20K EQMs = MVP status

---

### Earning benefits

<table>
<thead>
<tr>
<th></th>
<th>MVP</th>
<th>MVP Gold</th>
<th>MVP Gold 75K</th>
<th>MVP Gold 100K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elite bonus miles</td>
<td>50%</td>
<td>100%</td>
<td>125%</td>
<td>150%</td>
</tr>
<tr>
<td>through 2024¹</td>
<td>bonus</td>
<td>bonus</td>
<td>bonus</td>
<td>bonus</td>
</tr>
</tbody>
</table>

| Elite bonus miles in   | 25% | 50%     | 100%         | 150%          |
| 2025¹                  | bonus| bonus   | bonus        | bonus         |
| (Effective beginning   |     |         |              |               |
| January 1, 2025.)      |     |         |              |               |

50,000 bonus miles upon qualification²

| 100K Choice Benefit³   |
|------------------------|---|
| ✓                      |
Registration through Sept 30, 2024

Upon registering, receive 180 days of complimentary MVP status

Within that period, if you fly 2 roundtrips (4 segments) within that period, you'll keep MVP status through Dec 2025 (4 roundtrips for Gold)

If you register on or after July 1, 2024, you will qualify for status through the end of 2025.

Flights that don’t count toward the challenge:
- Codeshare flights,
- flights on Alaska partners,
- free or award travel,
- Saver Fares (X inventory)
Status Match

Get upgraded to the equivalent status in our Mileage Plan™.

If your travelers have elite status with a qualifying airline, we’ll match their status for up to a year. They’ll gain all the elite travel benefits that our Mileage Plan™ program has to offer.

Visit www.alaskaair.com/statusmatch to learn more.
UW Frequent Flyer Segments
Jan-Jun 2024

- Regular: 22%
- Non Members: 40%
- MVP: 18%
- MVP Gold 75K: 16%
- MVP Gold 100K: 6%
- AA Members: 1%
- Others: 20%

Total Segments: 100%
Join the most generous loyalty program in the skies!
ALASKA AIRLINES MILEAGE PLAN™

JOIN MILEAGE PLAN AND START EARNING
30% MORE MILES
ON AVERAGE, COMPARED TO OTHER AIRLINES:

Alaska Airlines
SFO TO BOS / ROUNDTRIP

5,394 MILES EARNED
(54% MORE MILES!)

Other Airlines
SAME TRIP, SAME FARE

3,492 MILES EARNED

You don’t have to be a frequent flyer to fly like one.

Travel even further when you earn and redeem miles to hundreds of global destinations with our fellow oneworld® Alliance members and our Global Partners.

Sign up today!

JOIN MILEAGE PLAN™
SAVE $25*
ON YOUR NEXT FLIGHT

*This offer is valid for new Mileage Plan™ signups by US residents, not valid for State of Alaska, California or Hawaii residents. Eligible new members who join Mileage Plan via this offer page before December 31, 2024 will receive a discount code valid for $25 off a new ticket purchase on Alaska Airlines. Discount code will be deposited into the new member account within 72 hours of enrollment.
<table>
<thead>
<tr>
<th>Tier</th>
<th>Upgrade to First Class</th>
<th>Upgrade to Premium Class</th>
<th>Upgrade to Exit Row</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non Members</td>
<td>1</td>
<td>25</td>
<td>$35</td>
<td>61</td>
</tr>
<tr>
<td>OA Members</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>AA Members</td>
<td>11</td>
<td>9</td>
<td>$1</td>
<td>21</td>
</tr>
<tr>
<td>Regular</td>
<td>6</td>
<td>29</td>
<td>$24</td>
<td>59</td>
</tr>
<tr>
<td>MVP</td>
<td>63</td>
<td>159</td>
<td>$50</td>
<td>272</td>
</tr>
<tr>
<td>MVP Gold</td>
<td>165</td>
<td>209</td>
<td>$73</td>
<td>447</td>
</tr>
<tr>
<td>MVP Gold 75K</td>
<td>94</td>
<td>68</td>
<td>$4</td>
<td>166</td>
</tr>
<tr>
<td>MVP Gold 100K</td>
<td>9</td>
<td>5</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Grand Total</td>
<td>349</td>
<td>504</td>
<td>187</td>
<td>1,040</td>
</tr>
</tbody>
</table>
Corporate Recognition Program

PREFERRED SEAT SELECTION
*Reserve your seat by going to Manage Trip on alaskaair.com or Alaska app.

PRIORITY BOARDING

PRIORITY DURING IRREGULAR OPERATIONS

SAME DAY SPACE AVAILABLE UPGRADES
1. Care

2. We fly where you’re going

3. We provide a consistent, smart flying experience

4. Truly the best frequent flier program

5. Sustainability
Alaska’s Path to Net Zero by 2040

1. Efficient operations, route optimization, greener practices
2. New Boeing 737-MAX aircraft
3. Sustainable aviation fuel at a reasonable cost and scale
4. Innovations including electrified or hybrid regional aircraft
5. Verified carbon removals – nature-based projects or engineered - to close gap to target

Carbons Removals
New Technology
Sustainable Aviation Fuel
Fleet Renewal
Operational Efficiency
Name Correction

- Valid (not expired) Ticket validity is 365 days from the date of departure.
- Wholly unused ticket.
- Issued on AS ticket stock. All AS, no OA segments.
- No changes to the itinerary.
- No fee.
- Waiver Code: ASNC must be added to the tour code at the time of reissue using the existing record.
- Corrections of no more than three letters (i.e. Britny for Britney or Brittany; John for Jon)
- Obvious misspellings (i.e. Jeffrey for Geoffrey, Smith for Smyth, Gonsales for Gonzalez)
- Completing a first name (changing Jeff for Jeffrey, Tom for Thomas, etc.)
- Names inverted (i.e. JOHN/Doe for DOE/John)
- Last name change due to marriage or divorce

*For more info, visit https://www.alaskaair.com/content/travel-agent/agent-info
Name Changes/Transfers

- Valid (not expired) Ticket validity is 365 days from the date of departure
- Wholly unused ticket
- Issued on AS ticket stock. All AS, no OA segments.
- Name changes are allowed for all AS tickets for a $125 fee. Must be reissued and repriced at the current fare on the GDS, not through Alaska’s Inside Sales Desk.
- The $125 cannot be taken of the residual value. I.E. Original $500. New $300. $200 balance cannot be used for the $125 change fee
- Fee is waived when changing from an MVP Gold.
- Full Y and WA State fares are refundable, it is easier to refund them than going through reissues and name changes
- If your client is holding the last seat on the aircraft and you are unable to change the name in the existing record without losing the seat, chat or call our inside sales desk for assistance.

- Name corrections can be made for Saver fare tickets, but name transfers and changes are not allowed.

*For more info, visit [https://www.alaskaair.com/content/travel-agent/agent-info](https://www.alaskaair.com/content/travel-agent/agent-info)
ALASKA GOES BEYOND SERVICE

Concierge Department / Help Desk

ISD 1-800-327-2755
Concierge Desk 1-866-656-3427
Fastest option: LIVE CHAT
Inside.sales.desk@alaskaair.com

• Seat Assignments
• Waivers
• Revalidation for J and Y

• Priority Routing
• Name Corrections

Mileage Plan: 1-800-654-5669
Mileage.plan@alaskaair.com
www.alaskaair.com/mileageplan

Customer Care 1.800.654.5669
(post flight concerns)
AlaskaListens.com

Group Desk: 1-800-445-4435
Group.desk@alaskaair.com

Refunds: 206-392-7722
Refunds@alaskaair.com
CONTEST
Question #1

Name at least 3 benefits of the Corporate Recognition program?
Corporate Recognition Program

PREFERRED SEAT SELECTION
*Reserve your seat by going to Manage Trip on alaskaair.com or Alaska app.

PRIORITY BOARDING

PRIORITY DURING IRREGULAR OPERATIONS

SAME DAY SPACE AVAILABLE UPGRADES
Where do you go to find ticketing policies, name changes and Mileage Plan status?
Answer #2

Travel Agent Website / Newsletter

alaskaair.com/travel-agent

Dedicated site for agents to find the latest on:
- Weather / Operational Advisories
- Ticketing policies / Waivers / FAQ
- Current traveler’s MP status
- Self-ticketing instructions – AD90 travel
- Register for Agency Newsletter
- Live Chat with Help Desk

Need Help? Chat with our team.
Question #3

What makes our premium class different from other airlines?
Industry leading pitch

<table>
<thead>
<tr>
<th>Class</th>
<th>40”</th>
<th>37”</th>
<th>37”</th>
<th>37”</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class</td>
<td>40”</td>
<td>37”</td>
<td>37”</td>
<td>37”</td>
<td>N/A</td>
</tr>
<tr>
<td>Premium</td>
<td>35”</td>
<td>33”</td>
<td>34”</td>
<td>34”</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Premium Class

- 4+ more inches of legroom, more than all our competitors
- Priority boarding
- Free wine, beer & cocktails on flights over 350 miles
- Sold as an upgrade & offered free to top-tier elites at booking
Thank you.