

Alaska Airlines Launches More Flights to California

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Carrier also offers double miles this summer between Seattle and Bay Area

Alaska Airlines today announced another upgrade to its "West Most" schedule, with two additional weekday roundtrip flights between Seattle and San Francisco, for a total of 10 daily roundtrips. With the new flights, Alaska now has 24 flights between Seattle and the Bay Area, more than any other airline.

This follows the airline's April 27 launch of its new "West Most" schedule, with flights departing on the hour or half-hour on routes between Seattle and six California markets. In all, Alaska and sister carrier Horizon Air serve 16 airports in the Golden State.

Alaska Airlines also announced a "Bay Area Summer Double" offer, awarding double miles to Mileage Plan members for flights this summer between Seattle and San Francisco, Oakland and San Jose.

"This gives our business travelers optimum flexibility with a total of 24 daily flights between Seattle and the three Bay Area airports," said Andrew Harrison, managing director of planning for Alaska Air Group.

The two new flights will begin July 7. Customers can qualify for Alaska's "Bay Area Summer Double" offer by registering their Mileage Plan number at alaskaair.com starting Tuesday, May 13. Double miles apply on nonstop Seattle-San Francisco, Seattle-Oakland and Seattle-San Jose flights between June 1 and Aug. 31, 2008. Customers can register and review terms and conditions at alaskaair.com.

The announcement comes on the heels of the airline's frequent flier program, Mileage Plan, winning "Program of the Year" at InsideFlyer magazine's 20th Annual Freddie Awards.

"We're offering great convenience and value with more frequent flights than any other carrier, our award-winning Mileage Plan and now double miles between the Bay Area and Seattle," said Steve Jarvis, Alaska's vice president of marketing, sales and customer experience.

In addition to its 10 flights between Seattle and San Francisco, Alaska's "West Most" schedule includes 15 daily roundtrip Seattle-Los Angeles flights departing on the hour southbound and on the half-hour northbound. The airline also offers departures nearly every two hours on the hour or half-hour for flights between Seattle and Oakland (seven daily roundtrips), Orange County (nine daily roundtrips), San Diego (seven daily roundtrips, increasing to eight in June) and San Jose (seven daily roundtrips).

Alaska Airlines and Horizon Air together serve 93 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico.

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