

NEWS RELEASE

American Airlines Revolutionizes the Travel Experience for Customers Returning to the Skies

3/17/2021

FORT WORTH, Texas — American Airlines customers returning to travel this spring will notice several innovations to make traveling even easier and more touch-free than before.

Travelers enjoy touchless innovations and can look forward to more convenience in the coming months

- Touchless technology trial will expand across DFW terminals and select Admirals Club lounges
- More touch-free ways to check baggage using a mobile device
- Customers Prepare for the Air with ease thanks to airline’s travel tools

FORT WORTH, Texas — American Airlines customers returning to travel this spring will notice several innovations to make traveling even easier and more touch-free than before.

“While fewer customers have traveled over the last year, our team used their time to go into overdrive developing, testing and implementing new ways to give customers more confidence and comfort when they travel,” said Julie Rath, Vice President of Customer Experience and Reservations. “We’re ready to welcome customers back onboard with thoughtful, touchless technology that puts more control in their hands and makes their journeys more comfortable.”

BEFORE THE AIRPORT

Even before booking a trip, customers traveling with American can easily see travel requirements for their dream destination through the airline’s **travel tool** and leverage the mobile health passport app VeriFLY once they’ve booked their ticket to confirm they’ve fulfilled every travel requirement for their trip.

Customers can also use the American Airlines app to interact with a virtual assistant or chat live with a customer care representative to answer any questions they may have about travel. Once it's time to pack their bags, the app makes it easy to check-in for a flight and print tags for bags — all without touching a kiosk.

[download image](#)

Touchless tech makes entry to the Admirals Club easy

[download image](#)

No more searching for your ID to drop your bag

[download image](#)

Mobile ID verification makes bag drop easy

[download image](#)

Green means you're good to go! Bag drop made easy

THE FUTURE IS TOUCHLESS

The airline continues to evolve touchless travel options. This month, American is expanding a touchless bag drop trial across most terminals at Dallas Fort Worth International Airport (DFW). Introduced **last year** at DFW and Ronald Reagan Washington National Airport (DCA), customers who choose to enroll in the trial will be able to test biometric technology to drop their bags without searching for their physical ID or boarding pass.

The airline will expand the touchless technology trial to gain entrance to an Admirals Club at DFW later this year and consider additional airport touchpoints going forward.

Admirals Club lounges currently offer touch-free ways to read the news or enjoy magazines — which are free to download when visiting the Admirals Club — and then take along the journey. They can be accessed via QR code or read.aa.com after connecting to the free Admirals Club Wi-Fi signal. Later this spring, American plans to introduce mobile ordering in select Admirals Club lounges.

Insights from these trials will inform future tests to create touchless waypoints throughout the customer's entire airport experience, including a test of biometric domestic boarding in collaboration with DFW later this year.

PREPARED FOR THE AIR

As customers are ready to return to the skies, American provides resources needed to help them understand requirements for travel, preflight testing resources and more. Customers can visit **Prepared for the Air** to get started.



Download video

The future is touchless

About American Airlines Group

American's purpose is to care for people on life's journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) and at Facebook.com/AmericanAirlines.