



NEWS RELEASE

Travel reinvented: Where innovation meets care

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From planning to landing, American is reimagining travel with technology that makes every step seamless, personal and easy.

Travel today isn't just about getting from one place to another. It's about feeling cared for, connected and in control at every step of the journey. American Airlines is reimagining the customer experience across the journey with technology that adapts to travelers' needs and aspirations. From trip planning to the airport to time on board, innovation is helping deliver travel that feels effortless and personal.

Turning ideas into itineraries

Today's explorers aren't just choosing a place on the map, they are chasing moments, memories and experiences. To bring these visions to life, American is rolling out a Gen AI-powered tool, that allows travelers to discover new places and inspires customers to plan travel based on experiences, not just locations.

American is closely following the customer insights to determine how tools like this can make booking more intuitive and personalized, starting with an idea and ending with a boarding pass. Designed to help customers discover destinations based on their interests and the kind of trip and adventure they're looking for, customers simply type in their trip idea and receive curated destination suggestions from American's extensive network.

Each recommendation is informed by real travel trends, customer preferences and real-time fares available on American, making the results feel tailor-made. In the coming weeks, a similar experience will be available in American's redesigned mobile app, continuing the airline's commitment to delivering a best-in-class mobile experience that's built around customer needs.

Customers plan trips based on experiences, not just destinations, using American's new tool

Step inside before flying

Comfort has always mattered, but today's travelers want to know exactly what their in-flight experience will be like before they step on board. That's why American recently began testing an interactive 3D seat map for the new Boeing 787-9 aircraft to elevate the digital booking experience.

With just a few clicks, customers can explore the cabin and get a true sense of their seat to make more informed choices and feel more confident about their upcoming journey. This immersive experience highlights the Flagship® Business and Premium Economy cabins to help customers visualize their flight experience through interactive imagery and a high-quality 3D cabin view.

Customers can explore the Premium cabins when purchasing seats aboard American's new Boeing 787-9 aircraft

Wallet-ready, worry-free

A seamless day of travel starts with innovative technology. Customers using Apple Wallet no longer need to manually add their boarding pass on each trip. With a one-time consent, after checking in, boarding passes now appear automatically in their digital wallet and on their Lock Screen, keeping travel documents exactly where they're needed, when they're needed.

Customers using Google Wallet will now be able to add their boarding pass to their Google Wallet for easy access during their travel day. To make the travel day even more seamless, customers will also receive flight updates when adding their boarding pass to Google Wallet.

New innovative technology brings seamless travel days in the palm of customer's hands

Smarter kiosks, faster travel

At the airport, speed matters. American is continuing its installation of next-generation kiosks across key airports, including Boston (BOS), Philadelphia (PHL) and Washington, D.C. (DCA). These modernized machines make check-in quick and simple — often under two minutes. Travelers who pay for bags online or in the app can move even faster.

When minutes matter most

Sometimes a few extra minutes make all the difference. Earlier this year, American launched new technology at six hubs that flags customer connections at risk and recommends short departure holds where possible. American's expert teams use the tool to analyze data to ensure there is no downstream impact to the overall schedule or other customer itineraries. The result: more customers making their flights without disruption.

The technology is currently being used at Dallas Fort Worth (DFW), Charlotte (CLT), Chicago (ORD), Miami (MIA),

Philadelphia (PHL) and Phoenix (PHX). Soon, the airline will further expand the reach of the technology to include more airports across its network and increase the scope of the tool to help even more customers make it to their final destinations.

As technology continues to evolve, so does American's approach to care. Every new tool and product launch is designed with one goal in mind: to give customers more choice, more personalization and ease at every step of their journey.

While the travel experience will continue to evolve, one thing will stay the same — American's commitment to using innovation to make every trip with the airline feel seamless, memorable and uniquely yours.