



Special Interview with

JEFF MOOMAW

**Vice President - Asia Pacific
Delta Air Lines**

“As a global airline, we understand the importance of connecting with the communities in which our employees live, work, and serve. This connection is vital to our continued success.”

Can you tell us about yourself? How has your career led you to your current position?

Since I joined Delta almost 20 years ago, I’ve had the opportunity to lead a number of Delta’s International groups. These have included Atlanta-based roles in Sales Development, Alliances and International Customer Experience, as well as a few years in London implementing the joint venture partnership with Virgin Atlantic. Partnerships allow Delta to access markets that we wouldn’t otherwise be able to serve on our own and I’ve also witnessed Delta’s first joint venture with an Asian partner, Korean Air, turning into a great success. It’s a great honor to lead the APAC team that demonstrated stellar performance in expanding Delta’s presence in the region. This is a great time to be in Asian market, which showed great resilience during the pandemic and is now fueled by a thriving consumer market.

Tell us about your experience with Korea - have you found any distinctive qualities about the Korean aviation, travel and tourism industries? What have you done to meet those needs or expectations?

Korean customers are digitally savvy and sophisticated. South Korea has one of the highest smartphone penetration rates globally, and Koreans are known for their strong affinity for technology. Korean customers prioritize convenience and efficiency, resulting in a seamless travel experience. The widespread use of mobile technology among Koreans presents great opportunities for airlines to enhance customer experience throughout the journey. For example, our Fly Delta app is customers' travel staple. From booking and check-in to bag tracking and even real-time occupancy indicators of most Delta Sky Club lounges. To help serve Korean customers, we launched a seamless check-in with Korean Air, which allows a customer to use the Fly Delta app to check in to a Korean Air flight, and vice versa. And we will soon have a Korean language app.

We are committed to the Korean market, offer Korean inflight meals across all cabins and disseminate the latest information on KakaoTalk Channel.



Delta offers Korean inflight meals across all cabins: Bibimbap and spicy braised pork

This year is the fifth anniversary of the joint venture between Delta Air Lines and Korean Air. What led you to choose Korean Air? How do you foresee this partnership evolving?

Korean Air is the largest Asian airline flying to the U.S. and its high-quality service is renowned by customers across the globe. Delta is the largest airline in the world, and for us to be successful, we have to partner with the best airlines. Therefore, it is a perfect match for Delta.

This year marks the 5th anniversary of our joint venture partnership which we have amplified in many forms – employee celebrations with hundreds of JV team members, customer engagement

activities in New York Yankee Stadium and Seoul Times Square shopping mall, joint advertising on digital platforms, and community engagement projects in Korea and the Philippines, etc. As our partnership is already the most comprehensive trans-Pacific joint venture connecting 290 destinations in the Americas and 80 in Asia, I have no doubt we will continue to thrive in the next 5 years and longer. We will work together to offer customers more options and more seamless travel experience in the coming years.



As part of the 5th anniversary celebration, Delta and Korean Air ran a consumer activation at Times Square to promote travel to the U.S. In total, over 7,000 customers visited from August 30 to September 3.

Given the COVID-19 pandemic's profound impact on the tourism sector, it's remarkable to witness the current surge in air travel demand exceeding pre-pandemic levels. How is Delta Air Lines adjusting its services and strategies to align with evolving traveler preferences and expectations?

One of the notable changes we observed going through the pandemic is the importance of technology to improve customer experience. Digital innovation has been a part of who we are, it's in our DNA. Our mission is to make travel more seamless and less stressful, and we're leading the industry with cutting-edge technology.

For example, at our Atlanta and Detroit hubs, eligible customers can move through the airport without having to show a physical ID with the help of digital ID, a facial matching technology that allows customers to check bags and move through security completely hands-free. Later this year, digital ID will expand to Los Angeles and La Guardia, providing more personalized, seamless journeys.

The Parallel Reality at Detroit airport is another testament to our commitment to digital success. First displayed at CES 2020, this technology allows up to 100 customers to each see personalized flight information tailored to their unique trip on a single, shared digital screen—at the same time.

In addition, SkyMiles members enjoy personalized digital experiences, including free and fast wi-fi and Delta Sync Exclusives. These are available on most domestic flights in the U.S. and will be available across our global fleet by the end of 2024.

Recently, we have achieved another milestone by accelerating airport infrastructure improvements that we were able to expedite during the pandemic. This includes key markets for Korean customers such as Los Angeles, New York, Boston and Seattle. Our focus is to modernize and transform the travel experience for customers; making check-in and baggage drop easier and ensuring a smoother security check, all thanks to technology; and opening 8 new Delta Sky Clubs this year to offer a comfortable setting to relax before their flights.



Parallel Reality: up to 100 customers can see personal flight information on a single screen.

Delta has also prioritized ESG initiatives, including the long-term goal to achieve net zero carbon emissions by 2050. Can you tell us more about these efforts?

Delta believes in connecting people to a more sustainable future of travel. Reaching net-zero emissions by 2050 while delivering elevated, sustainable travel experiences defines our path forward.

Our work is organized under two guiding pillars, one is embedding sustainability in all we do. For

example, we have already reduced single-use plastics on board by 2,000 tons annually. In Boston and Salt Lake City, we have transitioned nearly 100% of our core ground equipment to digital while La Guardia is also approaching 100%. Delta Sky Clubs in Minneapolis, Seattle and San Francisco aim to be zero waste, defined as 90% landfill diversion. These clubs recycle, compost, and provide reusable food service items.

Another pillar is eliminating our climate impact from flying. This includes flying operations and partnering to accelerate SAF, Sustainable Aviation Fuel, which is crucial for decarbonizing aviation. Delta aims to boost demand, expand supply, and improve SAF accessibility to reduce reliance on traditional jet fuel. So far, we have signed SAF agreements to meet more than half of the volume (200M gallons/year) we need to meet our 10% by 2030 goal. A few months ago, we announced a partnership with Korea's InterparkTriple to promote the use of SAF.

In 2021, we retired some fleets early and got 69 new ones that are around 25% more fuel-efficient. In 2022, our fuel efficiency improved by 4.2% compared to 2019. And now we operate the latest aircraft, A350-900 and A330-900 neo, on all Incheon-U.S. routes.

We also work with Joby Aviation, an electric air taxi startup, to deliver home-to-airport transportation beginning in New York and Los Angeles. The initial launch will elevate the customer experience with innovative products that have sustainability and convenience at their core.

All of these works are not only good for the planet – it's a business imperative. The people we care about, care about sustainability.



The partnership with InterparkTriple will help drive the efficient development and growth of SAF. This is Delta's first partnership with an online travel agency (OTA) on a global scale and InterparkTriple's first SAF investment program.

Can you tell us about your vision for the future of Delta in the region? How does Korea fit into Delta's future?

At Delta, our future lies in international. Delta has been shifting its focus to international markets where growth potential is higher than the domestic U.S. Naturally, APAC has come into the highlight with the world's most dynamic markets and high economic growth. And to Delta, Korea is not a single market but an Asia hub from which two continents are connected, in addition to being the home for our joint venture partnership with Korean Air. Korea is favourably located as the first point of entry for North Americans traveling to Asia, via its best-in-class Incheon airport. It is also the largest overseas investor in Georgia, where Delta headquarters is located. The connection between Korea and the U.S. is growing, both from a cultural and economic standpoint. So, the APAC region, led by Korea, will continue to drive Delta's global growth.

Can you tell us about your proudest moment in your current role?

I have worked on Delta's partnerships with the other airlines, but the tie we have with Korean Air is different from any other. This joint venture goes beyond a contract and truly reflects our dedication to the community we share. A recent example of this commitment is our participation in the Han River cleaning project in October, which saw active involvement from 150 employees from both companies. Earlier this year, we teamed up to participate in a home repair project in the Philippines, one of the most important joint venture markets in Southeast Asia. Having witnessed our teams acting for a good cause was the most rewarding moment for me. As a global airline, we understand the importance of connecting with the communities in which our employees live, work, and serve. This connection is vital to our continued success. Going forward, we will remain dedicated to serving our mutual community in diverse and meaningful ways.

Jeff Moomaw

Vice President, Asia Pacific - Delta Air Lines

Jeff Moomaw is Vice President - Asia Pacific for Delta Air Lines, leading Delta's overall business strategy planning and execution across the APAC region. Based in Delta's regional Seoul headquarters, he also oversees Delta's trans-Pacific joint venture with Korean Air, which commenced in May 2018.

Prior to his current position, Jeff served as Managing Director, International Customer Experience and Partner Consulting, based in Atlanta. Jeff also previously served as Managing Director – UK JV Integration in London, where he implemented Delta's joint venture with Virgin Atlantic. He has led many of the airline's Sales Development groups during his career at Delta.

Jeff joined Delta in 2005. He earned a Bachelor's degree in Engineering from Michigan State University and later returned to complete his MBA. He lives in Seoul with his wife, Tania and daughter, Andrea.