

Delta Re-Branding Northwest Hubs: Beware of Changes

Delta and Northwest have completed consolidation efforts in many hub airports, including Detroit, Memphis and Minneapolis-St. Paul. Delta is removing Northwest branding nationwide and have been hard at work preparing for the conversion to the Delta branding. Many frequent business travelers have likely seen the start of these changes. Depending on which airport you are flying into, some Northwest employees are now wearing Delta uniforms, and Delta food and beverage options will begin appearing on Northwest-operated flights this month.

Preferred check in and WorldClubs access will remain as-is for the time being. For the most up-to-date information regarding travelers' flight and gate status, check in at delta.com or nwa.com up to 24 hours prior to departure. Customers may print boarding passes, change seat assignments, and check gate and departure status online. For customers requiring additional assistance at the airport, uniformed Lobby Hosts will be available to direct customers to the appropriate Special Assistance counters for their operating carrier.

The airport rebranding process is just one step toward Delta and Northwest's consolidation, and will continue throughout this year. The process is expected to be complete at all domestic airports by the end of 2009 and at airports worldwide in 2010.

Signage at Columbia Regional Airport is expected to be changed within the next couple of months.