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SWISS.COM/UK



Media release

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SWISS's new Heathrow route launches with flying colours

On Sunday 10 January 2010 Swiss International Air Lines launched its new direct six-daily service between London Heathrow and Geneva with the successful operation of flight LX351. Despite heavy snowfall in Switzerland and intermittent closures of Geneva airport, the A320-operated inaugural flight left Heathrow with 141 passengers on board.

The flight departed after a ceremony at Heathrow, which was attended by SWISS's UK and Ireland country manager Gregor Koncilja, together with Richard Howell, the airline's UK and Ireland regional ground services manager and flight purser Bruce Rollett.

The new route, which increases the number of SWISS's daily flights between the UK and Switzerland up to 33, has already enjoyed a high level of popularity and generated over 25,000 customer bookings within just seven weeks.

Gregor Koncilja, SWISS's country manager for the UK and Ireland, said, "We are absolutely delighted that SWISS has been able to launch this new service despite the current economic challenges, and that the UK market has responded to it so well.

"Our Heathrow-Geneva guests appreciate the hassle-free experience at our new Heathrow home at Terminal 1, with the premium class passengers enjoying the new Star Alliance and bmi lounges, as well as SWISS's new fast track.



“The new service forms part of SWISS’s continual drive to strengthen our position as a provider of flights to Geneva, complementing the four daily flights from London City and twice-weekly flights from Manchester.

For further information and bookings please visit SWISS.COM/UK call

SWISS on 0845 601 0956 or contact your travel agent.

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Notes to editors:

From the UK and Ireland alone Swiss International Air Lines, the national airline of Switzerland, offers daily flights, daily flights, operating from London City and Manchester to **Basel, Geneva and Zurich**, from **London Heathrow to Geneva and Zurich** and from **Birmingham and Dublin to Zurich**. For flights from the UK and Ireland SWISS offers two classes, Economy and Swiss Business, and the flexibility to book a different class in each direction..

From its Zurich hub and from Basel and Geneva international airports, SWISS’s 86-aircraft fleet serves 90 destinations in 42 countries around the world. As part of the Lufthansa Group and as a member of the global Star Alliance, SWISS remains true to its mission of providing quality air services that link Switzerland with Europe and the world.

All SWISS flights offer value for money, SWISS’s quality in-flight service, including free food and drink, and Miles & More frequent flyer mileage-earning opportunities.

Following its 2009 win in the 2009 Guardian and Observer Travel Awards, SWISS has become the recipient of 10 prestigious awards over the past six years. Since its World Travel Awards win as Europe’s leading airline in 2003, SWISS has picked up the same award on four further occasions, as well as being voted Europe’s leading business class airline in the same awards on two occasions. The carrier has also featured in the past two years’ Condé Nast Traveller Readers’ Awards as favourite short-haul leisure airline and 2009 runner up in the same category.

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