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Media release



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SWISS becomes only airline to offer free ski and board carriage to Alps

As unprecedented economic times lead the UK's flag carrier to axe its free ski and board allowance, Swiss International Air Lines has become the only airline this winter to transport the first set of snowsport equipment free of charge, in addition to complimentary checked luggage on flights between UK and the Alps.

Whilst the primary carriers serving ski destinations out of the UK, bmibaby, British Airways, easyJet, Flybe, Jet 2 and Ryanair amongst others, have various fees in place to penalise travellers taking their ski and boards to their resorts this winter, SWISS has confirmed that it has no plans to add any charges.

Fees for carrying ski and board equipment with other airlines range from £17 to £50 each way, representing a potential additional £400 on a ski holiday for a family of four.

Gregor Koncilja, SWISS's country manager for the UK and Ireland, said, "SWISS appreciates all its passengers, and during the winter our ski customers are especially important to us. We consider ourselves to be the 'skiers' airline' offering 29 daily flights to Switzerland and it's essential for us to be able to offer the very best service for our snowsport customers.

"Our strapline this winter is that travellers should fly to their resort with the specialist, and by this we mean that we're offering return flights to the Swiss Alps from the UK from just £77 all-inclusive. There aren't any better values ways to reach the slopes than these sorts of fares. No hidden costs, extra taxes and fees or punitive checked luggage charges.



"We have always offered free transportation for one set of ski equipment, in addition to checked luggage allowance, and SWISS has no intention of changing this. It's part of our company ethos to offer customers the very best product we can and to ensure they can experience Switzerland and the Alps thanks to a comprehensive timetable. We feel that free carriage of ski equipment is an integral part of this offering and, during these financially challenging times, we're particularly keen to be able to offer any possible support for ski enthusiasts who are reluctant to abandon their winter holiday."

SWISS's six daily flights to Geneva will offer skiers access to resorts from Avoriaz through to Chamonix, Chatel, Les Gets, Megeve, Morzine, Verbier and Villars, whilst 19 daily Zurich-bound flights will offer the best value to Davos, Klosters, Lenzerheide, St Anton am Alberg, St Moritz and Wengen.

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 29 daily flights, serving **Basel, Geneva** and **Zurich** from **London City** and **Manchester**, and **Zurich** from **London Heathrow, Birmingham** and **Dublin**. 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 85-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 and More frequent flyer mileage-earning opportunities.

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