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Media release

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SWISS wins “best short-haul airline” at the 2009 Guardian and Observer Travel Awards

On 16 October 2009 Swiss International Air Lines received the esteemed ‘best short-haul airline’ award at the 23rd Annual Guardian and Observer Travel Awards.

Voting from Guardian and Observer readers took place from March 2009 onwards, with more than 19,248 readers participating in the travel awards survey to give their views.

Gregor Koncilja, SWISS’s country manager for the UK and Ireland, commented, “We are very pleased to receive another high-profile national award, not least because it highlights the recognition that SWISS is striving to offer the best quality service and product amongst travellers in Britain.

“The fact that we’ve added a second major UK travel recognition, following the runner up award in this year’s prestigious Condé Nast Traveller reader awards, goes to show that travellers in this country are genuinely starting to appreciate the combination of quality and value for money that our airline offers.

“It’s good to see such a high number of voters, which goes to show that travel is still a top priority for much of the British public. We do hope that our ongoing efforts to offer low fares and the fact that we’re amongst the only airlines carrying ski equipment for free out of the UK will only serve to increase our popularity,” continued Koncilja.

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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