



## Media release

Heathrow Airport, October 2010

Swiss International Air Lines (SWISS) is today pleased to announce another accolade to add to the carrier's growing list of awards in 2010. The airline was awarded Best Short – Haul Airline at The Guardian and Observer Travel Awards 2010\*.

Gregor Koncilija, UK and Ireland Country Manager, said, "We are proud to have been chosen by The Guardian and Observer readers for this prestigious award for the second year in a row. This achievement is proof of SWISS' hospitality and commitment to making our customers feel at home in the sky."

In addition, we are constantly working to maintain high customer satisfaction by enhancing our products and building new services and routes. This year for instance we started flying six times daily from London Heathrow to Geneva and we now also offer a new long – haul route from Zurich to San Francisco with excellent connections from the UK."

This year, SWISS in the UK has been awarded the following:

- **Guardian and Observer Travel Awards 2010** - Best Short-Haul Airline
- **Which?** - No.1 in the *Which?* Airline Satisfaction Consumer Survey, 2010
- **HolidayExtras.com Customer Awards** - Best Airline for Travelling with Babies (gold award) and Best Airline for Travellers with a Disability (bronze award)
- **Condé Nast Readers' Travel Awards** - ranked as a top Short – Haul Leisure Airline 2010

\*The survey appeared in the Saturday Guardian for three weeks and was live on guardian.co.uk for eight weeks. Responses were collected by independent research company Sample Answers. Readers were asked to rate the quality of service they received on their holidays by ticking one of four boxes- excellent, good, fair or poor. This figure was then translated into a percentage. This system allowed The Guardian & Observer to compare small companies, assessed on fewer votes, with larger rivals. A threshold for minimum number of votes was set at 1% of total votes for that category.



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### **About SWISS**

Swiss International Air Lines (SWISS) serves 73 destinations in 39 countries all over the world from its Zurich hub and its further Swiss international airports of Geneva and Basel. SWISS is operating a 78-aircraft fleet. Switzerland's national airline embodies traditional Swiss values such as "personal service", "in-depth quality" and "typical Swiss hospitality" – we aim to make each and every customer feel at home on our flights. In the UK & Ireland SWISS operates 33 daily flights from London Heathrow, London City, Birmingham International, Manchester and Dublin to Switzerland and, via its hubs, to the world. SWISS operates more flights daily between the UK and Switzerland than any other carrier and offers passengers the best ticket combinations – e.g. out on one of its many frequencies from London City and back to Heathrow either to Geneva or Zurich or vice versa. SWISS is a member of Europe's biggest Frequent Flyer Program, Miles&More, a member of Star Alliance and is one of the few carriers to operate an all-inclusive pricing model with no hidden costs. The carrier is furthermore the only carrier with a first class on all long haul flights. [www.swiss.com/uk](http://www.swiss.com/uk).