

SWISS UK Press Office  
Phone: +44 207 300 62 16  
[Joanna.Charlottes@bm.com](mailto:Joanna.Charlottes@bm.com)  
SWISS.COM



## Media release

Zurich Airport, 21 May 2010

### **SWISS crews earn top award for service excellence in the air and on the ground**

**Swiss International Air Lines has won this year's coveted Skytrax World Airline Award for "Staff Service Excellence" Europe. The distinction is based on the latest survey by Skytrax, the reputed UK-based consultants, which was conducted among several million travellers. The award was presented to SWISS at the Aircraft Interiors Expo in Hamburg, Germany.**

SWISS's personnel earned the Skytrax award for the excellence of their European service product against the crews of more than 200 other airlines. Air travellers from over 100 nations were polled in the latest survey conducted by Skytrax, the UK-based consultants.

"Like any service company with high quality aspirations, our people are crucial to our success, and I am proud to accept this award for our excellent work on behalf of our entire SWISS crew," said Marco De Dea, Head of Maître de Cabine Management at SWISS, when accepting the award in Hamburg. "On behalf of our Management Board," he continued, "I would also like to thank our cabin crew colleagues for all the professionalism and commitment they bring to serving our customers." SWISS currently employs 3 351 cabin personnel, who are drawn from 38 different countries.

The services provided by ground personnel at the carrier's home airport are a further key criterion in Skytrax's Staff Service Excellence awards. So SWISS's 2010 distinction here is also a tribute to the personnel of Swissport who provide these services at Zurich Airport on the airline's behalf. "We're delighted with the excellent collaboration we enjoy with Swissport," confirms Marcel Witzig, Head of Ground Services at SWISS. "Our customers' journey with us begins and ends on the ground. So we have to ensure that the top quality standards to which we constantly aspire are maintained throughout their travel experience. Having, in Swissport, a

partner at our Zurich home base that so closely shares our own strong service philosophy is a source of great satisfaction to us, and clearly has outstanding appeal to our customers, too.”

### **About SWISS**

Swiss International Air Lines (SWISS) serves 76 destinations in 40 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](http://www.swiss.com)

-ends