



Star Alliance - “The way the Earth connects”

Creating the future of air travel today

The members of the Star Alliance network have a concrete vision of how air travel will be in the future – even more convenient, seamless with faster connections and with less impact on the environment. Creative thinking, innovative ideas and the latest technology help them turn this vision into reality for the benefit of travellers all over the world.

When the Star Alliance network was founded 10 years ago it was the beginning of a new era in air travel. Five leading international airlines linked their networks in order to serve the needs of business travellers in the age of globalisation. Much earlier than others, they recognised that in order to meet the needs of a new type of traveller in a globalised economy they had to go well beyond traditional ways of cooperation among airlines. Their vision was that in the future, there would be a network stretching over all continents, where travel is seamless and passengers can be sure to be recognised and superbly served wherever they are. The basis of this cooperation should be trust and partnership, not economic dominance.

The power of this vision created an alliance that today is the undisputed industry leader in terms of size, quality, passenger service and innovation. Today Star Alliance has 17 international member airlines and three regional members. Every six seconds somewhere on the globe a Star Alliance member carrier airplane takes off or lands – 16,000 times every day. The 406 million passengers every year represent well above a quarter of the total air travel of the world. And the numbers are growing. Within the next 12 months, Air China, Shanghai Airlines and Turkish Airlines will join the alliance. Ten years after its inception there are only a few “white spots” left on the map of the alliance.

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With 855 airports in 155 countries, Star Alliance has the largest network of any alliance. For travellers this means that though the Star Alliance network they are more likely to find connections to their target destinations and lounges to relax in while on the road.

Focus on convenience and speed

Connecting people across the globe so they can meet face-to-face is what air travel is all about. Consequently Star Alliance focuses on innovations that make travel more convenient and in the end, help people do business more effectively. For passengers travelling with Star Alliance carriers today it is a matter of course to do a one-stop check-in for themselves and their luggage no matter how often they might need to change flights to reach their final destination. They have access to 650 airport lounges around the world, they can earn frequent flyer miles regardless which member airline they are flying with and they are able to redeem them for upgrades on nearly any member carrier.

Unfortunately nobody can make sure a flight isn't delayed by adverse weather or air traffic control. But the alliance's Connection Centres identify alliance customers who are at risk of missing their onward flight well ahead of their arrival and takes the necessary steps in order to guarantee the connection or transfer the customer and their luggage to other member carrier's flight. Thanks to this, very often a passenger, who otherwise might lose a full day, will in most cases have a delay of a couple of hours.

As the business world is evolving every day the alliance and its members have to make sure they are adapting to the changing needs of their customers, which means helping them to be successful in a competitive environment by supporting their requirements in the best possible way. Special programmes such as Company Plus and Corporate Plus help businesses to reduce their travel expenses and deliver a tailored service. With Conventions Plus, Star Alliance has created a service that facilitates the global exchange of thoughts and ideas by making it easier to organise and attend international conferences.

Exploiting the full potential of information technology

In the digital world of today, the extensive use of information technology is the cornerstone of the service strategy of Star Alliance. The website of the alliance - www.staralliance.com - and sophisticated e-services ensure

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travellers always have convenient and fast access to all relevant data. Crucial information such as flight status, baggage tracing and information about visa requirements for travel between all countries of the world is available on the website.

A unique infrastructure, StarNet, links the different airline computer systems of the carriers so that they can exchange information. The development of a common IT platform – where participating carriers use the same infrastructure – is the next step in creating efficiencies for airlines and their customers. In the foreseeable future digital technology will never be a substitute for real meetings but it holds tremendous potential to facilitate getting in touch personally.

To make seamless travel a reality Star Alliance and its members work closely with airport authorities. Creating the airport of the future where passengers are not forced to move from queue to queue requires fundamentally-improved airport processes. At more and more key airports the member carriers are collocated in the same terminal often used exclusively by the alliance and its customers. Passengers no longer have to waste their valuable time covering long distances on the ground. The effect on connecting times is dramatic. In some cases, transfers between international flights have been cut in half.

The member airlines have the most advanced aircraft in their fleets. Star Alliance is in close dialogue with the major airplane manufacturers to make sure next generation passenger jets offer even more comfort, better economics and have a much lower impact on the environment. The operational experience of the airlines and their detailed knowledge about the future needs and desires of their customers help the industry design the right aircraft for tomorrow's passengers.

Environmentally sound air travel is our responsibility

Air travel is a key factor in a global economy. It helps achieve economic growth and create prosperity. But like every business activity it has an impact on the environment. Together with its member airlines and in close cooperation with airports, airplane and engine manufacturers, governments and other partners the alliance ensures it can provide international travel for the business community with the least possible environmental impact.

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The use of fuel-efficient aircraft with low emissions and low noise levels by the member airlines is one element of environmentally-sound air travel. To improve the overall efficiency of the air traffic system so airplanes can fly the optimum route and don't waste time and fuel in congested airspace is another way to save fuel and cut emissions significantly. Researchers around the globe are working on fuel alternatives, but until they are available we have to make sure we get the most mileage out of the resources we have today.

Following a vision means embarking on a long journey. The many things the Star Alliance network has achieved have made business travel easier and more convenient than ever before. It has made Star Alliance the number one in global aviation. But improvement never ends. Initiatives to create new services and to push quality to an even higher level are under way. As the business world advances so do the needs of travellers. Anticipating those changes and finding the right solutions requires a strict focus on customer needs and the ability to think about tomorrow today.

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About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer customers worldwide reach and a smooth travel experience. Star Alliance was voted Best Airline Alliance by Business Traveller Magazine in 2003 and 2006 and by Skytrax in 2003 and 2005. The members are Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, THAI, United and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Air China, Shanghai Airlines and Turkish Airlines have all been accepted as future members and are expected to join Star Alliance soon. Overall, the Star Alliance network offers more than 16,000 daily flights to 855 destinations in 155 countries.

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