

## **Star alliance announces enhancements to conventions plus product**

Star Alliance, the airline network for Earth, is introducing an enhanced global convention product that will allow conference delegates from around the world to enjoy travel discounts and frequent flyer benefits on Star Alliance member carriers. The enhancements to the Star Alliance Conventions Plus product will be announced at travel trade shows in key global markets starting February 2002.

"Star Alliance Conventions Plus offers customers a competitive product recognised by quality, simplicity, consistency of service and ease of travel, said Horst Findeisen, Vice President Commercial.

"In May, 2000 we branded an initial product which basically was made up of already existing features available from member airlines that were of benefit to the convention market. Since then the Star Alliance partners have been working on implementing enhancements to the product for both organisers and delegates. We are now in a position where we have developed convention specific features, including global convention fares and a comprehensive programme for supporting organisers prior to and during an event, he added.

Recognising the importance of convention organisers, Conventions Plus features an Organiser Support Programme, complete with support tickets, excess baggage and upgrade vouchers and event website links to the Star Alliance home page. An Organiser Incentive Programme has also been developed to give organisers the opportunity to earn additional support. Conventions Plus is very popular with organisers who, with one central point of contact within the alliance, can set up global benefits for delegates coming to their event.

In order to qualify for Conventions Plus privileges, conferences must be true global events that meet established guidelines, which includes a minimum of 1,000 international delegates travelling from at least three different countries and two continents. In order to take advantage of all Conventions Plus benefits, the lead-time to the event must be a minimum of six months.

Delegates belonging to any of the Star Alliance airlines frequent flyer programmes will also be able to earn miles or points on their tickets.

"Conventions Plus is yet another accomplishment which puts Star Alliance firmly in the lead of the competition. We are very confident that given the new features, Star Alliance Conventions

Plus will be recognised as the premiere product among conference organisers, Horst Findeisen said