

Star Alliance shows major presence at FITUR 2003

Star Alliance, the first truly global airline alliance, will maintain a high-visibility profile at FITUR 2003, the international tourism fair that takes place in Madrid January 29 - February 2.

For the sixth time since 1998 the Star Alliance members share a common booth at the fair where customers can learn more about the benefits being offered by the airline network for Earth. The 125-square meter Star Alliance booth 6C306 is strategically situated in the hall connecting pavilions number 6 and number 4.

FITUR is a great opportunity for the Star Alliance carriers to showcase their collective as well as their individual capabilities in the important Spanish market, said Paulo Yoshikawa, General Manager, Spain and Portugal of Lufthansa, who is the current Chairman of the local Star Alliance Country Steering Council in Spain. At this year's event we will, of course, also highlight the expansion of the alliance with the forthcoming addition of Spanair, Asiana and LOT Polish Airlines to the group.

The Star Alliance booth at FITUR 2003 will be staffed by employees of the alliance carriers that are online in Spain. They are Air Canada, Austrian Airlines, bmi, Lufthansa, SAS, Singapore Airlines, Thai Airways International and VARIG Brazilian Airlines.

FITUR is an annual event that has been organized in Madrid since 1981 and has developed into one of the largest fairs of its kind in Europe. Last year it was attended by more than 9,500 exhibitors from 170 countries. Visitors included some 95,000 travel trade professionals and 6,500 journalists.

Star Alliance was established in 1997 to provide customers the benefits of global reach and a smooth travel experience. The member airlines are Air Canada, Air New Zealand, ANA All Nippon Airways, Austrian Airlines, bmi, Lauda Air, Lufthansa, Mexicana Airlines, SAS, Singapore Airlines, Thai Airways International, Tyrolean Airways, United Airlines and VARIG Brazilian Airlines. Asiana Airlines of South Korea, LOT Polish Airlines and Spanair of Spain will join Star Alliance in 2003