

# HISTORY OF STAR ALLIANCE



## A CHRONOLOGICAL HISTORY

Star Alliance created a new milestone for the airline industry with its founding on 14 May, 1997. As the first global airline alliance, linking five major airlines into a single network, it offered a completely new type of service to the international traveller.

Since then, the Alliance has expanded to 26 member airlines, who together offer a comprehensive network spanning 195 countries worldwide.

### 2020

Launch of Star Alliance Biometrics

- December: Scott Kirby, CEO of United, is elected chairman of the Star Alliance Chief Executive Board; Star Alliance is named Leading Airline Alliance by World Travel Awards.
- November: Launch of Star Alliance Biometrics at Frankfurt and Munich Airport; Star Alliance lounge at Los Angeles airport recognized as best in North America by World Travel Awards; Corporate Innovation Award from Plug and Play
- October: Singapore Airlines launches the Digital version of Connection Service at London Heathrow Terminal 2
- July: **oneworld**, SkyTeam and Star Alliance come together to let travellers know that they can fly with confidence during the Corona pandemic

### 2019

Best Airline Alliance by Skytrax for the fourth consecutive year

- October: Adria Airways leaves Star Alliance
- August: Avianca Brasil exits Star Alliance
- July: Launch of the new Round the World booking site
- June: Star Alliance is named Best Airline Alliance for the fourth time running and their Los Angeles Lounge receives Best Airline Alliance Lounge for the fifth consecutive year at the Skytrax World Airline Awards
- May: Reopening of the refurbished Star Alliance Lounge at Paris Charles de Gaulle Airport
- March: Opening of a new Star Alliance Lounge at Amsterdam Airport Schiphol



- February: Star Alliance partners with Skyscanner on multi-carrier itineraries

## 2018

Opening of Star Alliance Lounge at Rome Fiumicino Airport

- July: Star Alliance is voted Best Airline Alliance and its Los Angeles Lounge is voted Best Airline Alliance Lounge at Skytrax World Airline Awards
- June: Opening of a Star Alliance Lounge at Rome Fiumicino Airport
- February: Star Alliance creates the Digital Services Platform together with Accenture

## 2017

Jeffrey Goh takes over from Mark Schwab as CEO of Star Alliance

- May: Juneyao Airlines, based in Shanghai, becomes the first Connecting Partner of Star Alliance
- May 14: On the occasion of its 20th Anniversary, Star Alliance celebrates 20 years of “connecting people and cultures”; Also, a new strategy of harnessing digital technology to further enhance the journey experience of Star Alliance customers comes into action
- January: Jeffrey Goh takes over from Mark Schwab as CEO Star Alliance; Air India moves to Heathrow Terminal 2, completing the relocation of all 24 Star Alliance airlines at Heathrow to the Queen’s Terminal

## 2016

Opening of the sixth Star Alliance Lounge at Rio de Janeiro (Galeão) Airport

- December: Opening of the sixth Star Alliance lounge at Rio de Janeiro (Galeão) Airport
- November: Pedro Heilbron, CEO of Copa Airlines, is elected chairman of the Star Alliance Chief Executive Board

## 2015

Heathrow Terminal 2 named Airport of the Year

- December: Star Alliance launches its Connecting Partner Model to expand network reach via low-cost, hybrid and regional airlines
- July: Avianca Brasil (member until 2019) joins the Star Alliance network
- February: Heathrow Terminal 2 - The Queen’s Terminal is named Airport of the Year at the Air Transport World Annual Awards

## 2014

Heathrow Terminal 2 – The Queen’s Terminal opens as the new home of Star Alliance at Heathrow Airport



- July: Air India joins the Star Alliance network; Star Alliance opens a lounge at Sao Paulo – Guarulhos Airport Terminal 3
- June: The new Heathrow Terminal 2 starts operations, moving all Star Alliance members under one roof; Later that month, Queen Elizabeth II formally opens Heathrow Terminal 2: The Queen’s Terminal
- May: Star Alliance welcomes its customers again at the newly refurbished lounge at Paris Charles-De-Gaulle Airport

## 2013

Opening of a Star Alliance lounge at Buenos Aires Ezeiza International Airport

- September: Opening of a Star Alliance Lounge at Los Angeles International Airport following the extension of Tom Bradley International Terminal
- June: EVA Air joins the Star Alliance network
- May: Star Alliance launches the Navigator iPad App
- February: Star Alliance opens a new lounge at Buenos Aires Ezeiza "Ministro Pistarini" International Airport

## 2012

Star Alliance opens the first ever alliance-branded ticket counter at Amsterdam Airport Schiphol

- December: Heathrow Airport designates Terminal 2 as the new home for Star Alliance member carriers serving one of the world’s most important international airports
- November: Shenzhen Airlines hosts Star Alliance CEB meeting as the airline joins the Star Alliance network
- June: Avianca and Copa Airlines jointly host the Star Alliance CEB meeting as both airlines join the Star Alliance network, expanding the Alliance’s presence in Latin America
- April: Star Alliance opens the first ever alliance-branded ticket counter at Amsterdam Airport Schiphol

## 2011

Mark Schwab appointed as Star Alliance CEO

- December: Mark Schwab is appointed as the CEO of Star Alliance, taking over from Jaan Albrecht; Ethiopian Airlines hosts the Star Alliance CEB meeting as the airline joins the Star Alliance Network

## 2010

Star Alliance offers multiple fare products online

- November: Star Alliance enhances its digital progress by being the only airline alliance to offer multiple fare products online - Round the World Fare and Star Alliance Circle Fares



- June: Aegean Airlines joins the Star Alliance network
- May: TAM (member until 2014) hosts the Star Alliance CEB meeting as the airline joins the Star Alliance network

## 2009

Continental Airlines and Brussels Airlines join Star Alliance network

- December: Brussels Airlines hosts Star Alliance CEB Meeting as the airline joins the Star Alliance network
- October: Continental Airlines (merged with United Airlines in 2010) joins the Star Alliance network
- July: Star Alliance launches “Book and Fly”, the Alliance’s first ever booking engine on [www.staralliance.com](http://www.staralliance.com) for Round the World fares

## 2008

Opening of a Star Alliance lounge at London Heathrow Airport

- August: Star Alliance launches industry first Auto Document Check
- July: EGYPTAIR joins the Star Alliance network; Opening of a Star Alliance lounge at London Heathrow Terminal 1
- April: Turkish Airlines joins the Star Alliance network

## 2007

Air China and Shanghai Airlines join Star Alliance

- December: Air China and Shanghai Airlines (member until 2010) jointly host the Star Alliance CEB meeting as both airlines join the Star Alliance network
- July: Opening of the first Star Alliance lounge in North America in Tom Bradley International Terminal at Los Angeles International Airport
- May: Star Alliance celebrates its tenth anniversary

## 2006

Star Alliance launches its official website

- December: Launch of the [www.staralliance.com](http://www.staralliance.com) website
- September: Star Alliance is voted Best Airline Alliance at Business Traveller Awards (UK)
- April: SWISS and South African Airways jointly host the Star Alliance CEB meeting as both airlines join the Star Alliance network

## 2005

Opening of a Star Connection Centre in Munich

- August: Opening of our Star Connection Centre in Munich
- March: TAP Portugal joins the Star Alliance network

## 2004

Four members joining Star Alliance network: US Airways, Blue 1, Adria and Croatia Airlines

- November: Blue1 (member until 2015) joins as the first regional member of Star Alliance, followed by Adria Airways (member until 2019) and Croatia Airlines
- May: US Airways (member until 2014) joins the Star Alliance network

## 2003

Spanair, Asiana and LOT Polish Airlines join Star Alliance network

- October: LOT Polish Airlines joins the Star Alliance network
- May: Spanair (member until 2012) joins the Star Alliance network
- March: Asiana Airlines joins the Star Alliance network

## 2002

Star Alliance celebrates its fifth anniversary

- November: Star Alliance is voted Best Airline Alliance in U.S. Business Traveler magazine poll, earning the Alliance its first award
- May: To mark its fifth anniversary, Star Alliance celebrates with all 14 member airlines at Frankfurt Airport

## 2001

First Star Alliance lounge opens at Zurich Airport

- August: The very first Star Alliance branded lounge officially opens at Zurich Airport
- May: Star Alliance announces the appointment of Jaan Albrecht as CEO, effective 01 June

## 2000

Star Alliance opens a business centre in Frankfurt

- November: Appointment of Friedel Rödiger as CEO of Star Alliance
- August: Star Alliance opens a business centre in Frankfurt
- July: British Midland (member until 2012) and Mexicana Airlines (member until 2004) become Star Alliance members
- April: Singapore Airlines joins the Star Alliance network
- March: The Austrian Airlines Group, comprising Austrian Airlines, Lauda Air (merged with Austrian in 2013) and Tyrolean Airways (merged with Austrian in 2015), join the Star Alliance network

## 1999

ANA, Ansett Australia and Air New Zealand join Star Alliance network

- October: ANA joins the Star Alliance network
- March: Ansett Australia (member until 2001) and Air New Zealand join the Star Alliance network

## 1998

The First Country Sales Committees are established

- Establishment of the First Country Sales Committees, now known as Country Steering Councils

## 1997

May 14, launch of Star Alliance network

- October: VARIG joins the Star Alliance network (member until 2007)
- September: Air Canada and SAS begin codeshare flights
- May: Air Canada, Lufthansa, SAS, Thai Airways International and United Airlines launch the Star Alliance network

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Further information can be obtained via:

[www.staralliance.com](http://www.staralliance.com)

