



BACKGROUNDEER

A Chronological History

May 2017

Star Alliance's 20th Anniversary on May 14, 2017; celebrating 20 years of "Connecting people and Cultures"

New strategy of harnessing digital technology to further enhance the journey experience of Alliance customers

New Management Team presented

Christian Draeger as Vice President Customer Experience

Janice Antonson as Vice President Commercial and Communication

"Become a Mileage Millionaire" competition launched

The 21 Star Alliance Frequent Flyer Programmes each offer one million miles or equivalent as prize

Joint media campaign to promote cultural experiences launched with National Geographic and Wall Street Journal

Star Alliance Chief Executive Board Meeting (CEB) held in Frankfurt, Germany

February 2017

Star Alliance again supports Ramsar's Youth Photo Contest as part of the Alliance's Biosphere Connections initiative now in its tenth year

January 2017

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

December 2016

Star Alliance opens new lounge at Rio de Janeiro (Galeão) Airport. Sixth Alliance branded lounge in the network.

BACKGROUND

November 2016

Pedro Heilbron, CEO Copa Airlines, elected Chairman of the Star Alliance CEB

October 2016

Shanghai based Juneyao Airlines announced as a future Star Alliance Connecting Partner

September 2016

Star Alliance launches social media campaign with travel bloggers to promote new “theme based” Round the World itineraries

July 2016

Ten years after first co-locating its member airlines at Tokyo – Nartia Airport Terminal 1, Star Alliance introduces new check-in concept at the airport, incorporating latest self-service technology and facility sharing concept

Star Alliance receives Best Alliance and Best Alliance Lounge (for the Los Angeles Lounge) awards from Skytrax

June 2016

SWISS hosts Star Alliance CEB Meeting in Zurich

Jeffrey Goh, Star Alliance COO, announced as future Star Alliance CEO

Star Alliance announces multi-million Euro investment in technology; Baggage hub initiative started

Star Alliance CEB travels from Dublin to Zurich on board first passenger flight operated by a Bombardier CSeries 100 aircraft

March 2016

Star Alliance invites lounge guests to share tips in social media via #irecommend

February 2016

Star Alliance improves customer experience at Los Angeles' Tom Bradley International Terminal (TBIT)

Star Alliance Gold Card holders enjoy free upgrades on Heathrow Express trains

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January 2016

Star Alliance Gold Status Frequent Flyers again take centre stage in various joint marketing campaigns with member airlines throughout the year

December 2015

United hosts Star Alliance CEB Meeting in Chicago

Star Alliance launches Connecting Partner Model to expand network reach via low-cost, hybrid airlines and regional.

November 2015

Star Alliance launches fresh look for its website

August 2015

Star Alliance voted Best Airline Alliance by readers of Frequent Business Traveller

Star Alliance named Best Airline Alliance at Australian Business Traveller Awards

July 2015

Star Alliance announces Premium Economy Round the World Fares

Avianca in Brazil joins the Star Alliance network

June 2015

LOT Polish Airlines hosts Star Alliance CEB Meeting in Warsaw

Star Alliance Chief Executive Board endorses the inclusion of Avianca Brazil as of July 2015

Star Alliance Los Angeles lounge wins SKYTRAX Award

Star Alliance extends distribution channels for Round the World and Circle Fares

May 2015

Star Alliance launches its official Instagram page

BACKGROUND

February 2015

Heathrow Terminal 2 | The Queen's Terminal named Airport of the Year at Air Transport World Annual Awards

December 2014

Air India hosts first Star Alliance CEB Meeting in India

July 2014

Air India joins the Star Alliance Network

Star Alliance officially opens new lounge at Sao Paulo – Guarulhos Airport Terminal 3

June 2014

New Heathrow Terminal 2 starts operations

Britain's Queen Elizabeth II formally opens Heathrow Terminal 2 | The Queen's Terminal

Star Alliance CEB meets in London as part of the official opening of Terminal 2 and approves Air India membership

Star Alliance Upgrade Awards available on all member carriers
First alliance to enable FFP members to redeem miles for upgrades on any member carrier

May 2014

Star Alliance welcomes customers to newly refurbished lounge at Paris Charles-De-Gaulle Airport

The Star Alliance network expands its offer to globetrotters through the introduction of four additional Round-the-World (RTW) fare levels

Star Alliance enhances Conventions Plus

March 2014

TAM Airlines and US Airways leave Star Alliance

Star Alliance offers Gold Status to its most loyal TAM Airlines customers

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February 2014

Star Alliance wins Best Alliance Award at Business Traveller USA

Star Alliance Navigator App available for mobile devices operating on Android operating system

December 2013

Austrian Airlines hosts Star Alliance CEB meeting

CEB agrees on future membership of Avianca Brazil and agrees to recommence Air India integration process

November 2013

Star Alliance Gold Game: The Star Alliance network offers customers the chance to win Star Alliance Gold Status in any of the participating member airlines' Frequent Flyer Programmes (FFP).

September 2013

Star Alliance opens new lounge in the Tom Bradley International Terminal, Los Angeles Airport

July 2013

Star Alliance voted Best Airline Alliance by readers of Frequent Business Traveller (UK)

June 2013

EVA Air hosts Star Alliance CEB as the airline joins the Star Alliance network

Star Alliance's home in Heathrow to be named in honour of Britain's Queen Elizabeth II

May 2013

Star Alliance launches Navigator iPad App

BACKGROUND

March 2013

Star Alliance receives Best Alliance Award from Air Transport News

February 2013

Star Alliance introduces enhanced Asia Airpass

Star Alliance opens new lounge at Buenos Aires Ezeiza "Ministro Pistarini" international airport

December 2012

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 2012

Shenzhen Airlines hosts Star Alliance CEB meeting as the airline joins the Star Alliance network

Air Canada CEO Calin Rovinescu elected as new chairman of the Star Alliance CEB

Blue1 formally leaves Star Alliance following its integration into Star Alliance member Scandinavian Airlines

October 2012

Star Alliance again voted Best Airline Alliance at Business Traveller Awards

September 2012

As the winner of Star Alliance's 15th Anniversary Competition, an Argentinian wins a trip to the Munich Oktoberfest with 14 friends

July 2012

Star Alliance begins building a new lounge at Los Angeles' upgraded Tom Bradley International Terminal

Star Alliance takes best alliance title at Skytrax World Airline Awards for the sixth time

BACKGROUND

June 2012

Avianca, Taca Airlines (later changed name to Avianca) and Copa Airlines jointly host the Star Alliance CEB meeting as the airlines join the Star Alliance network

May 2012

To mark its 15th Anniversary, the Star Alliance network offers a 15 per cent discount on all Round-the-World (RTW) Economy Class fares

As part of its 15th Anniversary celebrations, Star Alliance holds its first ever CEO's question time on Facebook

April 2012

BMI (British Midland) formally leaves Star Alliance

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

March 2012

EVA Air accepted as future Star Alliance member

February 2012

Several Star Alliance member carriers launch a Frequent Flyer Status Match for former Spanair Frequent Flyer Gold and Silver Card holders

January 2012

Star Alliance Conventions Plus becomes first ever alliance convention product to offer an online booking function

Picture Your Upgrade Competition launched using Facebook

The new United brand replaces Continental and United on the Star Alliance logo stack

Spanair ceases operation and leaves Star Alliance

BACKGROUNDEE

December 2011

Ethiopian Airlines hosts the Star Alliance CEB meeting as the airline joins the Star Alliance Network

Mark Schwab appointed new Star Alliance CEO, taking over from Jaan Albrecht

The Star Alliance Network and Global Hotel Alliance (GHA) hold joint competition using Facebook

Star Alliance and ARINC complete common bag drop trial at Tokyo-Narita

October 2011

Star Alliance selects B/E Aerospace to supply long-haul economy class seats, which are first presented to the public in December 2011

Star Alliance again voted Best Airline Alliance at Business Traveller Awards (UK)

August 2011

Star Alliance launches Farefinder App for mobile devices

Star Alliance CEO Jaan Albrecht nominated to lead Austrian Airlines

July 2011

Star Alliance regains best alliance title at Skytrax World Airline Awards

Shenzhen Airlines accepted as future Star Alliance Member carrier

Star Alliance goes mobile with iPhone App

Star Alliance and Air India put Air India's Alliance membership application on hold

April 2011

Micronesia Airpass becomes a further fare product for customers and offers travel on up to 10 flights on the United network across Micronesia

BACKGROUND

March 2011

Launch of a German language version of Star Alliance's "Book and Fly" tool on staralliance.com

Star Alliance launches brand campaign on Biosphere Connection

February 2011

Star Alliance launches interactive online quiz for the members of any of the Alliance's Frequent Flyer Programmes (FFP) to promote the addition of three airlines to its Upgrade Awards product

January 2011

All Americas-based member carriers now participating in Star Alliance Upgrade Awards programme

Star Alliance launches its official Facebook page

November 2010

Avianca, TACA (later renamed Avianca) and Copa Airlines to join Star Alliance network, expanding the alliance's presence in Latin America

Only aviation alliance to offer multiple fare products - Round the World Fare and All Star Alliance Circle Fares - online

October 2010

Shanghai Airlines and Star Alliance agree separation as a result of its recent merger with China Eastern

Star Alliance member carriers collocate at Haneda Airport's new International Terminal

September 2010

Ethiopian Airlines is accepted as future Star Alliance member carrier

August 2010

Launch of Star Alliance Brazil Airpass offers travel to 45 domestic TAM destinations

BACKGROUND

July 2010

Star Alliance carriers move under one roof in the new Terminal 3 at New Delhi International Airport

June 2010

Aegean Airlines joins the Star Alliance network

May 2010

TAM hosts the Star Alliance CEB meeting as the airline joins the Star Alliance network

April 2010

“Book and Fly” online booking tool is now available in Japanese

December 2009

Brussels Airlines hosts Star Alliance CEB Meeting as the airline joins the Star Alliance network

Meetings Plus product for meetings travel launched

October 2009

Continental Airlines joins the Star Alliance network

September 2009

Star Alliance redesigns website

Circle North Asia Fare launched

August 2009

Star Alliance develops Common IT Mobile Platform

July 2009

Star Alliance launches “Book and Fly”, the alliance’s first ever booking engine on www.staralliance.com for Round the World fares

BACKGROUNDER

June 2009

First alliance to move and operate at Terminal 1 at Barcelona El Prat Airport

April 2009

Air China and Shanghai Airlines offer Star Alliance Upgrade Awards

February 2009

Star Alliance introduces Middle East Airpass

Star Alliance launches its official Twitter page

December 2008

Opening of lounge at Paris - Charles de Gaulle Airport Terminal 1, the largest of its kind at the terminal

October 2008

Using the theme – “You’ve earned it”, Star Alliance launched its new multi-platform brand campaign, aimed at increasing awareness and familiarity of the Alliance customer benefits

September 2008

Turkish Airlines participates in Star Alliance Upgrade Awards

August 2008

Star Alliance launches industry first Auto Document Check which simplifies and verifies travel documentation requirements

July 2008

EGYPTAIR joins the Star Alliance network

Opening of Star Alliance lounge at London Heathrow Terminal 1

Star Alliance carriers move together under one roof at the main terminal of Seoul’s Incheon International Airport

BACKGROUND

April 2008

Turkish Airlines joins the Star Alliance network

March 2008

Star Alliance carriers move under one roof to Terminal 3 at Beijing Capital International Airport and to Terminal 2 at Shanghai - Pudong Airport

Star Alliance upgrades Round-the-World Mileage Calculator

February 2008

China Airpass launched

January 2008

Star Alliance receives Market Leadership Award from Air Transport World, first airline alliance to win the award

Circle Fare and Airpass online Calculator launched

December 2007

Air China and Shanghai Airlines host Star Alliance CEB meeting as both airlines join the Star Alliance network

Star Alliance CEB accepts Air India as future member

SAS EuroBonus offers members Star Alliance Upgrade Awards

November 2007

Star Alliance adds two new Chinese language websites; simplified Chinese and traditional Chinese for native Chinese speakers

October 2007

Air Canada, Lufthansa, SWISS, US Airways and United relocate to the new South Terminal at Miami International Airport

September 2007

Star Alliance wins the Best Airline Alliance Award from Business Traveller (UK)

BACKGROUND

August 2007

Star Alliance voted Best Airline Alliance in the Skytrax World Airline Survey for the third consecutive time

July 2007

Opening of first lounge in North America at the Tom Bradley International Airport in Los Angeles

Air New Zealand launches Star Alliance Upgrade Awards

May 2007

Star Alliance celebrates 10th anniversary

March 2007

Launch of Visit Southern Africa Campaign

Introduction of new Common Baggage Service Facility at Chicago Airport International Terminal

February 2007

After its' restructuring VARIG leaves Star Alliance as it no longer fulfills the pre-requisites for Star Alliance membership

January 2007

Star Alliance voted Best Airline Alliance by Business Traveler Magazine (US)

December 2006

Launch of new www.staralliance.com website

September 2006

Star Alliance voted best airline at Business Traveller Awards (UK)

BACKGROUND

July 2006

United Airlines joins Star Alliance Upgrade Awards

June 2006

Star Alliance member carriers collocate in new South Wing, Terminal 1, at Tokyo's Narita Airport

May 2006

Star Alliance Upgrade Awards available on Asiana, TAP and THAI

April 2006

SWISS and South African Airways jointly host the Star Alliance CEB meeting as both airlines join the Star Alliance network

African Airpass is introduced

January 2006

Star Alliance launches online interactive tool for U.S.-based travel agents and corporate travel planners/bookers

September 2005

Star Alliance finalizes deal with Amadeus for Common Information Technology Platform

August 2005

Opening of new Star Connection Centre in Munich

June 2005

Star Alliance named as world's best airline alliance in Skytrax survey

May 2005

Star Alliance member carriers open joint ticketing facility at Mexico City's International Airport

BACKGROUND

March 2005

TAP Portugal joins the Star Alliance network

Star Alliance and Aeroports de Paris sign MoU outlining collocation at Paris Charles-de-Gaulle Airport Terminal 1

February 2005

Star Alliance carriers start flying from the new Central Japan International Airport (Nagoya)

December 2004

THAI hosts the Star Alliance CEB meeting.

Star Alliance begins with Global Interline E-Ticketing rollout

November 2004

Blue1 joins as the first regional member of Star Alliance, followed by Adria Airways and Croatia Airlines

October 2004

Star Alliance launches the Round the World Mileage Calculator

August 2004

Star Alliance launches Brazil country website - first website in local language (Portuguese)

May 2004

US Airways joins the Star Alliance network

March 2004

Star Alliance launches Asian Airpass

Star Alliance launches first country website – U.K.

Mexicana Airlines' membership in Star Alliance terminates

BACKGROUND

November 2003

Star Alliance selected as Best Airline Alliance by U.S. Business Traveler magazine

October 2003

LOT Polish Airlines joins the Star Alliance network

September 2003

Star Alliance selected as Best Airline Alliance by U.K. Business Traveller magazine

July 2003

Star Alliance launches Travel Info feature on website

June 2003

Star Alliance voted Best Airline Alliance in Skytrax poll

April 2003

Spanair joins the Star Alliance network

March 2003

Asiana Airlines joins the Star Alliance network

November 2002

Star Alliance voted Best Airline Alliance in U.S. Business Traveller magazine poll

August 2002

Star Alliance member airlines launch comprehensive new frequent flyer awards

May 2002

Star Alliance launches downloadable timetable

BACKGROUND

March 2002

Star Alliance launches Conventions Plus product

October 2001

Star Alliance airport lounge in Zurich is named among the world's ten best by Forbes magazine

September 2001

Ansett Australia files for bankruptcy and exits Star Alliance

August 2001

Official opening of the first Star Alliance lounge in Zurich

May 2001

Star Alliance announces the appointment of Jaan Albrecht as CEO, effective June 1st

March 2001

Star Alliance is first to launch a global e-service initiative to the public

December 2000

Opening of a new Star Alliance business centre in Bangkok (the centre was closed in 2006)

November 2000

Friedel Rödiger appointed Star Alliance CEO

Star Alliance announces the completion of its fulltime Alliance Management Team (AMT) - the executive body of the partnership

September 2000

Star Alliance launches StarNet - a sophisticated IT solution that links the various computer systems of the member airlines

BACKGROUND

August 2000

Opening of a Star Alliance business centre in Frankfurt

July 2000

British Midland and Mexicana Airlines become Star Alliance members

May 2000

The Star Alliance business centre opens in Los Angeles (the centre was closed in 2004 as part of creating a stronger centralised organisation)

April 2000

Singapore Airlines joins the Star Alliance network

March 2000

The Austrian Airlines Group, comprising Austrian Airlines, Lauda Air and Tyrolean Airways, joins the Star Alliance network

October 1999

ANA joins the Star Alliance network

September 1999

The Austrian Airlines Board of Directors decides to apply for membership in the Star Alliance network effective 2000

March 1999

Ansett Australia and Air New Zealand join the Star Alliance network

October 1997

The first VARIG and United codeshare flights begin

VARIG Brazilian Airlines joins the Star Alliance network

BACKGROUND

September 1997

Air Canada and SAS begin codeshare flights

May 14, 1997

Air Canada, Lufthansa, SAS, Thai Airways International and United Airlines launch the Star Alliance network

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About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognized by numerous awards, including the Air Transport World Market Leadership Award and Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Avianca Brasil, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAP Portugal, Turkish Airlines, THAI and United. Overall, the Star Alliance network currently offers more than 18,400 daily flights to 1,300 airports in 191 countries.

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