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02 June, 2017

Star Alliance - Newsletter Switzerland

Dear Mr. Jonas Walter,

Star Alliance returned to Frankfurt, the place of its birth, to celebrate 20 years of “Connecting People and Cultures”. For the next decade, the Alliance announced a strategy for harnessing digital technology to further enhance the travel experience of Alliance customers.

The Alliance enters its third decade with a strong and comprehensive network serving over 1,300 destinations in 191 countries. Connectivity continues to expand with member carriers launching new routes and increasing frequencies, while network reach is growing through the addition of local and regional airlines as part of the Connecting Partner concept. Against this background, the Alliance’s clear strategic focus has shifted from network expansion, to providing a seamless experience to the over 14 million annual customers who connect between member carriers throughout their journeys. Going forward, digital technologies will lie at the heart of this strategy.

Also celebrating this jubilee in Switzerland, we are currently running a competition for which we are searching for Swiss people’s and Swiss residents’ top 20 favourite destinations in the Star Alliance network. The prize is extraordinary: 1x2 Star Alliance Round the World tickets in Premium Economy Class. The competition will run until June 14, 2017 at: <http://www.staralliance.com/en/ch-competition-landing>

Furthermore, Star Alliance is running an exciting global competition which will give customers the chance to become a mileage millionaire. Please check the website <http://www.staralliance.com/de/mileagemillionaire> until July 31 and follow the steps to enter to maybe become one of the lucky winners.

Now enjoy also reading our latest member carrier news below.

With best regards,



June 2017 - English Version

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Local Star Alliance Switzerland promotion – A chance to win a RTW ticket

Choose your Top 20 favourite destinations from the Star Alliance network and win a Round the World ticket for two in Premium Economy.

Star Alliance is celebrating its 20th Anniversary. For this reason we want to know Swiss nationals' and Swiss residents' Top 20 favourite destinations worldwide. So, vote for your top global Star Alliance network country destinations for a chance to win a Star Alliance Round the World ticket in Premium Economy for two people.

The winner and his/her travel partner are invited to choose their final routing from the Top 20 destinations voted by all participants. We encourage the winners to fly off their prize and share their Round the World travel adventures with the whole Star Alliance community by the end of this year.

To enter the competition and see the full terms & conditions, follow this link:

<http://www.staralliance.com/en/ch-competition-landing>



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Air Canada receives award from the International Federation of Musicians

The International Federation of Musicians (FIM), which represents professional musicians and their trade unions in more than 60 countries, awarded the newly created FIM Airline of Choice award to Air Canada.

“For over 35 years Air Canada has been a long-time supporter of orchestral music in Canada. As official airline of eight major symphony orchestras in Canada from coast to coast, we have proudly flown them and their talented musicians around the world from China to Europe and the U.S. on many tours and to world famous concert halls including Carnegie Hall,” said Craig Landry, Senior Vice President, Revenue Optimization, who accepted the award on behalf of Air Canada. “Our dedication to orchestras and music extends much further than being Official airline of these outstanding organizations. In 2015 we implemented industry leading enhancements designed to support the specific needs of all musicians travelling with carry-on instruments, including pre-boarding benefits and a generous discount when purchasing an additional seat for their instrument.”

FIM and its member unions have been campaigning for several years with the aim of improving airlines’ policies so that musicians travelling with their instrument are treated fairly and are fully informed about regulations governing the transportation of musical instruments.

According to Benoît Machuel, FIM General Secretary, “Air Canada goes clearly beyond the requirements of the FAA regulation in the US – which today is the benchmark – by offering a 50% discount on a second seat for an instrument when necessary, as well as giving priority boarding to musicians and their instruments. Air Canada’s policy towards musicians is in our view exemplary.”



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Austrian Airlines is the most punctual airline worldwide

Newest flight statistics have named AUA as the most punctual of all airlines in March 2017.

- 92.7% of all flights arrived at their destination on time in March
- Austria's flag carrier is regularly best of class

Austrian Airlines was the world's most punctual airline in March 2017. This can be seen in the latest statistics from flightstats.com for global airlines. With an arrival on-time rate of 92.72%, Austrian Airlines was ahead of Spanish Iberia (90.74%) and Singapore Airlines (89.19%). Punctuality is measured in the airline industry with <15 minutes. This means that all flights within the 15-minute time window are considered as punctual.



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Brussels Airlines makes investment to renew its long-haul fleet

Brussels Airlines and Lufthansa Group are investing in Airbus A330-300 aircrafts for future fleet replacement and long-haul business growth.

In the course of 2018/2019 Brussels Airlines will replace seven of its ten long-haul aircrafts. With this important investment in its long-haul network, the Belgian airline remains loyal to the Airbus A330, the aircraft type that responds best to their commercial and operational needs. Furthermore, all Airbus A330 aircrafts will be equipped with an entirely renewed cabin providing the highest comfort in all three travel classes (Business Class, Economy Privilege and Economy Class).

During the past few months, Brussels Airlines together with the Lufthansa Group undertook a comprehensive study concerned with the replacement of seven of their ten long-haul aircrafts. The Airbus A330-300 "CEO" was chosen as it is the best aircraft type suited for the airline's long-haul business (passengers and freight).

While Brussels Airlines is currently flying with different engine types, the "CEO" aircrafts will all be equipped with Rolls Royce Trent 700 engines. This engine type, which consumes less fuel and emits less noise and CO₂, is already used by several other airlines of the Lufthansa Group.

The fleet replacement will start in 2018 and will continue in 2019. Once the fleet replacement is completed, Brussels Airlines will not only have a younger but also a more efficient fleet that will offer even more comfort than it does today. Lufthansa and Brussels Airlines herewith are investing together in the future growth of the Belgian airline.



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LOT POLISH AIRLINES

LOT Polish Airlines is expanding their intercontinental network

LOT Polish Airlines your newest alternative to fly to Asia, USA and Canada.

From Geneva and Zurich you can now benefit from good connections to Beijing, Seoul and Tokyo, as well as to New York (JFK and Newark), Chicago, Los Angeles (new since April 2017) and Toronto.

All intercontinental flights are operated by our brand new modern Boeing 787 Dreamliner aircraft fleet.

On 29 May we also introduced a new destination to our network: Astana.



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 **Lufthansa**

Lufthansa Group: World-class – Terminal 2 at Munich Airport

The Terminal 2 of Munich Airport was voted as the ‘World’s Best Airport Terminal 2017’ by Skytrax.

Have you already tried the benefits of Terminal 2 in Munich yourself to enjoy a little break from your journey? Passengers’ appreciation for the airport was clearly shown at 2017 World Airport Awards, organised by the London-based Skytrax Institute. The majority of the 14 million passengers who took part voted for the Terminal 2 in Munich and awarded it the title ‘World’s Best Airport Terminal’.

Overall comfort, the entertainment options and the quiet zones received the highest scores. When connecting, Terminal 2 also offers excellent possibilities for enjoying your time in transit. Thanks to the clever layout of the building you can change from one flight to another in no time at all. In addition, the Terminal 2 satellite offers numerous shopping and restaurant services, all with Munich’s special flair.

Terminal 2 is used exclusively by Lufthansa Group Airlines, their partner airlines and by Star Alliance.



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SAS Scandinavian Airlines

SAS introduces their “New Nordic by SAS”

Premiere for the new SAS food and drinks concept inspired by Nordic food philosophy.

SAS is now launching “New Nordic by SAS” – a food concept whose inspiration comes from our passengers and the Nordic food philosophy where local, seasonal ingredients are key. With the focus on function, quality, taste and design, SAS passengers will now be offered a selection of taste experiences based on fresh, local ingredients and pure flavors in new pared down packaging designed for life onboard. The concept will launch on 28 May on SAS domestic, Scandinavian and European flights.

The new design is unique to the industry and inspired by the takeaway culture. Lunch and dinner come pre-packed in a cube that makes the contents very easy to eat while continuing to work, read or watch a movie.

The new menu includes Norwegian fjord salmon, Swedish lamb and Danish veal plus locally grown vegetables from Skags Gård farm. Accompaniments such as filled muffins will also be served along with main meals.

For more information, please visit:

<http://www.sasgroup.net/en/premiere-for-the-new-sas-food-and-drinks-concept-new-nordic-by-sas/>



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SIA & CAAS to operate first 'Green Package' flights in the world

'Green Package' to feature the use of sustainable biofuels, optimised flight operations and SIA's latest generation fuel-efficient Airbus A350-900.

Committed to the global effort to reduce international aviation emissions, Singapore Airlines (SIA), in partnership with the Civil Aviation Authority of Singapore (CAAS), has started operating a series of 12 'green package' flights over a three-month period on its non-stop San Francisco-Singapore route.

Featuring SIA's latest-generation and most fuel-efficient aircraft – the Airbus A350-900 - the 'green package' flights are the first in the world to combine the use of biofuels, fuel-efficient aircraft and optimised flight operations. CAAS is facilitating the use of these optimised flight operations and Air Traffic Management (ATM) best practices which reduce fuel burn and carbon emissions for the flights.

The first of the 12 flights, SQ31, departed San Francisco at 1121hrs (San Francisco time) on 1 May 2017 and arrived in Singapore at 1910hrs (Singapore time) on 2 May with 206 passengers on board.

The initiative supports the efforts under the Sustainable Singapore Blueprint (SSB) 2015 to develop Singapore as a leading green economy, where businesses adopt more efficient, sustainable processes and measures to reduce their resource and environmental impact, contributing towards a sustainable Singapore. The flights will also raise awareness of sustainable biofuels for aviation and provide the industry with valuable insights on the economics, logistical requirements and performance of biofuels.

Over the three-month period, flight SQ31 will be powered by a combination of HEFA (Hydro-processed Esters and Fatty Acids), a sustainable biofuel produced from used cooking oils, and conventional jet fuel. The biofuel, produced by AltAir Fuels, will be supplied and delivered to San Francisco by SkyNRG in collaboration with North American Fuel Corporation (NAFCO), a wholly owned subsidiary of China Aviation Oil (Singapore), and EPIC Fuels.

According to the International Air Transport Association (IATA), sustainable biofuel is a promising technological solution which will reduce the airline industry's carbon emissions. It has been certified safe for use in commercial aviation since 2011, and has been in use by airlines in other parts of the world.

Other than the ongoing 'green-package' flights, SIA and CAAS have worked together in recent years on several other carbon emissions-reducing initiatives in international aviation. In January 2010, both organisations participated in the Asia and Pacific Initiative to Reduce Emissions (ASPIRE) program with a demonstration flight from Los Angeles to Singapore via Tokyo which yielded fuel savings of 6%.

In May 2011, CAAS and SIA launched regular ASPIRE flights on the Los Angeles-Singapore route. Over the years, routes to various destinations in the Southwest Pacific, including Auckland, Christchurch, Melbourne and Sydney, were incrementally added to the ASPIRE program, the latest addition being SIA's 'Capital Express' service between Singapore, Canberra and Wellington in September 2016. The series of 12 'green package' flights will also adopt ATM best practices from the ASPIRE program.

Singapore Airlines is also a member of the Sustainable Aviation Fuel Users Group (SAFUG), which was established in 2008 to accelerate the development and commercialisation of sustainable biofuels for aviation, derived from environmentally and socially-sustainable sources.

"Singapore Airlines' fleet is already among the most modern and fuel-efficient in the world. We now want to push ourselves further and are embarking on this initiative to help promote the use of sustainable biofuel in an operationally and commercially viable manner. This is in line with our long-term commitment to further reduce carbon emissions while improving the efficiency of our operations. This initiative is especially memorable as our first biofuel flight departed from San Francisco on 1 May, when Singapore Airlines celebrated its 70th anniversary," said SIA's Chief Executive Officer, Mr. Goh Choon Phong.

"CAAS is pleased to support and participate in this initiative. This is part of CAAS' ongoing effort to develop new initiatives to achieve the sustainable growth of aviation. For this, collaboration is key. CAAS is therefore committed to continuing our work with industry partners to advance and drive greater innovation on this front," said Director-General of CAAS, Mr. Kevin Shum.



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The new World of SWISS

SWISS: Exciting stories and unique insights for customers.

The new World of SWISS launched on 12 April. It aims at allowing visitors to immerse themselves into the world of SWISS and to strengthen the SWISS brand experience.

Visitors can look forward to lots of multimedia content including films. It provides them with exciting insights behind the scenes of SWISS and serves as a vessel for conveying the "little big differences", which are central to the brand claim.

Find out what an aircraft mechanic loves about his job, why SWISS places great importance on Swiss products and why the Bombardier C Series is considered to be the world's most innovative short-and medium-haul aircraft.

Curious? Find more information here: <https://www.swiss.com/worldofswiss/en/>



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Regionale Star Alliance Promotion – Die Chance ein RTW ticket zu gewinnen

Wählen Sie Ihre Top 20 Lieblingsdestinationen aus dem Star Alliance Netzwerk aus und gewinnen Sie ein Round the World Ticket für zwei Personen in der Premium Economy.

Star Alliance feiert 20-jähriges Jubiläum. Aus diesem Grund wollen wir von Schweizerinnen und Schweizern und in der Schweiz lebenden Personen wissen, welche weltweit ihre Top 20 Destinationen sind. Stimmen Sie also für Ihre Top 20 Lieblingsländer aus dem globalen Star Alliance Netzwerk und gewinnen Sie mit etwas Glück ein Star Alliance Round the World Ticket für zwei Personen in der Premium Economy.

Der Gewinner/die Gewinnerin und dessen/deren Reisepartner(in) sind eingeladen, aus den von allen Mitbewerbern ausgewählten Top 20 Destinationen ein finales Routing zusammenzustellen. Wir begrüßen es, dass der Preis noch bis Ende des Jahres abgeflogen wird und die Reiseabenteuer rund um die Welt mit der Star Alliance Community in irgendeiner Form geteilt werden.

Um mitzumachen und die allgemeinen Wettbewerbsbedingungen einzusehen, folgen Sie diesem Link:
<http://www.staralliance.com/de/ch-competition-landing>



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Air Canada als beste Fluggesellschaft für Musiker ausgezeichnet

Die International Federation of Musicians (FIM), welche Berufsmusiker und deren Gewerkschaften in mehr als 60 Ländern repräsentiert, hat Air Canada mit dem erstmals vergebenen „Airline of Choice“ Award ausgezeichnet.

„Seit mehr als 35 Jahren ist Air Canada Unterstützerin der Orchestermusik in Kanada. Als offizielle Fluggesellschaft von acht grossen Symphonieorchestern aus Kanada haben wir deren talentierte Musiker stolz rund um die Welt geflogen, nach China, Europa und in die USA auf vielen Tournées und in die renommiertesten Konzerthallen, wie auch die Carnegie Hall.“, sagte Craig Landry, Senior Vice President, Revenue Optimization, welcher den Preis im Namen von Air Canada entgegennahm. „Unser Engagement für Orchester und Musik reicht viel weiter als offizielle Fluggesellschaft für diese hervorragenden Organisationen zu sein. Im 2015 haben wir für unsere Branche führende Bestimmungen realisiert, um die spezifischen Bedürfnisse von mit Instrumenten reisenden Musikern zu unterstützen. Dazu gehören unter anderem bevorzugtes Boarding sowie ein grosszügiger Preisnachlass beim Kauf eines zusätzlichen Sitzplatzes für ein Musikinstrument.“

Die FIM und ihre Mitglieder arbeiten seit mehreren Jahren an der Verbesserung der Konditionen von Fluggesellschaften für Reisende mit Musikinstrumenten. Diese sollen gerecht behandelt und vollständig über die geltenden Bestimmungen für den Transport von Musikinstrumenten informiert werden.

Gemäss Benoît Machuel, Generalsekretär der FIM: „Als Massstab gelten heutzutage die Vorschriften der FAA in den USA. Air Canada übertrifft diese bei weitem, indem sie 50% Reduktion beim Kauf eines zweiten Sitzplatzes für ein Instrument anbietet und Reisenden mit Musikinstrumenten bevorzugtes Boarding offeriert. Air Canada's Richtlinien für Musiker sind in unseren Augen beispielhaft.“



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Austrian Airlines ist die pünktlichste Airline weltweit

Neuste Flugstatistiken haben ergeben, dass AUA von allen Airlines im März 2017 die pünktlichste war.

- Im März 92,7% aller Flüge pünktlich an ihrem Ziel angekommen
- Österreichs Flag-Carrier steht regelmäßig am Stockerl in der Pünktlichkeitsstatistik

Austrian Airlines war im März 2017 die weltweit pünktlichste Airline. Das geht aus der jüngsten Statistik von flightstats.com, einem US-amerikanischen Spezialisten für die Auswertung von Flugdaten, hervor. Mit einer Ankunftspünktlichkeit (Arrival On-time Rate) von 92,72% lag die österreichische „AUA“ vor der spanischen Iberia (90,74%) und der Singapore Airlines (89,19%) auf dem ersten Platz aller global agierenden Fluglinien. Die Pünktlichkeit wird in der Airline-Industrie mit <15 Minuten gemessen. Das bedeutet, dass alle Flüge innerhalb des 15-Minuten-Zeitfensters als pünktlich gelten.



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LOT Polish Airlines erweitert das Interkontinental Angebot via Warschau

LOT Polish Airlines bietet nun eine neue Alternative nach Asien, USA und Kanada.

Aus Genf und Zürich bestehen optimale Anschlussmöglichkeiten via Warschau zu immer mehr Langstreckenzielen.

Peking, Seoul, Tokio, sowie Chicago, New York (JFK und Newark), Los Angeles (ganz neu seit April 2017) und Toronto werden ausschliesslich mit dem modernen Boeing 787 Dreamliner angefliegen.

Seit dem 29. Mai steht ausserdem Astana im Streckennetz.



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Lufthansa Group: Weltspitze – Terminal 2 im Flughafen München

Das Terminal 2 im Flughafen München wurde von Skytrax zum ‚Weltbesten Flughafen Terminal 2017‘ gekürt.

Haben Sie bereits die Annehmlichkeiten des Münchner Terminals 2 ausprobiert, um sich eine kleine Erholungspause während Ihrer Reise zu gönnen? Die Begeisterung der Passagiere für diesen Airport hat sich deutlich an dem diesjährigen World Airport Award gezeigt, der von Skytrax Institut in London durchgeführt wurde. Der Grossteil, der über 14 Millionen teilnehmenden Passagiere sprach sich für den Terminal 2 in München aus und verlieh ihm den Titel „Der Weltbeste Flughafen Terminal“.

Die zahlreichen Annehmlichkeiten, die vielfältigen Unterhaltungsmöglichkeiten und die grosszügigen Ruhezonen erzielten Bestnoten. Während des Umsteigens bietet der Terminal 2 exzellente Möglichkeiten um sich die Zeit im Transit zu verkürzen. Dank des genialen Grundrisses des Gebäudes, kann man in kürzester Zeit die Flüge wechseln. Zusätzlich bietet der Terminal 2 unzählige Geschäfte und Restaurants zum Verweilen an, und das alles mit dem speziellen Flair von München

Der Terminal 2 wird exklusiv von der Lufthansa Gruppe benutzt, Ihren Partner Airlines und von Star Alliance.



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SAS stellt ihr neues „New Nordic by SAS“ vor

Premiere für das neue SAS Essens- und Getränkekonzept, das von der nordischen Art inspiriert wurde.

SAS führt ein neues Essenskonzept unter dem Namen „New Nordic by SAS“ ein. Die Inspiration dafür kommt von unseren Passagieren und der nordischen Art essen zu zubereiten, bei der lokale, saisonale Produkte im Vordergrund stehen. SAS Passagieren wird jetzt eine Auswahl an Geschmackserlebnissen aus frischen und lokalen Zutaten angeboten mit dem Fokus auf Geschmack, Qualität, Funktion und Design in einer völlig neuen Verpackung extra gestaltet für platzsparendes und komfortables Essen an Bord eines Flugzeuges. Das Konzept wird erstmalig am 28. Mai auf Flügen innerhalb Schwedens, Norwegens und Dänemarks sowie Skandinaviens und Europas eingeführt.

Das neue Design ist einzigartig und inspiriert von der „Takeaway“ Kultur. Mittagessen und Abendessen sind in einem Würfel verpackt, der es ermöglicht während des Essens weiterhin zu arbeiten, zu lesen oder einen Film zu sehen.

Die neuen Menüs beinhalten norwegischen Lachs, schwedisches Lamm und dänisches Kalb ergänzt von lokal gewachsenem Gemüse von Skags Gård. Zu den Hauptgängen werden beispielsweise als Nachtisch gefüllte Muffins serviert.

Weitere Informationen finden Sie hier:

<http://www.sasgroup.net/en/premiere-for-the-new-sas-food-and-drinks-concept-new-nordic-by-sas/>



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Neue World of SWISS

SWISS: Aufregende Stories und aussergewöhnliche Einblicke für Kunden.

Seit dem 12. April ist die neue World of SWISS live, welche dem Besucher die Markenwelt von SWISS näher bringen und das SWISS Markenerlebnis intensivieren soll.

Den Kunden erwarten zahlreiche multimedial aufbereitete Inhalte mit Filmen, die ihm spannende Einblicke hinter die Kulissen von SWISS geben und die "little big differences" des Markenversprechens transportieren.

Erfahren Sie zum Beispiel was ein Flugzeugmechaniker an seinem Job liebt, weshalb SWISS Wert auf schweizerische Produkte legt und wieso die Bombardier C Series das innovativste Kurz- und Mittelstreckenflugzeug der Welt ist.

Neugierig? Mehr Informationen finden Sie hier: <https://www.swiss.com/worldofswiss/de/>



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www.staralliance.ch (local website)

www.staralliance.com (global website)

Star Alliance Social Media

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 18,450 daily flights to 1,300 airports in 190 countries.