



STAR ALLIANCE

## Star Alliance named World's Leading Airline Alliance

**Star Alliance has again been named the World's Leading Airline Alliance in the annual World Travel Awards. As many as 10 Member Airlines Claim a Total of 25 World Travel Awards.**

The annual awards cover multiple categories and are awarded based on a worldwide poll of qualified executives working within travel and tourism, and the consumer travel buyer. The awards serve to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry.

Earlier, the Star Alliance Lounge at Los Angeles International Airport (LAX) repeated in its selection as North America's Leading Airport Lounge by the World Travel Awards. The Star Alliance lounge at LAX is one of six such lounges globally.

"We are grateful for the continued recognition from travel and tourism executives and from the World Travel Awards organisation," said Jeffrey Goh, Chief Executive Officer of Star Alliance, adding "I accept this award on behalf of the hundreds of thousands of dedicated employees of the 26 member airlines of the Alliance, who work tirelessly to provide an unparalleled customer travel experience." Continued Mr. Goh, "Our unrelenting focus on improving the customer journey is evident by the continued recognition of the Alliance and of its member airlines. All of us are working flat-out, along with other industry experts and partners, to reconnect the world and fully restore global travel."

Graham E. Cooke, Founder, World Travel Awards, says: "Star Alliance continues to set the benchmark for global aviation and I am delighted that both the travel trade and the public have acknowledged this excellence by voting it 'World's Leading Airline Alliance 2021'. Star Alliance member airlines have also enjoyed a strong showing in our 2021 programme, winning 18 awards at regional level, plus 7 prestigious World awards. Their momentum going into 2022 is an inspiration to us all."

A full list of the awards is available at:

<https://www.worldtravelawards.com/>

**Further information can be obtained via:**

Star Alliance Press Office

Tel: +49 69 96375 183

Fax: +49 69 96375 683

Email: [mediarelations@staralliance.com](mailto:mediarelations@staralliance.com)

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

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### **About Star Alliance**

*The Star Alliance network was established in 1997 as the first truly global airline alliance, based on a customer value proposition of global reach, worldwide recognition and seamless service. Since inception, it has offered the largest and most comprehensive airline network, with a focus on improving customer experience across the Alliance journey. The member airlines are: Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, 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 Air Portugal, THAI, Turkish Airlines, and United. Overall, the Star Alliance network currently offers more than 12,000 daily flights to almost 1,300 airports in 197 countries. Further connecting flights are offered by Star*

*Alliance Connecting Partners Juneyao Airlines and THAI Smile Airways.*