



## **SkyTeam turns 25: Building the future of connected travel**

**SkyTeam marked its 25th anniversary on 22 June 2025, highlighting a quarter century of international collaboration and a shared mission to improve global travel. Founded by four airlines in 2000, the alliance now consists of 18 members and connects more than 945 destinations across 145 countries. As it enters its next chapter, SkyTeam is focused on digital transformation, customer experience innovation and accelerating sustainability efforts across its network.**

Since its founding, SkyTeam has placed customers at the heart of the alliance. With a combined 235 million loyalty program members, SkyTeam has streamlined benefits and recognition across the alliance. This commitment continues to shape shared initiatives: from co-located lounges and SkyPriority services to seamless interline transfers and miles redemption.

### **Customer experience, reimagined**

Over the past 25 years, SkyTeam has introduced a range of innovations to meet the evolving needs of customers:

- Launched seamless check-in, enabled by the SkyTeam Digital Spine\*, allowing travelers to check in for multi-airline itineraries through their preferred app or website.
- Developed award-winning digital tools, like the Carry-On Calculator, to enhance and simplify the customer journey.
- Led the industry as the first alliance to roll out standardized airport priority services with SkyPriority, available at 900+ airports.
- Introduced reciprocal and enhanced loyalty benefits through SkyTeam Elite and Elite Plus tiers.
- Expanded lounge access to 750+ locations for eligible customers, including SkyTeam-branded lounges in Dubai, Santiago, Sydney and Vancouver.

SkyTeam leads among global alliances in social and environmental action. It launched The Aviation Challenge, an industry-first initiative to help accelerate sustainable aviation, which has brought together over 27 industry players since its inception. SkyTeam also unanimously

endorsed IATA's 25by2025 campaign to address gender inequality in aviation and recently became the first alliance to issue an Anti-Human Trafficking Declaration, taking a unified stand against this global crime.

*"SkyTeam's success lies in the strength of its partnerships and a shared vision to put the customer at the center of the travel experience," says Andrés Conesa, Chairman of SkyTeam and CEO of Aeromexico, one of the alliance's four founding members. "Over the past two decades, I've had the privilege of witnessing SkyTeam grow into a truly global network expanding our reach, deepening collaboration, and enhancing the journey for millions of customers around the world."*

*"This 25-year milestone isn't just about reflecting on our accomplishments. It's also a catalyst for the future," says Patrick Roux, SkyTeam CEO. "Together with our members, we're building the next generation of travel experiences - smarter, more integrated and more responsible; a connected ecosystem that puts the customer in control, no matter how many airlines are involved."*

*"Joining SkyTeam has given us new opportunities to offer our customers a more seamless and personalized travel experience across the globe," says Anko van der Werff, President & CEO of SAS. "As the newest member, we are proud to be part of an alliance defined by operational excellence and a shared focus on the customer. Together with fellow SkyTeam members, SAS has topped the global on-time performance rankings several times in 2025 – a clear reflection of the alliance's strength and commitment to delivering a consistently reliable experience for our customers."*

### **Digital backbone for the future**

As new members like Virgin Atlantic and SAS have joined the alliance, SkyTeam is actively shaping the future of travel through continued investment in shared technology and loyalty innovation, aiming to create an even more seamless customer experience:

- Enabling intermodal travel through partnerships with Eurostar and Trenitalia, creating smoother connections between air and rail.
- Advancing digital capabilities, including seamless check-in across member airlines, real-time baggage tracking and integrated loyalty experiences.