

network

For the members of STAR ALLIANCE

Employee contest begins. See page 4

June 2007



CEOs and uniformed staff in front of an SAS Star Alliance-branded aircraft, with an anniversary decal on the fuselage.

Star Alliance marks 10th anniversary with Copenhagen event

“We have defied the sceptics who saw us as a marketing gag which was only going to last two years.” That from Star Alliance CEO Jaan Albrecht, speaking at the event in Copenhagen, Denmark, site of the 10th anniversary celebrations. “Today, nearly 30 per cent of global air travellers use the services of our member carriers or, looking at it from an overall industry perspective, two thirds of world-wide air travellers use one of the three airline alliances.”

Ten years ago, what started off as an alliance of five like-minded airlines has grown to 17 carriers flying more than 406 million passengers a year to some 855 destinations in 155 countries. To watch a short video of the history of the alliance, click here <http://www.mwpm Medienwerkstatt.de/star-alliance.com/>

Rather than reflecting on the achievements of the last 10 years, the alliance is seeing its anniversary as a time to look forward.

The alliance launched a new brand positioning – The way the Earth connects – that reflects the changing needs of the global traveller (see detailed story in May issue of Network).

At the same time, under the banner of “Biosphere Connections”, Star Alliance is cooperating with environmental organisations UNESCO-MAB, the World

Conservation Union (IUCN) and Ramsar Convention on Wetlands. A memorandum of understanding was signed at the Copenhagen event.

“Biosphere Connections demonstrates Star Alliance’s commitment to supporting protection of the environment and sustainability of the biosphere in a constructive and positive way,” said Albrecht.

For more, see page 2 >>

Contents:

Click article for direct link

- 1 Star Alliance marks 10th anniversary with Copenhagen event
- 4 Employee contest launches online
- 4 10th anniversary event calendar
- 5 More carriers complete interline e-ticketing capability
- 5 Star Alliance Connection Centres save 9,000 connections each month
- 6 Biosphere Connections officially launched in Copenhagen
- 7 Star Alliance Environmental Commitment Statement
- 8 Air New Zealand makes moves to cut CO₂
- 9 Austrian looks to the future
- 10 Bits and bites from the member carriers
- 11 StarTrips.com launches revamped website
- 12 A snapshot of Star Alliance members



Please click the b/w button to print only the text version in black and white



Please click the colored button to print the complete color version

>> 10 years anniversary from page 1

To watch a video about the project, click here

- <http://www.mwpmedienwerkstatt.de/star-alliance.com/>

Biosphere Connections and partner sites can be accessed through the following links:

- www.biosphereconnections.com.
- www.staralliance.com/biosphereconnections/
- Unesco-MAB: www.unesco.org/mab

- Convention on Wetlands [Ramsar]: www.ramsar.org
- World Conservation Union-IUCN: www.iucn.org/biosphereconnections

Star Alliance has also launched an online contest for customers, to run until November. See www.staralliance.com for details of the promotion. A similar online contest for employees has also been launched. See the story in this issue of Network.

CNN's Richard Quest (right) asked CEOs and guests tough questions during two discussion panels at the Copenhagen event. One panel featured Montie Brewer, Air Canada (left) and Fernando Pinto, TAP (second from left) with corporate guests from Nokia and Visa to discuss mobile technology. →



The second panel, on the environment, featured Lufthansa's Wolfgang Mayrhuber (left) and Air New Zealand's Rob Fyfe (second from left) along with representatives from Airbus and Boeing. ↓



CNN's Richard Quest on stage with former SAS CEO Jan Stenberg (left) and former chairman of the Lufthansa Executive Board Jurgen Weber. Both were later presented with sextants as gifts in recognition of their contributions to the success of the alliance. ↓



>> 10 years anniversary from page 1+2

The Biosphere Connections partnership between Star Alliance and three environmental organisations was signed at the Copenhagen event. A memorandum of understanding was signed by CEO Jaan Albrecht (right) and Peter Bridgewater, Secretary-General, Conventions on Wetlands, Ramsar. →

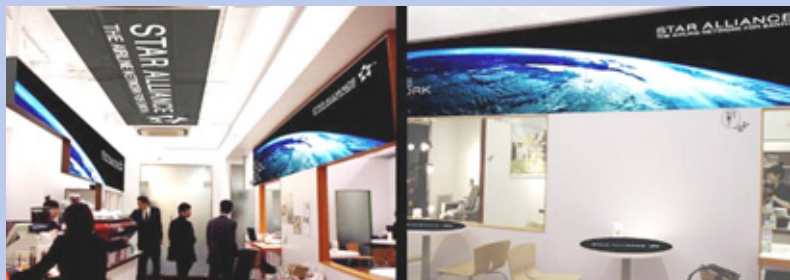


A mobile interactive exhibit was on display for guests during the Copenhagen event. Larger units will be placed at a number of hub airports this year. First stop is London-Heathrow's Terminal 1 where Star Alliance's presence will be highly visible to customers of competing alliances. A second, smaller unit (seen here) is available for use at aviation forums, Star Days and other events at the member carriers, schedule permitting. ↑



THAI provided customers with a decorated cake on certain routes on May 14. ↓

ANA decorated a café in downtown Tokyo as part of the anniversary festivities. As well, a free magazine for commuters in Japan was given away at major stations. ↓



Employee contest launches online



Employees of the member carriers have a chance to win trips to Beijing to watch the joining of Air China and Shanghai Airlines. An online quiz that tests their knowledge of the alliance begins June 4 and runs to the end of September.

The contest can be found at check www.staralliance.com/winbeijing. Only active employees of member carriers are eligible to win. Star Alliance will cover all ground costs.

Refer to the terms and conditions page on the site for eligibility information and rules.



10th anniversary event calendar

Date	Event	Participating Airlines	Location
Until June 19	Exhibit to promote Star Alliance	Customers	London-Heathrow
June 2	Exhibit to promote Star Alliance	Customers/employees	Tokyo Narita
June 4 – Sept. 30	Online employee quiz	All participating member carrier employees	www.staralliance.com/winbeijing
Until Dec. 31	Online customer promotion	Customers	www.staralliance.com/ten
June 20-21	Marketplace for employees	For all employees of member carriers	Munich
June 25 – July 25	Exhibit to promote Star Alliance	Customers	Paris CDG
June 28	Industry aviation forum. Includes exhibit to promote Star Alliance	For industry and journalists	Bangkok
June 29	Star Day and displays	For employees of Star Alliance member carriers	Bangkok
July	Creativity Contest winners to be chosen and notified	All participating carriers	Frankfurt
Starting July 2	Online trade promotion	Employees of corporate and travel trade	www.staralliance.com
July (date to be confirmed)	Opening of new Star Alliance lounge at LAX	Customers, employees	Los Angeles
July 30 - August 31	Exhibit to promote Star Alliance	Customers	Amsterdam
Aug. (date to be confirmed)	Opening of new Star Alliance terminal in MIA	Customers, employees	Miami

More carriers complete interline e-ticketing capability



Member carriers are moving quickly to complete their capability to provide e-ticketing with other members of the alliance. Interline e-ticketing allows customers to travel on any combination of participating Star Alliance member carriers using a single electronic ticket.

Currently, five carriers have completed interline e-ticketing with all 17 members – Air Canada, Air New Zealand, Austrian, Lufthansa and United. US Airways and South African are expected to complete interline e-ticket capability with the other carriers this summer.

In May, nine interline e-ticket implementations were completed:

- May 3 – between South African and Singapore
- May 8 – between Air Canada and Croatia, US Airways and Austrian
- May 11 – between US Airways and Adria Airways and Croatia
- May 14 – between Air China and ANA
- May 15 – between Air Canada and Adria
- May 16 – between United and Adria and Croatia

So far, Star Alliance and its members have completed 152 interline e-ticket implementations, covering 86 per cent of the possible connections between the member carriers. Work is progressing on including the regional members (expected to be completed later this summer) and future members Air China, Shanghai Airlines and Turkish.

Star Alliance Connection Centres save 9,000 connections each month

When the first Star Alliance Connection Centre opened in 2002 in Los Angeles, the idea was to “rescue” passengers and bags that were at risk of missing their onward connections. The concept provided a centralised operation that monitored connections and arranged for passengers and bags to make their transfers between member carriers at major hubs.

Since then, five other SCCs have opened, and together have saved the carriers some 10.6 million euros each year. That means that roughly 9,000 connections (bags and passengers) are saved each month at the six stations.



New SCCs are being developed for implementation this year at Copenhagen, Charlotte and Bangkok.

Biosphere Connections officially launched in Copenhagen

Star Alliance launched its new three-year partnership with three global environmental conservation agencies at the 10th anniversary celebration in Copenhagen.

Biosphere Connections involves UNESCO – Man and Biosphere, which is a global network of internationally recognised ecosystems designated as biosphere reserves in 102 countries, including the World Heritage sites; IUCN – or the World Conservation Union, which helps societies to conserve the diversity of nature and to ensure that use of natural resources is equitable and ecologically sustainable; and Ramsar Wetlands, which covers over 1,600 wetlands around the world.

The partnership name – Biosphere Connections – was chosen to reflect the dedication of not only the conservation agencies toward preserving the biosphere, but also Star Alliance's support for the promotion, conservation and sustainable use of resources across the network of countries the alliance serves. The word "connections" captures the essence of what Star Alliance is all about – a global network of connections.

Biosphere Connections is a holistic, long-term approach by Star Alliance toward supporting sustainable efforts by these agencies toward conservation of the planet.

Star Alliance will support the agencies in their work to achieve conservation and sustainable development around the world through allocation of a limited number of tickets to allow field workers to attend conferences and meetings of benefit to them.

Go to the following websites for more information:

- **Biosphere Connections**
www.staralliance.com/biosphereconnections
- **World Heritage Site information**
<http://whc.unesco.org/en/69>
- **UNESCO**
http://portal.unesco.org/en/ev.php-URL_ID=29008&URL_DO=DO_TOPIC&URL_SECTION=201.html
- **World Conservation Union**
<http://www.iucn.org/>
- **Ramsar wetlands project**
<http://www.ramsar.org/>



Star Alliance CEO Jaan Albrecht (right) and Peter Bridgewater, Conventions on Wetlands (Ramsar) sign the agreement.

>>

>> Star Alliance Environmental Commitment Statement

On May 3, 1999, less than two years after the founding of the alliance, the then member carriers signed an Environmental Commitment Statement outlining six principles that would “challenge us to reduce our impact on the environment and maintain a healthy balance between progress and environmental sustainability.” Below is the statement.



Environmental Commitment Statement

Star Alliance™ the first global airline alliance was established to deliver worldwide service to our customers. We believe this global alliance creates important opportunities for cooperation and information-sharing as each of our companies seeks to integrate environmental considerations into all aspects of our business.

We recognise that each of our carriers operates in diverse regions of the world and faces many unique and local challenges, however, we share some important core principles. The following principles challenge us to reduce our impact on the environment and maintain a healthy balance between progress and environmental sustainability:

- We are committed to promoting awareness and protection of the environment through an appropriate management system.
- We will conduct our business in compliance with all applicable environmental regulations and expect every employee to take responsibility for meeting these standards when performing his or her duties.
- We will work and communicate with customers, governments, local communities, unions, employees, and suppliers to identify and resolve environmental issues.
- We will prevent pollution at the source by reducing waste, recycling or disposing of items, and purchasing products that are reusable or that contain recycled materials.
- We will strive to develop and use technology that is environmentally sound and we will promote enhanced environmental standards in our purchasing of new aircraft, equipment, and facilities.
- We will seek new methods to balance the constant need for development with a commitment to protecting the environment, by continuous improvement.

The Chief Executive Board of the Star Alliance Network

Sydney, 3 May, 1999

Air New Zealand makes moves to cut CO₂

Air New Zealand has issued a brochure that discusses how it is committed to protecting the environment.

The airline points out that while the aviation industry supports 8 per cent of the world's economic activity, its aircraft account for just 2 per cent of global CO₂ emissions. "That means that the industry's impact on the environment is disproportionately small compared to the difference we make," states the brochure.

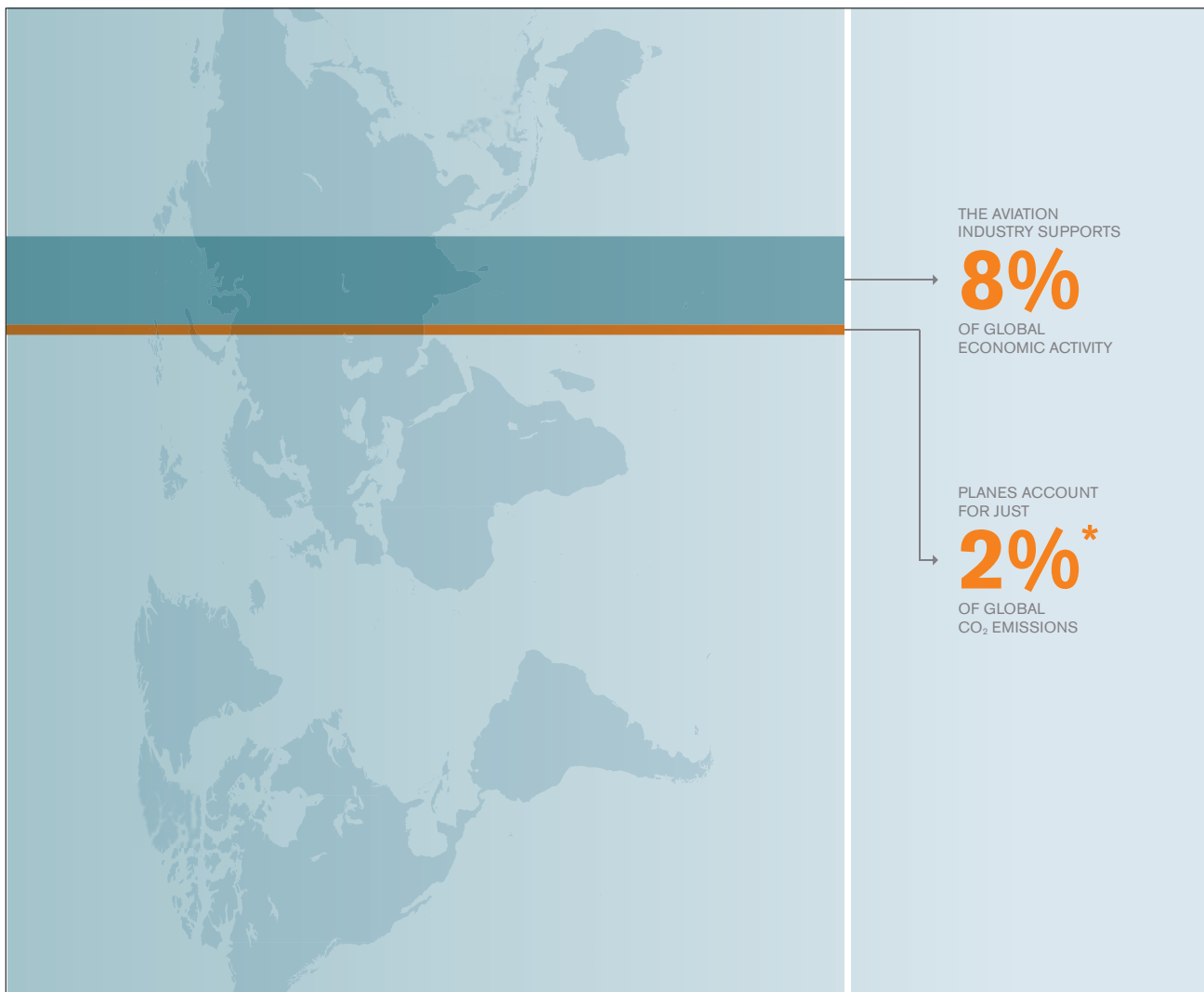
Over the past 40 years, emissions per passenger kilometre have dropped by an average of 70 per cent. Air New Zealand has introduced the B777 fleet, and will see the arrival of the B787 starting in 2010, "which is 20 per cent more fuel efficient than other long-haul aircraft." The goal is to reduce the amount of fuel used and therefore the impact on the environment.

According to IATA, fuel efficiency has dramatically improved in the last decade. Today's aircraft consumes, on average, 3.5 litres of fuel per 100 passenger kilometres. The next generation of aircraft will target fuel efficiency rates below 3 litres per 100 passenger kilometres, which is better than a compact car.

But Air New Zealand is also looking at infrastructure and operations and calls on government and air traffic services to contribute. "If air traffic procedures were optimised globally, this could deliver up to 12 per cent greater efficiency. Point-to-point flying, rather than hub-and-spoke flying will enable airlines to conserve up to 25 per cent of their fuel by reducing take-offs and landings."

The airline says it has saved \$18 million in fuel since August, 2004 which represents a 58,000 tonne reduction in greenhouse gas emissions. It expects to save the same amount over the next year. It is introducing other measures such as examining discretionary fuel weight, improving air traffic control flight planning, reducing the amount of potable water, paper documents and other items that can reduce fuel use and down-gauging aircraft size on certain routes and seasons.

On the ground, offices are using low energy lighting, more efficient indoor air cooling mechanisms, paper conservation and recycling. All of these efforts, according to the brochure, make Air New Zealand one of the most fuel-efficient airlines in the world.





Austrian looks to the future

Star Alliance
10th
anniversary

To help mark the 10th anniversary of Star Alliance, we have asked our member carriers to provide articles for us that talk about how each is positioning itself for the future. In this month's article, Austrian talks about its plans for growth.

The Austrian Airlines Group is the most commercially successful airline in CEE. As a key factor in the attractiveness of Austria as a business location, the Group secures its independent position with committed and passionate employees who use the Group's top product to bring a smile to the faces of their guests.

Using the slogan, "Fly with a smile", the Austrian Airlines Group provides an attractive portfolio of services in the scheduled, cargo and charter segments. Top levels of quality and punctuality, an outstanding price-performance ratio, a dense network of connections via the central Vienna hub, individualised fare selection options and the proven Austrian touch are just some of the features successfully used by the Group.

In line with the "Focus East" strategy, the main markets of the Austrian Airlines Group are its Central and East European services and connections to the Middle East. Long-haul services to North America and the Far East complete the Group's product range.

At just 8.6 years, the average age of our aircraft is substantially below the European mean. This makes our fleet one of the most modern in the world.

Vienna's domestic airport, Vienna International Airport, uses superior infrastructure, while its highly

efficient handling of incoming and outgoing aircraft ensures the fast, comfortable transfer of our passengers. The airport's average transfer time of just 25 minutes is unique in Europe. Vienna International Airport also offers generous and newly-designed lounges until departure in the most pleasant and harmonious atmosphere.

As a quality carrier the Austrian Airlines Group has been and still is implementing a range of measures aimed at the ongoing expansion and optimisation of its product range. The new basis for this is a wide-ranging quality and service offensive. Launched in 2006, the new campaign is designed to emphasise the differentiation of the company from competitor airlines. Numerous new and attractive features were created, ranging from free snack service in economy class, classical Austrian boarding music, through to lounges and ground services. However, a real milestone was the introduction of our new lie-flat sleeper seats with greater leg room in long-haul Business Class focusing on the highest possible levels of customer satisfaction.

The policy has been a successful one. A series of recent industry surveys have seen the Austrian Airlines Group receive top rankings in quality and customer satisfaction categories.



Bits and bites from the member carriers



Air New Zealand

Air New Zealand's online "Pimp My Plane" promotion won the best online ad campaign award at the 2007 People's Choice NetGuide Web Awards. The promotion enabled customers to create the A320 of their wildest dreams by choosing from a selection of outrageous paint jobs, wings, rims and tints and chunky gold medallions and fluffy dice.



Asiana

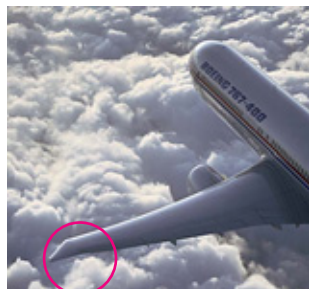
Asiana is the latest 5-Star Airline in 'The World Airline Star Ranking' by Skytrax. The 5-Star ranking "recognises airlines at the forefront of product innovation that generally set trends to be followed by other carriers." Another Star Alliance carrier to attain the ranking is Singapore Airlines.

Asiana has made all of its 62 international destinations e-ticket eligible. In a statement Asiana said "Asiana Airlines is able to offer check-in for e-ticketing customers at 10 China airports as well as seven southeast & CIS airports by means of manual e-ticketing handling, in the interim."



Austrian

Austrian Airlines will become the first European airline to equip its Boeing 767 fleet with winglets. The change will reduce kerosene consumption by 1,000 tons per aircraft every year while extending the range of the aircraft by around...



...670 km. In addition, the payload can be increased by up to five tons at certain destinations.

Winglets are the upturned ends of the wings of an aircraft. Winglets improve the aerodynamics of the aircraft. They will be added to the six Austrian 767s starting in 2009.



Lufthansa

Lufthansa

Lufthansa and Turkish Airlines expanded their codeshare to include Munich-Istanbul (LH and TK), Munich-Ankara (LH and TK) and Munich-Izmir (LH). As part of the agreement, Turkish Airlines has moved into Terminal 2. Frankfurt-operated routes started in March.

Lufthansa and TAM have signed a memorandum of understanding to test ways of working together. They are instituting codeshare flights on national and international routes. Additionally, they are considering optimising their flight schedules, pooling their frequent flyer programmes and mutual access at each other's airport lounges.



TAP

TAP Portugal and Egyptair Airlines will put in place a broad commercial co-operation agreement by codesharing on Egyptair's new twice-weekly Cairo – Lisbon route starting June 2.



THAI

THAI celebrated its 47th anniversary on May 1. It announced that it would increase flights to Los Angeles and New York from five flights a week to daily. The long-haul routes will use A340-500s.



>> Bits and bites


United

United will start two non-stop routes from the U.S. to Asia and South America. Daily service between Los Angeles and Hong Kong and between Washington, D.C., and Rio de Janeiro will begin in October. The Los Angeles-Hong Kong route opens a new gateway to Hong Kong. United's route between Washington, D.C., and Rio de Janeiro improves from one-stop service to non-stop.

United and TAM signed a memorandum of understanding to develop an agreement to offer codeshare flights. TAM serves 49 cities in Brazil. Implementation is expected late this year.

network

Produced monthly for the employees of Star Alliance member carriers.

Star Alliance Services GmbH,
Frankfurt Airport Centre,
Main Lobby
60546 Frankfurt/Main
Germany

**Vice-President,
Corporate Office**
Christian Klick

Director, Internal Communications
Garry Bridgewater (+49 69 96375 104)
garry.bridgewater@staralliance.com

Production Coordinator
Dr. Thomas Quinn, Frankfurt

Layout
Rolf Kuhl, marketingtools, Cologne

StarTrips.com launches revamped website

www.startrips.com will unveil a "new" StarTrips website in June. Enhancements include:

- 128-bit encryption, the highest level of protection available for Internet communications, including credit card and financial transactions
- Search for more than 30,000 hotel properties
- Travel rates that are the best in the industry

- Online edit/cancellation of reservations
- 24-hour toll-free phone and e-mail customer support

More enhancements to the site are planned to take effect later this year including online reservations for cruises, last-minute travel deals, packages and more.

StarTrips.com


Travel and Information for STAR ALLIANCE Member Carrier Employees
Interline Virtually Anywhere®




















TM




A snapshot of Star Alliance members

17 member airlines, plus 3 regional members

Total revenue (\$US)	\$114.6 billion*	Airports served	855
Annual passengers	405.7 million	Fleet	2,777
Daily departures	more than 16,000	Lounges	650
Number of employees	351,761	* All figures as of May 2007 and include the regional members	
Countries served	155		

Star Alliance Member Carriers	Fleet size	Number of employees	Major hub airports
 Air Canada (AC)	335	32,000	Toronto, Montreal, Vancouver
 Air New Zealand (NZ)	96	10,829	Auckland, Los Angeles
 ANA (NH)	209	22,170	Tokyo, Osaka, Nagoya
 Asiana Airlines (OZ)	59	7,867	Seoul Incheon
 Austrian (OS)	104	8,468	Vienna
 bmi (BD)	42	4,077	London Heathrow, Manchester
 LOT Polish Airlines (LO)	53	3,250	Warsaw
 Lufthansa (LH)	430	94,510	Frankfurt, Munich
 Scandinavian Airlines (SK)	180	7,588	Copenhagen, Oslo, Stockholm
 Singapore Airlines (SQ)	92	13,924	Singapore Changi
 South African Airways (SA)	58	11,000	Johannesburg
 Spanair (JK)	64	3,570	Madrid, Barcelona
 SWISS (LX)	69	7,200	Zurich, Geneva, Basel
 TAP Portugal (TP)	48	5,664	Lisbon
 Thai Airways Intl (TG)	85	26,435	Bangkok, Chiang Mai, Phuket, Hat Yai
 United (UA)	460	55,000	Chicago, Denver, San Francisco, Los Angeles, Washington, D.C.
 US Airways (US)	358*	35,995	Charlotte, Philadelphia, Phoenix, Pittsburgh, Las Vegas

Regional Members

 Adria Airways (JP)	10	553	Ljubljana
 Blue1 (KF)	12	607	Helsinki
 Croatia Airlines (OU)	11	1,045	Zagreb

* Mainline

Star Alliance marks 10th anniversary with Copenhagen event

“We have defied the sceptics who saw us as a marketing gag which was only going to last two years.” That from Star Alliance CEO Jaan Albrecht, speaking at the event in Copenhagen, Denmark, site of the 10th anniversary celebrations. “Today, nearly 30 per cent of global air travellers use the services of our member carriers or, looking at it from an overall industry perspective, two thirds of worldwide air travellers use one of the three airline alliances.”

Ten years ago, what started off as an alliance of five like-minded airlines has grown to 17 carriers flying more than 406 million passengers a year to some 855 destinations in 155 countries. To watch a short video of the history of the alliance, click here <http://www.mwpmedienwerkstatt.de/star-alliance.com/>

Rather than reflecting on the achievements of the last 10 years, the alliance is seeing its anniversary as a time to look forward.

The alliance launched a new brand positioning – The way the Earth connects – that reflects the changing needs of the global traveller (see detailed story in May issue of Network).

At the same time, under the banner of “Biosphere Connections”, Star Alliance is cooperating with environmental organisations UNESCO-MAB, the World Conservation Union (IUCN) and Ramsar Convention on Wetlands. A memorandum of understanding was signed at the Copenhagen event.

“Biosphere Connections demonstrates Star Alliance’s commitment to supporting protection of the environment and sustainability of the biosphere in a constructive and positive way,” said Albrecht.

To watch a video about the project, click here

- <http://www.mwpmedienwerkstatt.de/star-alliance.com/>

Biosphere Connections and partner sites can be accessed through the following links:

- www.biosphereconnections.com.
- www.staralliance.com/biosphereconnections/
- Unesco-MAB: www.unesco.org/mab
- Convention on Wetlands [Ramsar]: www.ramsar.org
- World Conservation Union-IUCN: www.iucn.org/biosphereconnections

Star Alliance has also launched an online contest for customers, to run until November.

See www.staralliance.com for details of the promotion. A similar online contest for employees has also been launched. See the story in this issue of Network.

Employee contest launches online

Employees of the member carriers have a chance to win trips to Beijing to watch the joining of Air China and Shanghai Airlines. An online quiz that tests their knowledge of the alliance begins June 4 and runs to the end of September.

The contest can be found at check www.staralliance.com/winbeijing. Only active employees of member carriers are eligible to win. Star Alliance will cover all ground costs.

Refer to the terms and conditions page on the site for eligibility information and rules.



10th anniversary event calendar

Date	Event	Participating Airlines	Location
Until June 19	Exhibit to promote Star Alliance	Customers	London-Heathrow
June 2	Exhibit to promote Star Alliance	Customers/employees	Tokyo Narita
June 4 – Sept. 30	Online employee quiz	All participating member carrier employees	www.staralliance.com/winbeijing
Until Dec. 31	Online customer promotion	Customers	www.staralliance.com/ten
June 20-21	Marketplace for employees	For all employees of member carriers	Munich
June 25 – July 25	Exhibit to promote Star Alliance	Customers	Paris CDG
June 28	Industry aviation forum. Includes exhibit to promote Star Alliance	For industry and journalists	Bangkok
June 29	Star Day and displays	For employees of Star Alliance member carriers	Bangkok
July	Creativity Contest winners to be chosen and notified	For employees of all member carriers	Frankfurt
Starting July 2	Online trade promotion	Employees of corporate and travel trade	www.staralliance.com
July (date to be confirmed)	Opening of new Star Alliance lounge at LAX	Customers, employees	Los Angeles
June 28	Exhibit to promote Star Alliance	Customers	Amsterdam
Aug. (date to be confirmed)	Opening of new Star Alliance terminal in MIA	Customers, employees	Miami

More carriers complete interline e-ticketing capability

Member carriers are moving quickly to complete their capability to provide e-ticketing with other members of the alliance. Interline e-ticketing allows customers to travel on any combination of participating Star Alliance member carriers using a single electronic ticket.

Currently, five carriers have completed interline e-ticketing with all 17 members – Air Canada, Air New Zealand, Austrian, Lufthansa and United. US Airways and South African are expected to complete interline e-ticket capability with the other carriers this summer.

In May, nine interline e-ticket implementations were completed:

- May 3 – between South African and Singapore
- May 8 – between Air Canada and Croatia, US Airways and Austrian
- May 11 – between US Airways and Adria Airways and Croatia
- May 14 – between Air China and ANA
- May 15 – between Air Canada and Adria
- May 16 – between United and Adria and Croatia

So far, Star Alliance and its members have completed 152 interline e-ticket implementations, covering 86 per cent of the possible connections between the member carriers. Work is progressing on including the regional members (expected to be completed later this summer) and future members Air China, Shanghai Airlines and Turkish.



Star Alliance Connection Centres save 9,000 connections each month

When the first Star Alliance Connection Centre opened in 2002 in Los Angeles, the idea was to “rescue” passengers and bags that were at risk of missing their onward connections. The concept provided a centralised operation that monitored connections and arranged for passengers and bags to make their transfers between member carriers at major hubs.

Since then, five other SCCs have opened, and together have saved the carriers some 10.6 million euros each year. That means that roughly 9,000 connections (bags and passengers) are saved each month at the six stations.

New SCCs are being developed for implementation this year at Copenhagen, Charlotte and Bangkok.

Biosphere Connections officially launched in Copenhagen

Star Alliance launched its new three-year partnership with three global environmental conservation agencies at the 10th anniversary celebration in Copenhagen.

Biosphere Connections involves UNESCO – Man and Biosphere, which is a global network of internationally recognised ecosystems designated as biosphere reserves in 102 countries, including the World Heritage sites; IUCN – or the World Conservation Union, which helps societies to conserve the diversity of nature and to ensure that use of natural resources is equitable and ecologically sustainable; and Ramsar Wetlands, which covers over 1,600 wetlands around the world.

The partnership name – Biosphere Connections – was chosen to reflect the dedication of not only the conservation agencies toward preserving the biosphere, but also Star Alliance’s support for the promotion, conservation and sustainable use of resources across the network of countries the alliance serves. The word “connections” captures the essence of what Star Alliance is all about – a global network of connections.

Biosphere Connections is a holistic, long-term approach by Star Alliance toward supporting sustainable efforts by these agencies toward conservation of the planet.

Star Alliance will support the agencies in their work to achieve conservation and sustainable development around the world through allocation of a limited number of tickets to allow field workers to attend conferences and meetings of benefit to them.

Go to the following websites for more information:

- Biosphere Connections
www.staralliance.com/biosphereconnections
- World Heritage Site information
<http://whc.unesco.org/en/69>
- UNESCO
http://portal.unesco.org/en/ev.php-URL_ID=29008&URL_DO=DO_TOPIC&URL_SECTION=201.html
- World Conservation Union
<http://www.iucn.org/>
- Ramsar wetlands project
<http://www.ramsar.org/>



>> Star Alliance Environmental Commitment Statement

On May 3, 1999, less than two years after the founding of the alliance, the then member carriers signed an Environmental Commitment Statement outlining six principles that would “challenge us to reduce our impact on the environment and maintain a healthy balance between progress and environmental sustainability.” Below is the statement.



Environmental Commitment Statement

Star Alliance™ the first global airline alliance was established to deliver worldwide service to our customers. We believe this global alliance creates important opportunities for cooperation and information-sharing as each of our companies seeks to integrate environmental considerations into all aspects of our business.

We recognise that each of our carriers operates in diverse regions of the world and faces many unique and local challenges, however, we share some important core principles. The following principles challenge us to reduce our impact on the environment and maintain a healthy balance between progress and environmental sustainability:

- We are committed to promoting awareness and protection of the environment through an appropriate management system.
- We will conduct our business in compliance with all applicable environmental regulations and expect every employee to take responsibility for meeting these standards when performing his or her duties.
- We will work and communicate with customers, governments, local communities, unions, employees, and suppliers to identify and resolve environmental issues.
- We will prevent pollution at the source by reducing waste, recycling or disposing of items, and purchasing products that are reusable or that contain recycled materials.
- We will strive to develop and use technology that is environmentally sound and we will promote enhanced environmental standards in our purchasing of new aircraft, equipment, and facilities.
- We will seek new methods to balance the constant need for development with a commitment to protecting the environment, by continuous improvement.

The Chief Executive Board of the Star Alliance Network

Sydney, 3 May, 1999



Air New Zealand makes moves to cut CO₂

Air New Zealand has issued a brochure that discusses how it is committed to protecting the environment.

The airline points out that while the aviation industry supports 8 per cent of the world's economic activity, its aircraft account for just 2 per cent of global CO₂ emissions. "That means that the industry's impact on the environment is disproportionately small compared to the difference we make," states the brochure.

Over the past 40 years, emissions per passenger kilometre have dropped by an average of 70 per cent. Air New Zealand has introduced the B777 fleet, and will see the arrival of the B787 starting in 2010, "which is 20 per cent more fuel efficient than other long-haul aircraft." The goal is to reduce the amount of fuel used and therefore the impact on the environment.

According to IATA, fuel efficiency has dramatically improved in the last decade. Today's aircraft consumes, on average, 3.5 litres of fuel per 100 passenger kilometres. The next generation of aircraft will target fuel efficiency rates below 3 litres per 100 passenger kilometres, which is better than a compact car.

But Air New Zealand is also looking at infrastructure and operations and calls on government and air traffic services to contribute. "If air traffic procedures were optimised globally, this could deliver up to 12 per cent greater efficiency. Point-to-point flying, rather than hub-and-spoke flying will enable airlines to conserve up to 25 per cent of their fuel by reducing take-offs and landings."

The airline says it has saved \$18 million in fuel since August, 2004 which represents a 58,000 tonne reduction in greenhouse gas emissions. It expects to save the same amount over the next year. It is introducing other measures such as examining discretionary fuel weight, improving air traffic control flight planning, reducing the amount of potable water, paper documents and other items that can reduce fuel use and down-gauging aircraft size on certain routes and seasons.

On the ground, offices are using low energy lighting, more efficient indoor air cooling mechanisms, paper conservation and recycling. All of these efforts, according to the brochure, make Air New Zealand one of the most fuel-efficient airlines in the world.

Austrian looks to the future

To help mark the 10th anniversary of Star Alliance, we have asked our member carriers to provide articles for us that talk about how each is positioning itself for the future. In this month's article, Austrian talks about its plans for growth.

The Austrian Airlines Group is the most commercially successful airline in CEE. As a key factor in the attractiveness of Austria as a business location, the Group secures its independent position with committed and passionate employees who use the Group's top product to bring a smile to the faces of their guests.

Using the slogan, "Fly with a smile", the Austrian Airlines Group provides an attractive portfolio of services in the scheduled, cargo and charter segments. Top levels of quality and punctuality, an outstanding price-performance ratio, a dense network of connections via the central Vienna hub, individualised fare selection options and the proven Austrian touch are just some of the features successfully used by the Group.

In line with the "Focus East" strategy, the main markets of the Austrian Airlines Group are its Central and East European services and connections to the Middle East. Long-haul services to North America and the Far East complete the Group's product range.

At just 8.6 years, the average age of our aircraft is substantially below the European mean. This makes our fleet one of the most modern in the world.



Vienna’s domestic airport, Vienna International Airport, uses superior infrastructure, while its highly efficient handling of incoming and outgoing aircraft ensures the fast, comfortable transfer of our passengers. The airport’s average transfer time of just 25 minutes is unique in Europe. Vienna International Airport also offers generous and newly-designed lounges until departure in the most pleasant and harmonious atmosphere.

As a quality carrier the Austrian Airlines Group has been and still is implementing a range of measures aimed at the ongoing expansion and optimisation of its product range. The new basis for this is a wide-ranging quality and service offensive. Launched in 2006, the new campaign is designed to emphasise the differentiation of the company from competitor airlines. Numerous new and attractive features were created, ranging from free snack service in economy class, classical Austrian boarding music, through to lounges and ground services. However, a real milestone was the introduction of our new lie-flat sleeper seats with greater leg room in long-haul Business Class focusing on the highest possible levels of customer satisfaction.

The policy has been a successful one. A series of recent industry surveys have seen the Austrian Airlines Group receive top rankings in quality and customer satisfaction categories.

Bits and bites from the member carriers

Air New Zealand

Air New Zealand’s online “Pimp My Plane” promotion won the best online ad campaign award at the 2007 People’s Choice NetGuide Web Awards. The promotion enabled customers to create the A320 of their wildest dreams by choosing from a selection of outrageous paint jobs, wings, rims and tints and chunky gold medallions and fluffy dice.

Asiana

Asiana is the latest 5-Star Airline in ‘The World Airline Star Ranking’ by Skytrax. The 5-Star ranking “recognises airlines at the forefront of product innovation that generally set trends to be followed by other carriers.” Another Star Alliance carrier to attain the ranking is Singapore Airlines.

Asiana has made all of its 62 international destinations e-ticket eligible. In a statement Asiana said “Asiana Airlines is able to offer check-in for e-ticketing customers at 10 China airports as well as seven southeast & CIS airports by means of manual e-ticketing handling, in the interim.”

Austrian

Austrian Airlines will become the first European airline to equip its Boeing 767 fleet with winglets. The change will reduce kerosene consumption by 1,000 tons per aircraft every year while extending the range of the aircraft by around... ..670 km. In addition, the payload can be increased by up to five tons at certain destinations.

Winglets are the upturned ends of the wings of an aircraft. Winglets improve the aerodynamics of the aircraft. They will be added to the six Austrian 767s starting in 2009.

Lufthansa

Lufthansa and Turkish Airlines expanded their codeshare to include Munich-Istanbul (LH and TK), Munich-Ankara (LH and TK) and Munich-Izmir (LH). As part of the agreement, Turkish Airlines has moved into Terminal 2. Frankfurt-operated routes started in March.

Lufthansa and TAM have signed a memorandum of understanding to test ways of working together. They are instituting codeshare flights on national and international routes. Additionally, they are considering optimising their flight schedules, pooling their frequent flyer programmes and mutual access at each other’s airport lounges.



>> Bits and bites

TAP

TAP Portugal and Egyptair Airlines will put in place a broad commercial co-operation agreement by codesharing on Egyptair's new twice-weekly Cairo – Lisbon route starting June 2.

THAI

THAI celebrated its 47th anniversary on May 1. It announced that it would increase flights to Los Angeles and New York from five flights a week to daily. The long-haul routes will use A340-500s.

United

United will start two non-stop routes from the U.S. to Asia and South America. Daily service between Los Angeles and Hong Kong and between Washington, D.C., and Rio de Janeiro will begin in October. The Los Angeles-Hong Kong route opens a new gateway to Hong Kong. United's route between Washington, D.C., and Rio de Janeiro improves from one-stop service to non-stop.

United and TAM signed a memorandum of understanding to develop an agreement to offer codeshare flights. TAM serves 49 cities in Brazil. Implementation is expected late this year.

StarTrips.com launches revamped website

www.startrips.com will unveil a "new" StarTrips website in June. Enhancements include:

- 128-bit encryption, the highest level of protection available for Internet communications, including credit card and financial transactions
- Search for more than 30,000 hotel properties
- Travel rates that are the best in the industry
- Online edit/cancellation of reservations
- 24-hour toll-free phone and e-mail customer support

More enhancements to the site are planned to take effect later this year including online reservations for cruises, last-minute travel deals, packages and more.

network

Produced monthly for the employees of Star Alliance member carriers.

Star Alliance Services GmbH,
Frankfurt Airport Centre,
Main Lobby
60546 Frankfurt/Main
Germany

**Vice-President,
Corporate Office**
Christian Klick

Director, Internal Communications
Garry Bridgewater (+49 69 96375 104)
garry.bridgewater@staralliance.com

Production Coordinator
Dr. Thomas Quinn, Frankfurt


















Layout
Rolf Kuhl, marketingtools, Cologne




A snapshot of Star Alliance members

17 member airlines, plus 3 regional members

Total revenue (\$US)	\$114.6 billion*	Airports served	855
Annual passengers	405.7 million	Fleet	2,777
Daily departures	more than 16,000	Lounges	650
Number of employees	351,761	* All figures as of May 2007 and include the regional members	
Countries served	155		

Star Alliance Member Carriers	Fleet size	Number of employees	Major hub airports
 Air Canada (AC)	335	32,000	Toronto, Montreal, Vancouver
 Air New Zealand (NZ)	96	10,829	Auckland, Los Angeles
 ANA (NH)	209	22,170	Tokyo, Osaka, Nagoya
 Asiana Airlines (OZ)	59	7,867	Seoul Incheon
 Austrian (OS)	104	8,468	Vienna
 bmi (BD)	42	4,077	London Heathrow, Manchester
 LOT Polish Airlines (LO)	53	3,250	Warsaw
 Lufthansa (LH)	430	94,510	Frankfurt, Munich
 Scandinavian Airlines (SK)	180	7,588	Copenhagen, Oslo, Stockholm
 Singapore Airlines (SQ)	92	13,924	Singapore Changi
 South African Airways (SA)	58	11,000	Johannesburg
 Spanair (JK)	64	3,570	Madrid, Barcelona
 SWISS (LX)	69	7,200	Zurich, Geneva, Basel
 TAP Portugal (TP)	48	5,664	Lisbon
 Thai Airways Intl (TG)	85	26,435	Bangkok, Chiang Mai, Phuket, Hat Yai
 United (UA)	460	55,000	Chicago, Denver, San Francisco, Los Angeles, Washington, D.C.
 US Airways (US)	358*	35,995	Charlotte, Philadelphia, Phoenix, Pittsburgh, Las Vegas

Regional Members

 Adria Airways (JP)	10	553	Ljubljana
 Blue1 (KF)	12	607	Helsinki
 Croatia Airlines (OU)	11	1,045	Zagreb

* Mainline