



STAR ALLIANCE

**STAR ALLIANCE ENHANCES CONVENTIONS PLUS PRODUCT**

**Sports and cultural events now included;  
Expanding Network; Dedicated Stand at IMEX**

**FRANKFURT, May 26<sup>th</sup>, 2009** – Star Alliance, the way the Earth connects, has expanded its Conventions Plus product offer beyond traditional conventions to include travel arrangements for major cultural and sporting events.

“Building on the experience which we have gained over the last seven years in providing travel arrangements for convention organisers on the Star Alliance network, we are looking forward to serving a new target group in the field of cultural and sporting event organisers”, said Peter Glade, Director Sales and Market Development at Star Alliance.

Star Alliance Conventions Plus provides simplified travel solutions to event organisers by allowing them access to the entire alliance network through one of the member airlines. The organiser also receives a support programme which includes tickets and promotional assistance.

In general, delegates are entitled to fare discounts ranging from ten to 20 percent, depending on the type of fare, class of travel and airline used. Travel can be either in Business or Economy Class, and one companion may also travel on the delegate fare discounts.

Delegates enrolled in any of the Star Alliance member airlines’ frequent flyer programmes are able to earn miles or points on their tickets. Moreover, Star Alliance Gold and Star Alliance Silver customers may also avail themselves of the benefits accorded to them by their status when travelling on Conventions Plus fares.

In order to qualify for Conventions Plus, the designated event must be of a global scale, with a minimum number of 500 international delegates from at least three different countries and two continents. The lead time to the event should be at least six months.

## Network Expanded

With EGYPTAIR and Turkish Airlines having joined Star Alliance in 2008, organisers using Conventions Plus not only gained improved access to two very important convention markets: Egypt and Turkey, but also benefit from more flight connections across Africa, the Middle East and Central Asia. At the same time organisations based in these two growing economies and across the entire region can now use the Star Alliance network for their convention travel needs.

## Presence at IMEX

In order to promote Conventions Plus, Star Alliance will once again be represented at the IMEX Trade Fair, which is seen as the essential world-wide exhibition for meetings and incentive travel, and is being held in Frankfurt, Germany, from May 26<sup>th</sup> through May 28<sup>th</sup>, 2009. Star Alliance can be found at its dedicated stand G030.

### About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer customers worldwide reach and a smooth travel experience. Star Alliance received the Air Transport World Market Leadership Award in 2008 and was voted Best Airline Alliance by Business Traveller Magazine in 2003, 2006, 2007 and 2008 and by Skytrax in 2003, 2005, 2007 and 2009. The members are Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shanghai Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Air India, Brussels Airlines, Continental Airlines and TAM have been announced as future members. Overall, the Star Alliance network offers 17,000 daily flights to 916 destinations in 160 countries.

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