



## **STAR ALLIANCE LOS ANGELES LOUNGE WINS SKYTRAX AWARD TWO YEARS RUNNING**

**Voted Best Alliance Lounge**

**FARNBOROUGH, U.K – July 13<sup>th</sup>, 2016** - The Star Alliance Lounge located in the Tom Bradley International Terminal (TBIT) of Los Angeles International Airport (LAX) has been voted Best Alliance Lounge at the World Airline Awards for the second year in a row.

Accepting the award, Christian Draeger, Director Customer Experience, Star Alliance, said: "We are honoured to be receiving this award for the second consecutive year. It is testimony to the fact that our LA Lounge continues to offer a very high quality experience on a consistent basis. This is reflected by the overwhelming positive customer feedback which we have been receiving since the opening of the lounge nearly three years ago. This encourages us to continue with our present strategy of building common Star Alliance lounges in selected locations."

Member carrier Air New Zealand developed the Alliance's LAX lounge and manages the facility on behalf of Star Alliance.

Air New Zealand General Manager Customer Experience Carrie Hurihanganui said, "It's very exciting for the Los Angeles lounge to be named best Alliance Lounge for two years running. Air New Zealand is incredibly proud to have designed this space and manage it, delivering a world-class lounge experience to not only our customers, but to all Star Alliance lounge eligible customers departing from Los Angeles' Tom Bradley International Terminal."

The premium customer facility at LAX can accommodate up to 400 Business Class and Star Alliance Gold passengers and has an additional exclusive area for First Class passengers.

Designed by global architectural firm Gensler, the 1,675 square meter lounge features different experience zones to accommodate the various passenger needs, ranging from social gatherings to quiet time away from home. The lounge offers a bar area for socializing, a library space, a den, a study and a media room. Guests wishing to work can do so from the location of their choice, making use of the high-speed wi-fi, along with the printing, fax and copy services which are available on request. In addition to traditional power outlets, customers can also make use of USB power ports to recharge their mobile devices. For those “travelling light”, tablet computers are available on request for use in the lounge. Passengers wishing to freshen up before their flight can do so in one of eight shower rooms.

The highlight is without doubt the unique open air terrace which offers panoramic views of the northern runway towards Hollywood Hills. This space provides passengers with an unparalleled sensory experience, complete with fire pits and a water wall.

The design of the lounge was inspired by a contemporary interpretation of modernist L.A. architecture of the 1950s and 1960s and is complemented by locally sourced products and furniture wherever possible. For example, its glazed ceramic tile feature walls were created by local artisans.

Lounge access continues to be rated as one of the top Alliance customer benefits. Star Alliance First and Business Class passengers as well as Star Alliance Gold Card holders currently have access to more than 1,000 lounges across the Alliance’s global airline network. In addition to airlines’ own lounges and those operated by third parties, Star Alliance currently has five Alliance branded lounges. Besides LAX, these are located in Buenos Aires (EZE), Nagoya (NGO), Paris (CDG) and Sao Paulo (GRU).

#### About World Airline Awards:

The [World Airline Awards](#) are managed by international air transport rating organisation, Skytrax Research of London, UK. The transparency and global coverage of the survey distinguish these awards as the most prestigious and respected quality recognition for today's world airline industry.

The awards are based on the results of the World Airline Survey, which operating since 1999 is held in high esteem for its clarity of process and rigorously applied rules of independence. The customer survey operated from August 2015 until May 2016, with a total of 19.2 million eligible customer surveys being completed.

More than 104 different nationalities participated in the survey, covering over 280 airlines, from the

largest international airlines to smaller domestic carriers. The surveys measure Quality standards across 41 key performance indicators of front-line product and service.

Customer satisfaction levels for the passenger experience are rated, across Airport and Onboard environments - check-in to boarding, arrivals & transfer, lounges, seat comfort, cabin cleanliness, food and beverages, IFE, staff service and associated air travel features.

#### 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 Brazil, 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 18,500 daily flights to 1,330 airports in 192 countries.

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