



SAS Group

**Pressrelease September 4, 2009**

## **SAS and Star Alliance launch worldwide meetings product**

**Star Alliance, of which SAS Scandinavian Airlines is a member, has launched a global product for the meetings market: Meetings Plus. Companies, meeting planners and incentive agencies needing to organise gatherings with participants from different countries, now have access to the entire Star Alliance network, by contracting their travel needs through just one Star Alliance member airline.**

With Meetings Plus we are offering an alliance product to a new market segment. We are certain that our Meetings Plus customers will value the experience and expertise which we can provide, largely based on knowledge gained by having offered an alliance conventions product for more than eight years, said Christopher Korenke, Vice President Commercial, Star Alliance.

Meetings Plus can be used for most meetings of 50 people or more, with attendees originating in at least three different countries. Interested meeting organisers send an online request for proposal (RFP) via [www.staralliance.com/meetingsplus](http://www.staralliance.com/meetingsplus). The organiser will then be contacted by the Star Alliance member carrier designated to handle the travel requirements for the requested event. Bookings will be made through the organisers appointed travel agency. The Star Alliance member carriers are offering fare discounts ranging between 10 and 20 per cent off the published fare in either Business or Economy Class.

### **Note:**

Different conditions apply to Meetings Plus for meetings to be held in Australia, Japan, New Zealand and South Africa. At present Meetings Plus is not available for travel on ANA, LOT Polish Airlines, South African Airways and THAI.

Photos and video available at: [http://www.staralliance.com/en/press/media\\_library/index.html](http://www.staralliance.com/en/press/media_library/index.html)

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### **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. Aegean Airlines, 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.*