

## **Over 50,000 Austrian boarding passes used to enjoy cash benefits on culture, entertainment and more in 2010**

- **Vienna Secession, Madame Tussauds, Museum of Applied Arts and other institutions join range of new partners**
- **Over 50 partners worldwide**
- **Discounts on cultural, culinary, shopping and entertainment attractions**

Passengers of Austrian Airlines used their boarding passes after their flights to save money on a huge range of exciting benefits including museums, restaurants and shopping over 50,000 times in 2010. Every single Austrian Airlines Boarding Pass is the World's Most Valuable Boarding Pass. With it, passengers obtain attractive discounts with over 50 national and international partners in areas including the arts and culture, shopping, entertainment and fine dining 10 days after their flight with Austrian Airlines.

In Vienna, Austrian passengers can enjoy a cut-price visit to the city's Albertina Museum, the Belvedere Palace, the Kunsthalle, Mumok and a wide range of other cultural highlights. New additions to the wide repertoire of partners in the Austrian Boarding Pass programme include the Vienna Secession, the Natural History Museum, Madame Tussauds – due to open its doors for the first time in April – and the Museum of Applied Arts. When abroad, the boarding pass entitles our passengers to discounted entry to such cultural attractions as the New Gallery in New York City and the Guggenheim Museum in Venice.

The Austrian Boarding Pass also offers culinary discounts. They can enjoy a Vienna Melange coffee free of charge at the Meinl am Graben café in Vienna and other cafes of Meinl in Belgrade, Istanbul, Kiev, Beijing and Moscow, and at the Café Landtmann in Tokyo.

Each boarding pass is valid for one person and for ten days after the flight date. Discounts are also available for passengers using boarding passes printed out as part of the Web Check-in service and for those using a mobile boarding pass on their mobile phone.

Customers can find full details of how to use the boarding pass, the partner institutions and the various offers in the latest issue of the *skylines* inflight magazine, and online at [www.austrian.com/boardingpass](http://www.austrian.com/boardingpass).

Austrian Airlines flies from London Heathrow in the UK to Vienna. Together with our partner BMI, we operate 35 flights per week to Vienna. We give customers in the UK smooth access to our network of 130 destinations worldwide, thereof over 100 destinations in Europe. This makes our network the biggest European airline network served out of a single hub. The Austrian Airlines Hub Vienna is Europe's fastest transfer airport with a minimum connecting time of only 25 minutes."

### **Austrian Airlines**

Austrian Airlines is Austria's largest airline, and offers a global route network encompassing 130 destinations. The route network is particularly dense in Central and Eastern Europe; with 44 destinations, Austrian Airlines is the market leader in the region. Thanks to its favourable geographical location at the heart of Europe, the company's key domestic airport of Vienna has grown to become the perfect East-West hub. Austrian Airlines is part of the Lufthansa Group, the largest airline grouping in Europe, and a member of the Star Alliance, the first global alliance of international airlines.

### **Rückfragehinweis:**

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