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A STAR ALLIANCE MEMBER 

Worldwide booking and ticketless travel with snowflake

Since the introduction of Scandinavian Airlines' low-price alternative, snowflake, on March 30, its www.flysnowflake.com website has had 2.4 million visitors. Travelers worldwide can now book and pay their snowflake flights via a new, simple system on a renewed website.

Booking is always based on one-way travel and is conducted in five easy steps. The customer selects a flight from a calendar month, which provides an overview of the current lowest price (including taxes and all charges). Booking confirmation is sent to the customer by e-mail. The journey is ticketless, meaning that the passenger takes the booking number or confirmation to check-in instead of a ticket.

Customers who want to book their snowflake flights verbally or have special service requirements can call a newly established telephone service (tel +45 77 66 10 05).

"It will be simple to book and travel by snowflake. A new booking system and telephone booking center are important steps in this ambition," says manager Ludmilla Lindecrantz.

The new booking system, AirKiosk, was developed by the American company Sutra and is already being used by other airlines. The Swedish company Netgiro Systems AB is handling the payment service. The Transcom company is providing the global telephone service.

Smaller price intervals and lower service charges

snowflake changed its pricing structure on October 1 and the price range will become somewhat broader. The lowest one-way fare booked via the Internet is EUR 58/USD 66, while the highest possible price there can be EUR 228/USD 271.

"The customer must know what the cost is going to be, so snowflake's prices are presented inclusive of all taxes and charges," says Ludmilla Lindecrantz. "We are also increasing the number of price levels, following comments from families with children. If the cheapest tickets are not available, there will not be a large interval to the next price level."

At the same time, the service charge is being reduced to EUR 3/USD 3 per person and flight leg for purchases made over the Internet, which is included in the prices stated on the website. The corresponding service charge for telephone bookings is EUR 6/USD 7.

Winter program destinations

In the winter program, starting October 26, snowflake will operate on these destinations:
Copenhagen to/from Alicante, Athens, Bologna, Istanbul, Malaga, Palma de Mallorca, Pristina and Sarajevo
Stockholm to/from Alicante, Athens, Beirut, Belgrade, Bologna, Budapest, Dublin, Istanbul, Lyon, Malaga, Nice, Prague and Rome

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