



Scandinavian Airlines

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A STAR ALLIANCE MEMBER 

Press release

20 July, 2009

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Star Alliance launches Round the World online bookings

Star Alliance, of which SAS Scandinavian Airlines is a founding member, has today launched the new “Star Alliance Book and Fly” tool, which allows customers to plan, book and buy round the world tickets via the internet – 24 hours a day, 365 days a year. Up until now, it has only been possible to plan an around-the-world trip on the website, with pricing and ticketing having to be handled at airline call centres, ticket offices or travel agents. The sales channels will continue to offer the Star Alliance Round the World fare, in addition to the website.

“Star Alliance Book and Fly has transformed our website into a sales channel for the Star Alliance Round the World fare. Customers can now plan, book and buy through the web at their convenience,” said Christopher Korenke, Vice President Commercial, Star Alliance. “On the technological side, the implementation of an automated tool to process very complex routings is truly an outstanding achievement.”

This means it is possible to book the Star Alliance Round the World fare on all of the network’s 21 carriers, including SAS Scandinavian Airlines. Customers will have access to more than 17,000 daily flights to 916 airports in 160 countries.

The new easy-to-use and interactive tool allows customers to choose from an endless number of options when planning a multiple city round the world trip on the Star Alliance network. Hence, the tool has been designed to assist the user in creating a routing which corresponds to their travel needs. The itinerary can be created by either typing in the appropriate city or by clicking on the destinations displayed on an interactive world map. The destinations are colour coded in order to distinguish between those to which direct flights are offered and those which can only be reached by transfer connections. Once a valid itinerary is created, the system displays an estimated fare in the currency of the country of residence for the selected class of travel.

Flight options for each leg of their journey are displayed from the real time availability. Additional service options, such as travel in premium economy class cabins, can be selected at the applicable surcharge. Once flights for the entire journey have been chosen, the final price including all taxes, surcharges and fees is displayed. After entering the personal data necessary to process the booking, the corresponding flights are reserved. Tickets are paid for online via credit card and customers are emailed their electronic ticket. In case further assistance is required, various call centres around the globe will be able to help the customer.

The Star Alliance Round the World fare is one of 12 Star Alliance fare products. Compared to one-way or return tickets, the Round the World fare is attractively priced. The fare levels are set according to distance and class of travel. Customers can choose between three mileage levels 29,000, 34,000 or 39,000 miles. The fare is available for travel in First, Business or Economy Class. Tickets are valid for one year. Additionally, the Star Alliance network also offers a Round the World special fare, which is only available for travel in Economy Class, has a maximum mileage of 26,000, must be purchased seven days prior to departure and permits three to five stopovers.



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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.

Photos and video available at: http://www.staralliance.com/en/press/media_library/index.html

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