SINGAPORE AIRLINES VOTED BEST AIRLINE

Singapore Airlines (SIA) has won the “Best Airline” Award in the Travel Suppliers Awards Category of the 1996 Travel Awards. This is the sixth time in succession that SIA has been named the “Best Airline” since the introduction of this award in 1991.

SIA’s subsidiary *SilkAir* also topped the list in the “Best Regional Airline” category.

The award was presented by Miller Freemen, publisher of Travel Trade Gazette Asia and PATA Travel News Asia-Pacific, at a ceremony held in Pattaya, Thailand on Friday 19 April 1996.

Airlines vying for the award were rated on three main criteria, namely the best product, in terms of service, network and schedules, the most agent friendly, in terms of reservations and confirmation standards and commission payments and having the most professional sales and marketing team in terms of innovative ideas and in centive programs. Votes were cast by travel agents, destination management companies and tour operators around the Asia Pacific region.

This award is the latest of the many awards won by SIA. Last month, the Airline was awarded the “Best Global Air Cargo Carrier and Best Air Cargo Carrier: Asia” at the 10th Asian Freight Industry Awards. In November 1995, it was also declared the “Best AirLine” by Conde Nast Traveler Magazine for the seventh time.