

Singapore Airlines wins Best Airline Award for fifth consecutive time

Singapore Airlines (SIA) has been voted the 'Best Airline' at the *Business Traveller* (Asia Pacific) awards for the fifth year running.

The awards, held in Hong Kong on Tuesday, 10 September 1996, were determined by a readers poll. Airlines vying for the award were rated on criteria such as quality of ground handling, quality of inflight food, punctuality, cabin crew service, awareness of the needs of a business traveller, and quality of advertising. Readers were asked to pick winners on a scale of 1 to 10, from 55 airlines serving the Asia-Pacific region.

A total of 1,000 completed questionnaires were received. The respondents were professionals from the business community from the Asia-Pacific region, who have flown extensively all over the world, during the past year.



SIA was ranked first in four categories, namely: cabin crew service, awareness of the needs of business traveller, quality of advertising and quality of its first class product and service. Swissair, SIA's Global Excellent Alliance partner, was placed second overall.

This award is the latest of the many awards won by SIA. SIA's renowned service is recognized not only in its home region, but world-wide as well. In April this year, the Airline was voted 'Best Airline' for the sixth year running in the Travel Suppliers Awards Category of the 1996 Travel Awards. In March the same year, it was awarded the 'Best Global Air Cargo Carrier' and 'Best Air Cargo Carrier': Asia at the 10 Asian Fright Industry Awards. The Airline was judged Best and for

the fifth year running, second in the Best Airline category, behind British Airways. The Airline was also rated second, behind American Airlines, by Business Traveller (UK) for best wine cellar.