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## SWISS again named Europe's Leading Airline

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**SWISS has been voted "Europe's Leading Airline" in the 14th World Travel Awards. The distinctions, which are among the most prestigious within the travel industry, were presented in Newcastle, UK on October 9. "We are delighted to receive this award," says Christoph Beckmann, Chief Marketing & Strategy Officer at SWISS. "And we are proud and honoured that industry specialists from over 190 countries have named SWISS Europe's top air carrier. This award confirms to us once again that the travel trade values our high service standards, our hospitality and our innovative flair."**

This is the second year running that SWISS has collected the prestigious Europe's Leading Airline award. The 2007 distinction was earned in competition with 14 other airlines, and encourages

SWISS to further maintain its alignment and commitment to the highest quality standards.

The World Travel Awards are bestowed for outstanding performance in the tourist and travel sector, based on the voting of over 150 000 travel agents all over the world. They have been presented by London-based media concern World Travel Awards Ltd. ([www.worldtravelawards.com](http://www.worldtravelawards.com)) since 1993.

Source: *Swiss International Air Lines*

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