

Company:	South African Airways
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## South African Airways scoops top international awards

Following on last year's success at the World Travel Awards, South African Airways (SAA), the leading airline on the African continent, has scooped yet another cluster of prestigious accolades at this year's event.



In voting conducted worldwide by World Travel Awards, travel industry professionals once again voted in favour of SAA, enabling it to clinch top honours such as "Africa's Leading Airline", "Africa's Leading First Class Airline", "Africa's Leading Business Class Airline" and Africa's Leading Airline Website.

The World Travel Awards were established more than a decade ago, and are now recognised as the global travel industry's Oscars. The function for the World Travel Awards 2007 for Middle East & Africa took place at the Emirates Palace Hotel in Abu Dhabi, United Arab Emirates on Wednesday, 30th May 2007. The spectacular awards ceremony was attended by leading business people and celebrities from all over the world.

The World Travel Awards are the benchmark for excellence in the travel and hospitality industry. Held annually, the awards are determined solely by survey results, making it the most respected survey of its kind for each continent.

Maurice Phohleli, Head of Africa and Middle East said:

*'This is a great honour for South African Airways: to be recognised by industry professionals as Africa's leading Airline, these awards are an important and valuable accolade which recognise exceptional levels of quality and service. This is a great achievement and has thrilled us tremendously.'*

"It is, indeed, a very proud moment for the entire SAA team. We are very grateful for the support from our customers whose commitment enables us to remain focused on offering them only the very best."

Aaron Munetsi, SAA Head of East Africa and the Middle East, said the fact that SAA had voted for another consecutive year showed that 'the consistency in the airline's superior product and service has paid dividends for us in the Africa region'.

He added: 'To serve our customers with more connectivity, South African Airways is now a proud member of the Star Alliance - fulfilling our promise to bring the world to Africa and take Africa to the world. This has meant that we have added the routes of the seventeen global carriers, the Star Alliance members, to our network. We are now offering our customers a

network of vastly superior proportions.'

SAA today carries more than 7-million passengers a year on a route network that serves 34 cities in 26 countries. Responding to the needs of travellers for increased connectivity, the airline recently unveiled plans to fortify its presence in the Africa region with scheduled enhancements to its services.

## Notes and Media Contacts

### About World Travel Awards

Hailed by the Wall Street Journal as the "Travel industry's equivalent to the Oscars", the World Travel Awards are the most comprehensive and most prestigious awards programme in the global travel industry. World Travel Awards was established in 1993 to acknowledge and celebrate excellence in the world's travel and tourism industry. With thousands of votes cast by travel professionals from 160,000 travel agencies in over 200 countries across the globe, winning a World Travel Award has become one of the highest accolades a travel product can achieve. Candidates for nomination were based on the previous year's voting and recommendations made by travel industry professionals.

### About South African Airways

South African Airways (SAA) is the leading airline on the African continent, and consistently receives awards from numerous top-rated publications and international organisations for Best African Airline. The airline is 72 years old and was one of the first national airlines in the world. SAA is the only airline based in Africa, which is a member of the largest global airline network in the world, Star Alliance. SAA brings Africa to the world and takes the world to Africa, carries more than 7 million passengers a year on a route network that serves 34 cities in 26 countries. SAA has a fleet of 58 aircraft including brand new Airbus A340-600, A340-300E and A319 aircraft. SAA is owned by the South African government's department of Public Enterprises.

### 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 was voted Best Airline Alliance by Business Traveller Magazine in 2003 and 2006 and by Skytrax in 2003 and 2005. The members are Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, THAI, United and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Air China, Shanghai Airlines and Turkish Airlines have all been accepted as future members and are expected to join Star Alliance soon. Overall, the Star Alliance network offers more than 16,000 daily flights to 855 destinations in 155 countries.

### Issued by SAA Africa and Middle East division

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