



STAR ALLIANCE

STAR ALLIANCE: SHOWCASING ITS CONVENTIONS AND MEETINGS TRAVEL PRODUCTS AT IMEX AMERICA

FRANKFURT, Germany – October 12th, 2015 – Star Alliance, the way the Earth connects, will be showcasing its conventions and meetings travel products at booth 2609 during the IMEX America trade fair which will be held in Las Vegas, USA from October 13th to 15th, 2015. In keeping in typical Las Vegas style, the booth features a slot machine and all attendees are invited to try their luck. Hit three Star Alliance stars on the winning line and walk away with prizes ranging from small giveaways to airline tickets.

Star Alliance was the first airline alliance to launch a dedicated conventions product – Conventions Plus - some 15 years ago. It offers simplified travel solutions to major event organizers by providing access to the entire Alliance network - 28 member airlines, offering more than 18,500 daily flights to 1,330 airports in 192 countries - through one of its member airlines.

Delegates and one companion are entitled to fare discounts, depending on the type of fare, class of travel and airline used. The overall product was revamped last year, with delegates being able to choose from a wider range of fares. The booking fee for the online tool was eliminated and organizers were offered a new support program and a more simplified contracting scheme. For further details please see:

<http://www.staralliance.com/conventionsplus>

Star Alliance was also the first alliance to offer an online booking and ticketing service for convention delegates. Complementing traditional fulfilment channels, the tool was launched in 2012 and allows the convention organizers to direct delegates to a dedicated online booking and ticketing site for all air travel contracted under Star Alliance Conventions Plus. Using the online tool, delegates can check real time flight availability, price their

required itinerary using the applicable discounted fare, book the corresponding flights and purchase the ticket.

Meetings Plus

In addition to Conventions Plus, Star Alliance offers Meetings Plus as a further global product for the meetings market. Companies and meeting planners needing to organize gatherings with participants from different countries, have access to the entire Star Alliance network and discounted fares, by contracting their travel needs through just one Star Alliance member airline. Meetings Plus can be used for most meetings of 50 people or more, with attendees originating in at least three different countries. For further details or to submit an RFP please see www.staralliance.com/meetingsplus.

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveler. Its acceptance by the market has been recognized by numerous awards, including the Air Transport World Market Leadership Award and Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Avianca Brasil, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAP Portugal, Turkish Airlines, THAI and United. Overall, the Star Alliance network currently offers more than 18,500 daily flights to 1,330 airports in 192 countries.