

Readers crown Swiss as best short-haul airline

Swiss International Air Lines (SWISS) has been selected “Airline of the Year for 2007” for short-haul services by the readers of a ReiseBlick, Switzerland's largest travel magazine beating more than 61 competitors. The award was presented this week at the joint award ceremony hosted by ReiseBlick and the travel trade publication *Schweizer Touristik*.

By [Carole Kimutai](#) 7 Mar 2008

More than 1400 readers of the magazine participated in the survey, choosing SWISS as the best short-haul airline. “This award is especially valuable to us as it comes from our customers”, commented Rudolf Schumacher, the airline's Head of Sales and Marketing Switzerland. He and Harry Hohmeister, SWISS Chief Network and Distribution Officer, accepted the award.

“This just goes on to prove the quality of services offered by the airline. SWISS currently flies five times weekly from Nairobi to the rest of the world and we intend to keep this service going. There is even an additional planned 6th frequency during the months of July and August,” said Yves-Alain Yersin, Kenya Country Manager.

The ReiseBlick survey asked passengers to rate flights they took last year on the basis of various criteria such as the quality and satisfaction of their check-in and inflight experience and sense of safety before and during the flight. Other factors were staff friendliness, inflight entertainment, legroom, punctuality and value for-money. In addition to the short-haul category, survey participants also rated long and medium-haul flights. SWISS finished a strong third in the latter category.

Swiss International Air Lines flies five times a week from Nairobi and Dar es Salaam via Zurich to the rest of the world and is a member of the Star Alliance airline network.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).
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