

ATW

The Magazine of Global Airline Management

SPECIAL REPORT
Asia's Airline Industry

AIR TRANSPORT WORLD

February 2012 | www.atwonline.com | A Penton Publication

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Airline of the Year

Announcing our
38th Annual Airline
Industry Achievement
Award Winners

of Transaero's founder and chairman Alexander Pleshakov, has a Ph.D. in technical sciences with a dissertation on how to apply Western-quality standards to the Russian aviation industry. Pleshakova was appointed CEO in 2001, securing another first when she became the country's first female airline chief executive.

Last year, Transaero placed orders for four Airbus A380s, four Boeing 747-8 Intercontinental aircraft, and eight Airbus A320neos plus four options, making it the launch customer for all three aircraft types in Russia, the CIS and Eastern Europe.

All Transaero aircraft have a full business class where seat pitch on its narrowbodies is 50 inches. The carrier's 'Imperial' first-class seats turn into full flat beds and economy passengers are served a meal, even on one-hour segments. The carrier sticks to a full-service approach and permits golf and ski equipment to be checked at no extra cost.



Rob Finlayson

Transaero Airlines has not had a single aircraft accident.

Transaero's winter schedule serves 116 routes in Russia, Europe, Asia, Africa and America and includes 28 domestic scheduled routes, 28 international charter routes and 60 international scheduled routes to major hubs such as New York JFK, London Heathrow, Beijing and Hong Kong.

A superb safety record and dedication to implementing Western standards in the Russian airline industry, a track record of achieving above-average growth in spite of state-owned competition and the challenges of obtaining traffic rights, and a commitment to future expansion make it highly fitting that this year's ATW's Airline Market Leadership Award goes to Transaero Airlines.

JOSEPH S. MURPHY INDUSTRY SERVICE AWARD

Alaska Airlines

The ATW Joseph S. Murphy Industry Service award is bestowed on those who have demonstrated exceptional service in the airline industry while also bringing credit to the industry as a whole through outstanding public service.

Alaska Airlines has continued to lead a number of technological developments that help advance the entire industry while also making outstanding commitments to worthy causes such as the Make-a-Wish Foundation, Angel Flight West and the Special Olympics.

The carrier has long been a pioneer in advancing technological developments that have benefitted the industry as whole. It was the first to sell tickets on the Web, and it led Required Navigation Performance efforts, creating the "Airport of the Future."

When a computer outage in March resulted in cancellations of 15% of its flights, Alaska sent individual responses within two weeks to each of the 18,000 passengers whose flights were delayed or cancelled, offering them compensation tailored to their situation. Alaska was also one of only two airlines to pass on savings to customers from federal taxes and fees it was not required to collect during the partial FAA shutdown.

"When this issue arose, we felt there was only one path to take," CEO Bill Ayer said in a message to employees. "Quite simply, passing the savings on to our customers is the right thing to do . . . we weren't keeping this money in the first place and don't think it's fair to passengers to do so now."

Alaska's community mindset, meanwhile, shines through as bright as its

commitment to industry advancement. The carrier is involved with numerous environmental and corporate-giving initiatives through charities that include the Make-A-Wish Foundation, Angel Flight West, the Special Olympics, and Shriners Hospital for Children.





Through these charities and organizations, Alaska helps enable hundreds

of individual emergency and medical transportation needs. The carrier also

works to grant the wishes of children with terminal illness.

For Alaska, this giving back isn't merely an option; it's business as usual. And Alaska employees are a reflection of the company's altruistic spirit; made evident by the more than 8,000 hours of employee community service that were logged in 2010.

"Across our system, our employees use their hearts and hands, serving as board members with non-profit organizations, volunteering in their communities and participating in fundraisers," Ayer said.

For every hour each of its employees volunteers at a nonprofit organization, Alaska donates \$10 in their name to that organization. In 2010, Alaska Air Group made cash and in-kind contributions totaling \$5,669,153 to organizations throughout its system.

It is this commitment to advancing the industry as well as its heart for making a difference which makes *ATW* proud to present the Joseph S. Murphy Industry Service award to Alaska Airlines. *ATW*



ALASKA AIRLINES employees, Tony Sander and Brian Bowden, display a cart they designed for fallen soldiers.