



WEDNESDAY, 28 JANUARY 2009

ELFAA Members scoop prestigious global aviation awards

Flybe and Norwegian the only European winners in
Air Transport World 35th Annual Industry Achievement Awards

Brussels – 28 January 2009. Two ELFAA airlines were today announced as award winners for 2009 by the widely acclaimed US-based global industry publication, Air Transport World (ATW). Flybe won the Regional Airline of the Year prize while Norwegian scooped the Market Leadership Award.

The awards will be presented in Washington DC on February 17th and are widely regarded as the pinnacle of aviation achievement, particularly given that ATW is the most widely read aviation monthly publication in the world.

The judging panel said Flybe “is an industry trendsetter that has demonstrated innovation, adaptation and a willingness to take calculated business risks over its 30-year history as it has grown organically and through acquisition to become Europe's largest regional airline” They further “applauded Flybe for its early commitment to making consumers aware of the environmental implications of their choices in air travel by offering them an environmental report card of each flight they take.”

Norwegian’s prize was awarded for the airline’s “Successful adaptation of the low-cost model to the Scandinavian air travel market. In particular, the editors were impressed by Norwegian’s strategy to combine low fares with high tech, with a strong emphasis on customer-focused information technology”.

Commenting on the awards, John Hanlon, ELFAA General Secretary said:

“ELFAA is delighted that two of its members have won such prestigious awards. The fact that they are the only two European winners amongst ATW’s 12 prizes this year shows that Europe’s low fares operators are leading the way not only in Europe but globally.”

NOTES TO THE EDITOR:

ELFAA airline members include: clickair, easyJet, flybe, Jet2.com, Myair.com, Norwegian, Ryanair, Sky Europe, Sverige Flyg, transavia.com and Wizz Air.

ELFAA airline members carry over 150 million passengers every year, using a combined fleet of some 500 of the most technologically-advanced, environmentally-efficient aircraft.

Low fares airlines currently account for over 35% of scheduled intra-European traffic.



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