

SINGAPORE AIRLINES VOTED THE BEST ONCE AGAIN



The airline industry is just as fickle as any other major business. Therefore, it is surprising that Singapore Airlines have been voted the world's best for the 3rd time in 10 years, despite huge competition coming from all corners of the globe. Indeed, the results of the recent World Airline Awards by Skytrax are quite surprising considering the fact that price is becoming a more and more important factor in the today's market. Even businessmen are resorting to saving money rather than allowing their companies to splash out on unnecessary luxuries. Singapore Airlines have not succumbed to lowering prices nor have they put a great deal on offer. Basically: the standard of services has just remained superb.

The argument that the survey involved an amount of bias is absolutely invalid as 15 million people participated in it and the survey itself took 11 months to be completed. Singapore Airlines was chosen mainly for the high level of service and very low level of problems encountered by passengers. It was also the first airline in the world to have introduced the super-modern A380 airbus to the skies.

Elsewhere, Cathay Pacific picked up the 2nd place award, mostly in respect of its superb level of service for business class passengers. On the other side of the scale, EasyJet has been voted the world's best budget airline. This has, of course, little to do with delays, yet owes a lot to the variety of journeys available, the low level of delays and sheer value for money. The award for the most improved airline went to Korea's Asiana airline, which managed to climb from 12th place to 5th place in the space of a year. If the Koreans continue to provide such great service to business and economy passengers, they may even surpass their rivals from Singapore.

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