



AEROFLOT NAMED BEST CHINA-EUROPE TRANSIT AIRLINE

News / Airlines



Aeroflot has once again been recognised as the Best Airline for China-Europe Transit. The award was given to Aeroflot for the second consecutive year at the Stars Awards ceremony 2019, which took place in Shanghai at the St. Regis Shanghai Jingan hotel. The Stars Awards recognise the leading international companies in the Chinese travel industry, including global airlines. Winners of the Stars Awards are determined by a multi-reference scoring system that includes a public vote, expert review, and social media voting. The Stars Awards are organised by Travelling Scope magazine, one of China’s longest established and most authoritative travel publications. Travelling Scope has been an industry leader for more than 39 years and has an audience of more than 650,000 readers.

“This recognition at the Stars Awards testifies to our rapid growth in a priority international market as well as our leadership in the most important market for international transit traffic. Given the importance of cooperation between China and Russia, the increase of transit traffic between our countries is one of the key goals of our Strategy 2023.” said Aeroflot CEO Vitaly Saveliev.

Among Aeroflot's advantages as noted by the award's organisers are the airline's high-quality service, punctuality, affordable ticket prices and convenient transit via its hub at Sheremetyevo Airport. Sheremetyevo is a member of the China Friendly programme that supports Chinese tourists during their stay in Russia.

Aeroflot's convenient route network includes four Chinese destinations: Beijing, Shanghai, Hong Kong and Guangzhou. Aeroflot continuously improves its services tailored to the needs of Chinese customers. To facilitate communication with customers in China, Aeroflot launched a Chinese-language interface of its official website and operates accounts on China's largest social media platforms, Weibo and WeChat, where customers can receive 24/7 assistance.

Once aboard, passengers receive menus in Chinese, while business-class customers can enjoy a special Asian set made up of traditional Chinese dishes. The in-flight entertainment system is available in Chinese and the onboard announcements on flights to and from China are made in Chinese.

Aeroflot has held a strong position in the Chinese market for multiple years. In 2019, Aeroflot earned the title of Favourite International Airline in China at the Flyer Awards for the third consecutive year.

Aeroflot's strong global position has been rewarded with numerous awards and ratings. In 2019, Aeroflot won three prizes at the prestigious World Travel Awards, also known as the Oscars of the travel industry: World's Leading Airline Brand, World's Leading Airline – Business Class and Europe's Leading Airline to Asia.

Aeroflot's new '100 by 100' strategy aims to increase the company's international transit traffic two- to three-fold to 10-15 mln passengers by 2023.

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