



SKYTEAM®

SKYTEAM AIRLINE MEMBER BENEFITS

SkyTeam members benefit from the alliance structure by gaining greater brand recognition, improved market positioning, increased reach to new destinations and enhancing the service they offer their customers, in addition to as realizing cost-savings and sharing best-practice.

BRAND STRENGTHENING

As a member of SkyTeam, airlines gain exposure in new markets as their brand is extended to key regions of the world. This expands the network they offer their customers and in turn increases SkyTeam's global presence.

NETWORK

Once a carrier joins SkyTeam, the airline can increase its network through alliance partnerships, such as code share agreements. As a result, with new destinations and new routes offered, the market position of that carrier increases. SkyTeam offers its **582 million** annual passengers a worldwide system of more than **15,700 daily flights** covering **1,064 destinations** in **178 countries**.



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CUSTOMER BENEFITS

Together, SkyTeam carriers are fully committed to improving the customer experience. The **SkyPriority** initiative offers a series of distinctively-branded, consistent priority airport services throughout the alliance network. SkyPriority helps top customers travel faster through the airport, from checking in, to boarding and picking up their bags. Another key initiative is **SkyTransfer**, where SkyTeam members cooperate to further improve seamless, straightforward transfers of passengers and their baggage from one member airline to another.





COST-SAVINGS

Members also enjoy cost savings thanks to airport co-location, where three or more member airlines share airport space or terminal buildings. Through co-location, SkyTeam members realize significant synergies by optimizing the use of airport facilities, including:

- Co-location of check-in and ticketing areas
- Reduction of ground handling costs through shared staff and equipment
- Optimization of lounge facilities and creation of unique SkyTeam lounges.

SkyTeam co-locations around the world include: Barcelona, Beijing Capital, Budapest, Istanbul, London Heathrow and Tokyo-Narita.

SkyTeam developed a new level of co-location at London Heathrow's Terminal 4, the first airport in which all co-located SkyTeam members share check-in and ticketing facilities. A large number of common-use kiosks helps improve passenger flow through the terminal and reduces operating costs for member airlines. These kiosks also allow alliance passengers to access travel reservations with any of the SkyTeam carriers. Heathrow Terminal 4 also features the first-ever exclusive SkyTeam lounge. Istanbul lounge opened early in July 2013, with more lounges to be opened in 2014, to be announced in due time.

KNOWLEDGE-SHARING

By working together, member airlines can benefit from knowledge and best practice sharing, particularly when it comes to safety, customer service and operational efficiencies.

To join SkyTeam, a potential member airline has to meet a stringent set of requirements prior to receiving an invitation for membership. These requirements include customer service standards, safety levels and technology compliance. Having met these standards, carriers are equipped to offer a high-quality service to passengers which is consistent with other SkyTeam member airlines, as well as deliver alliance-specific products and benefits.

