

Dear Passenger,

We would like to welcome you on board and hope you are enjoying the flight.

Since 1997, the Star Alliance™ has brought together some of the world's most respected and trusted airlines to create a global network. In order to ensure that all of the Star Alliance members provide you with the service you expect, we would appreciate your feedback. Please take a few moments to fill out this brief survey and return it to your flight attendant.

Thank you very much for your assistance.

STAR ALLIANCE

The airline network for Earth.



General Information

1. Which Star Alliance airline is operating the flight you are on today?

- | | | | |
|--|---|--|------------------------------------|
| <input type="checkbox"/> Air Canada | <input type="checkbox"/> Air New Zealand | <input type="checkbox"/> ANA | <input type="checkbox"/> Asiana |
| <input type="checkbox"/> Austrian | <input type="checkbox"/> bmi | <input type="checkbox"/> LOT Polish Airlines | <input type="checkbox"/> Lufthansa |
| <input type="checkbox"/> SAS Scandinavian Airlines | <input type="checkbox"/> Singapore Airlines | <input type="checkbox"/> South African Airways | <input type="checkbox"/> Spanair |
| <input type="checkbox"/> SWISS | <input type="checkbox"/> TAP Portugal | <input type="checkbox"/> THAI | <input type="checkbox"/> United |
| <input type="checkbox"/> US Airways | | | |

2. Was your ticket booked on this same airline?

- ☐ Yes ☐ No ➔ Which airline: ☐ Don't know

Which type of Ticket are you traveling on?

- ☐ E-Ticket (paperless) ☐ Paper Ticket

3. What is your flight number?

Today's date
(dd/mm/yy)

From
(city)

To
(city)

4. What is the primary purpose of this trip?

- ☐ Business/Work ☐ Pleasure/Personal

5. In which class of service are you flying?

- ☐ First Class ☐ Business Class ☐ a premium Economy Class (if available) ☐ Economy Class

Very good
1 2 3 4 5 6
☐ ☐ ☐ ☐ ☐ ☐

6. What is your overall impression of this flight?

Star Alliance

7. Based on your experience with the Star Alliance airlines ...

... would you recommend flying with a Star Alliance airline to your friends and acquaintances?

... how likely are you to fly with a Star Alliance airline again?

... how would you rate the advantage of using the Star Alliance network compared to other alliance networks?

Certainly would
1 2 3 4 5 6
☐ ☐ ☐ ☐ ☐ ☐

Huge advantage ☐ ☐ ☐ ☐ ☐ ☐

Certainly would not ☐ ☐ ☐ ☐ ☐ ☐

No advantage ☐ ☐ ☐ ☐ ☐ ☐

8. Prior to this trip were you aware of the existence of the Star Alliance?

- ☐ Yes ☐ No ➔ skip to question 10

[illegible]

Yes No Not applicable

☐ ☐ ☐

Very good Very poor

1	2	3	4	5	6

[illegible]☐ Yes ☐ No[illegible]

16. Did you receive boarding passes for all segments of your trip at the same time?

Were you able to check baggage all the way to your final destination?

Yes	No	Doesn't apply
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very good		Very poor
1	2	3
4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall rating for check in

17. Prior to this flight, did you transfer from another flight?

☐ Yes
- Which carrier

☐ No, this was my first flight today ➡ skip to question 20

Transfer

18. At which airport did you transfer?

19. Please rate the following aspects of your Star Alliance flight connection at this transfer airport.

Was it clear how to get to your transfer gate? ☐ Yes ☐ No

Waiting time between connecting flights

Convenience of connection (Gate locations, Location of airport terminals)

Support and assistance of staff during transfer

Transfer information onboard the previous flight

Transfer information at transfer airport

Overall rating for transfer

Very good					Very poor
1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Lounge

20. Did you visit a lounge during your actual trip today? ☐ Yes ☐ No ➡ skip to question 21

If yes: At which airport did you stay in the lounge?

Which airline's lounge did you use?

What lounge did you visit?

☐ First Class ☐ Business Class/Regular Lounge ☐ Don't know

How would you rate the lounge facility?

How would you rate the hospitality in the lounge you stayed in?

Overall rating for this lounge

Very good					Very poor
1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Service on this flight

21. Please rate the following service aspects for this flight only.

On-time departure

Friendliness of flight attendants

Legroom

Seat comfort

Cleanliness of cabin

Meal quality

Beverage selection

Variety of newspapers, magazines

Audio and video programming

Inflight communications (fax, phones, pc-power, etc.)

Onboard transfer information

Very good					Very poor
1	2	3	4	5	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Doesn't apply/
Didn't make use of

If there was a departure delay:

Onboard information about the delay

Overall rating for inflight service on this flight

Very good

1 2 3 4 5 6

☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐

Very poor

About yourself

22. Are you member of a Star Alliance Airline

Frequent Flyer program?

☐ Yes

☐ No ➔ skip to question 23

If yes: In which Frequent Flyer program do you accumulate points or miles and which Frequent Flyer level have you reached?

Member ➔

Status

Air Canada - Aéroplan	<input type="checkbox"/>	<input type="checkbox"/> Super Elite	<input type="checkbox"/> Elite	<input type="checkbox"/> Prestige	<input type="checkbox"/> Basic
Air New Zealand - Air Points	<input type="checkbox"/>	<input type="checkbox"/> Gold Elite	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Jade
ANA - Mileage Club	<input type="checkbox"/>	<input type="checkbox"/> Diamond	<input type="checkbox"/> Platinum/SFC		<input type="checkbox"/> Basic
Asiana - Asiana Club	<input type="checkbox"/>	<input type="checkbox"/> Platinum	<input type="checkbox"/> Diamond	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver
Austrian - Miles&More	<input type="checkbox"/>	<input type="checkbox"/> Senator	<input type="checkbox"/> Frequent Traveller		<input type="checkbox"/> Basic
bmi - diamond club	<input type="checkbox"/>	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver		<input type="checkbox"/> Basic
LOT Polish Airlines - Miles&More	<input type="checkbox"/>	<input type="checkbox"/> Senator	<input type="checkbox"/> Frequent Traveller		<input type="checkbox"/> Basic
Lufthansa - Miles&More	<input type="checkbox"/>	<input type="checkbox"/> Senator	<input type="checkbox"/> Frequent Traveller		<input type="checkbox"/> Basic
SAS Scandinavian Airlines - EuroBonus	<input type="checkbox"/>	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver		<input type="checkbox"/> Basic
Singapore Airlines - KrisFlyer	<input type="checkbox"/>	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver		<input type="checkbox"/> Basic
South African Airways - Voyager	<input type="checkbox"/>	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Blue
Spanair - Spanair Plus	<input type="checkbox"/>	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver		<input type="checkbox"/> Blue
SWISS - Miles&More	<input type="checkbox"/>	<input type="checkbox"/> Senator	<input type="checkbox"/> Frequent Traveller		<input type="checkbox"/> Basic
TAP Portugal - Programa Victoria	<input type="checkbox"/>	<input type="checkbox"/> Gold Winner	<input type="checkbox"/> Silver Winner		<input type="checkbox"/> Basic
THAI - Royal Orchid Plus	<input type="checkbox"/>	<input type="checkbox"/> Plus Gold	<input type="checkbox"/> Plus Silver		<input type="checkbox"/> Basic
United - Mileage Plus	<input type="checkbox"/>	<input type="checkbox"/> 1 K	<input type="checkbox"/> Premier Executive	<input type="checkbox"/> Premier	<input type="checkbox"/> Genera
US Airways - Dividend Miles	<input type="checkbox"/>	<input type="checkbox"/> Chairman's/Platinum	<input type="checkbox"/> Gold Pref.	<input type="checkbox"/> Silver Pref.	<input type="checkbox"/> Basic

23. Approximately how many international air roundtrips have you made in the past 12 months?

Total

➔ From this total, how many round trips have you made with the Star Alliance carriers?

24. Are you aware of the website www.staralliance.com?

☐ Yes ➔ Go to Question 25

☐ No ➔ Go to Question 26

25. How often have you visited www.staralliance.com in the past 6 months?

Number of visits to the website

Finally we would like to ask you some personal details.

26. What is your age? years

27. Are you... ☐ Female ☐ Male

28. What is your country of residence?

Thank you again for your assistance.
We wish you a pleasant flight.

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