

Hainan Airlines honored as "SKYTRAX Five-Star airline"

On the evening of January 10, Hainan Airlines was awarded the honor of "SKYTRAX five-star airline" at an awards ceremony held at the National Centre for the Performing Arts. At the ceremony, SKYTRAX President Edward Plaisted presented the "SKYTRAX five-star airline" award to Mr. Wang Yingming, president of Hainan Airlines. With this award, Hainan Airlines officially becomes the world's 7th five-star airline.

As a research and certification organization for the air transport industry, SKYTRAX evaluates more than 200 airlines around the world each year in regards to their service quality. As the global leader in the industry, SKYTRAX offers the most professional and authoritative evaluation and rating services. Star ratings for the airline industry vary from one to five stars with "five stars" being the highest rating.

Founded in 1993, Hainan Airlines was the first mainland Chinese airline to be awarded SKYTRAX four-star status in 2009. In accordance with SKYTRAX's rigorous evaluation standards and "eastern style service" concept, Hainan Airlines built an international service brand through its superior service programs that encompass "convenience, hospitality and surpassing expectations" as its core values. Hainan Airlines provides valued customers with unique and premium ground and cabin service, in-flight catering and entertainment based on diversified customer needs. As a result of its exceptional brand values and service, Hainan Airlines transitioned from four-star to five-star status in just one year.

At the "SKYTRAX five-star airline" award ceremony, HNA Group Chairman Mr. Chen Feng said, "By winning the 'SKYTRAX five-star airline' award, Hainan Airlines now becomes one of the world's most successful airline brands in the industry, which fulfills its goals as well as a century long dream of the Chinese people."

Hainan Airlines winning the SKYTRAX Five-Star Award, civil aviation's "Oscar" award, is not only a testament to its exemplary "service standards from the East" but also signifies the modernization of China's civil aviation industry. Hainan Airlines continuously maintains a high standard of eastern style hospitality to build a leading brand in the civil aviation industry.