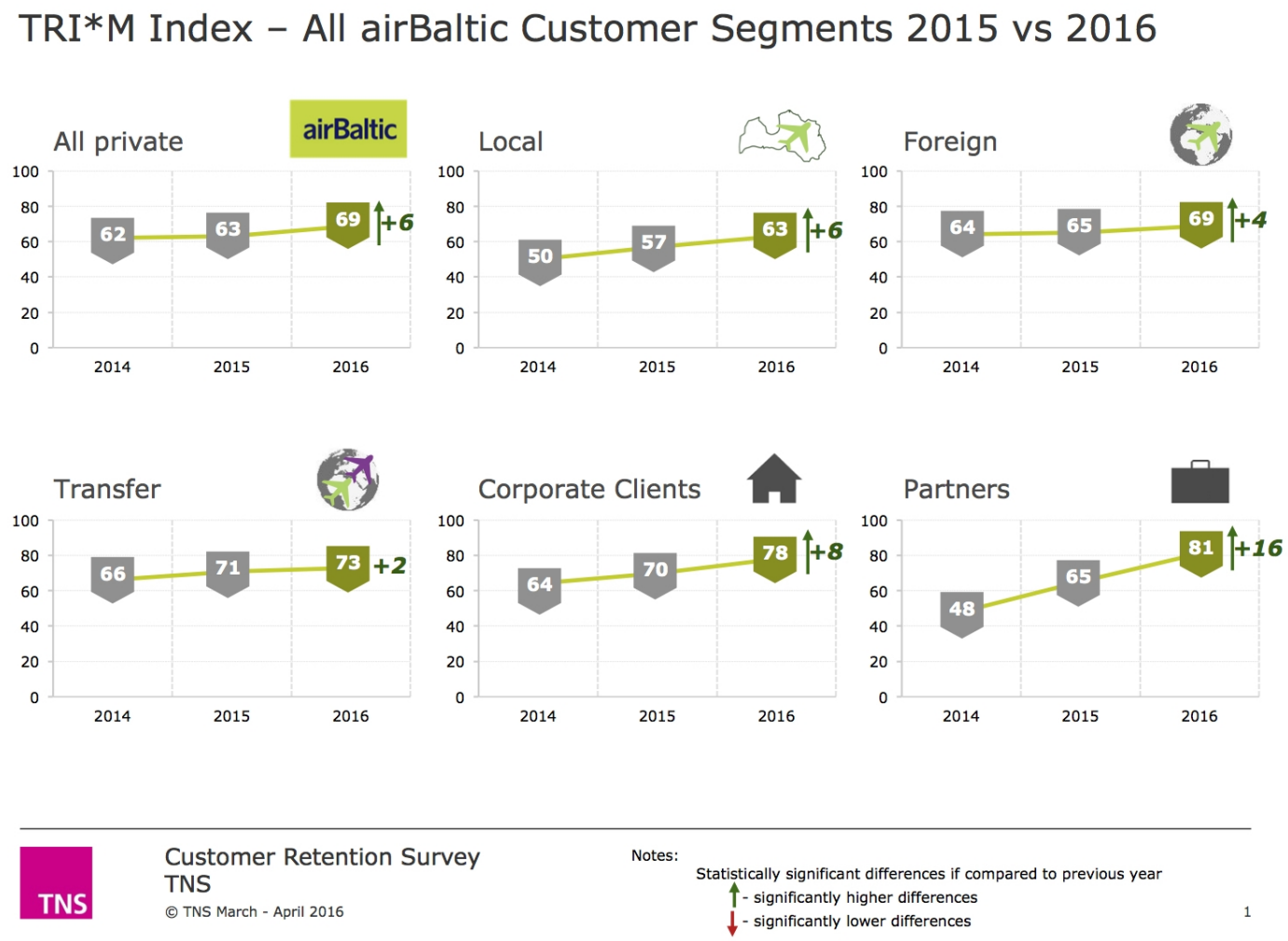
AIRBALTIC CUSTOMER SATISFACTION PEAKS

News / Airlines



The Latvian airline *airBaltic* has achieved its highest customer satisfaction ratings in the past three years, according to a comprehensive survey of travelers.

Martin Gauss, Chief Executive Officer of *airBaltic*: "Our customer satisfaction is at its peak. And all our customer groups tell us of significant service improvements – foreigners visiting the Baltic region, Latvians, Estonians, Lithuanians flying on our direct flights to Western capitals, travelers using our Riga hub as a transit point, agencies, and business travelers using one of our high-frequency routes."

The customers have singled out such strengths as *airBaltic* flight schedules, convenient airBaltic.com webpage, flight alerts, check-in reminders, professional and friendly service. According to the survey, customers would welcome more favorable ticket prices, and *airBaltic* has already responded by substantially lowering fares this year. *airBaltic* offers lead in fares as low as EUR 15,-. Furthermore, *airBaltic* will also improve such service areas as comfortable seating and

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space for hand luggage, as soon as its all-new Bombardier CS300 jets are introduced later this year.

The survey was conducted among a representative group of 1610 *airBaltic* customers in its main markets in Europe, Russia and the CIS using research agency's TNS Latvia - TRI*M™ Customer Retention methodology. All private customers have shown a positive 6 point increase this year (local: +6 points, foreign: +4 points, transfer passengers: +2 points). Corporate customer satisfaction with *airBaltic* services grew by +8 points, and cooperation partners such as tourism agencies recorded a remarkable +16 point increase over the previous year.

airBaltic serves over 60 destinations from its home base in Riga, Latvia. From every one of these locations, *airBaltic* offers convenient connections via Riga to its network spanning Europe, Scandinavia, CIS and the Middle East. In addition, *airBaltic* also offers new direct flights from Tallinn, Vilnius and the Baltic seaside resort of Heringsdorf.

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