



SWISS ADDS BEIJING TO ITS NETWORK AND EXPANDS SERVICE FROM GENEVA

Swiss International Air Lines is to offer a new daily non-stop service between Zurich and Beijing from February 2012. SWISS will also be increasing its capacity over the North Atlantic from summer of next year, deploying its own (bigger) aircraft on the Zurich-Newark route. And SWISS is further expanding its services from Geneva, adding Nice to the network and increasing frequencies to Madrid, Moscow and London (City) Airport.

SWISS is to introduce daily non-stop flights between Zurich and Beijing. The new service to China's capital, which will commence on 11 February 2012, marks a further expansion in SWISS's service of the growing Chinese market, a development that began with the addition of Shanghai to the network in May 2008.

"I am delighted that, as the airline of Switzerland, we can meet the needs of Swiss business and further expand our non-stop services to and from the growing Chinese market," says SWISS CEO Harry Hohmeister. "At the same time, we are also seeing a growing demand for tourist travel in both directions."

Beijing and Shanghai are the two most important business and trading centres in China. SWISS also serves a third Chinese destination, Hong Kong. The new route marks a return to Beijing for SWISS: the airline previously served China's capital until June 2003.

SWISS will also be modifying arrangements on its Zurich-Newark route, which is currently operated by an all-business-class PrivatAir Boeing 737. From 31 March 2012 onwards, SWISS will use its own long-haul aircraft on the route with a three-class cabin configuration and substantially-increased seating capacity. The operation will also be expanded to daily service.

Growth in Geneva

As well as expanding its intercontinental flight programme, SWISS is to further strengthen its market position in Geneva, by enlarging its present route network and adding more frequencies to certain existing routes.

Nice will join the SWISS Geneva-based network on 10 February 2012. The new flights will be operated using Airbus A319 equipment. Service will initially consist of two daily flights, rising to a thrice-daily operation in the 2012 summer schedules. SWISS will also be adding a third daily frequency to its Geneva-Madrid route from 10 February 2012. The new operations will see a tenth SWISS aircraft stationed in Geneva.

In the nearer future, SWISS will be adding a second daily flight to its Geneva-Moscow route from 16 December. And service between Geneva and London (City) will be raised from four to five daily flights with the start of the 2011/12 winter schedules on 31 October. Services on the current Geneva-Budapest route will be withdrawn from the same date, though travellers from Geneva will still be able to reach Hungary's capital with a choice of three connections a day via SWISS's Zurich hub.

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