

Another Award for Our Brand:
Best Design Airline Europe 2019



Thanks to our new airport and cabin experience designs, our brand Turkish Airlines has received “**Best Design Airline Europe 2019 Award**” by The Design Air Awards.

We designed 18 different customer contact points at 40 locations of our new hub, Istanbul Airport from the terminal entrance to check-in, boarding and baggage reclaim according to different passenger needs with the sole aim of providing a stress-free, comfortable and personalized service. Our new experience process was rated highly by our passengers with a great liking and satisfaction.



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This experience that started with the airport transformed travelling into a delightful privilege for our passengers by merging with the new inflight products and the lighting scenarios and seats at the Economy and Business Classes of our newest fleet member Dreamliner B787-9 and soon-to-be A350-900 aircrafts.

This holistic passenger experience design was awarded by **The Design Air**, which has been of great importance as an indicator for all airlines for the past 7 years. According to the votes of industry-leading experience experts, frequent flyers, and general public opinion, our brand was selected as the **Best Design Airline in Europe**.

We are proud and honored to share this good news with all of you.

Best Regards,

Turkish Airlines Inc.

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