

## Keep the magic of air travel alive

For the holiday of a lifetime, fly to Western Australia with Singapore Airlines – a winner at the 2011 Guardian travel awards

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*Singapore Airlines was a winner in the recent Guardian travel awards, taking the accolade of 'best economy'*

The enjoyment of a holiday should start from the second you drop the bags at the check-in. While the destination is ultimately what it is all about, the journey should also be savoured. And there is one clear leader when it comes to keeping the magic of air travel alive.

Singapore Airlines has a record of consistent excellence that has made it the world's most awarded airline. Little wonder, then, that it has recently picked up another gong, in the form of a **Guardian travel award**.

This was in the hotly contested category of best economy, with Singapore Airlines emerging, in the Guardian's words, as "a clear favourite, with an impressive score of 94%".

Tony Lusk, Singapore Airlines marketing manager for UK and Ireland, said of the award: "We're delighted to be the recipient of this prestigious award and would like to say a big thank you to both the Guardian and Observer readers and our customers in the UK. We will strive to continue to deliver the high quality service which is eponymous with Singapore Airlines."

The attention to detail on board makes a big difference. In economy class, passengers can enjoy greater comfort through an improved seat design. Economy also offers travellers cosy Givenchy fleeces, personal LCD screens, preferred seat selection and a personal power supply, which is vital for those

using laptops or DVD players on long journeys. For entertainment options, though, it is unlikely you will need to look further than the back of your seat. Here, on a 10.6-inch screen, which boasts the highest resolution in the sky, you will find 1,000 entertainment options, including some of the biggest new movie releases. It's all part of the company's renowned Krisworld entertainment system which offers up to 100 inflight movies, more than 150 TV programmes, 700 audio CDs, language learning programmes and more than 65 interactive games.



*Singapore Airlines' food is devised by a culinary panel featuring Georges Blanc, Yoshihiro Murata and Alfres Portale. Source: Singapore Airline*

Singapore Airlines' food, too, is world class. The airline's international culinary panel is second to none. Whatever class you're in, you can rest assured that you will enjoy some of the world's finest in-flight dining. The wine choice is similarly assured, with selections made by truly renowned experts. They include Australia's only master of wine, Michael Hill-Smith, and Jeannie Cho Lee, Asia's first master of wine. Up to 1,000 bottles of red and white wine are blind tasted annually by the panel of experts, to

ensure that only the best of old- and new-world wines are represented.

Travelling to Western Australia doesn't have to be an endurance test. Let Singapore Airlines put the joy back into your journey.

Customers wishing to fly to Perth can choose from three daily flights from Heathrow – two serviced by the super jumbo A380 and one by a new Boeing 777 – or a daily flight from Manchester, also serviced by a new Boeing 777. These flights connect with three new daily A330 flights between Singapore and Perth. All aircraft to Perth from the UK carry the new suite of Singapore Airlines products.

Customers wishing to break up their journey to Perth with a stopover in Singapore can take advantage of Singapore Airlines' Singapore stopover package. This offers great rates at hotels and transfers between hotel and airport, and is combined with access to a host of activities, as well as a ticket on the hop-on-hop-off bus to explore the city.

The Singapore Airlines boarding pass offers a wealth of bonus features, with the Singapore Airlines boarding pass privilege programme offering great discounts on shopping, activities and restaurants. To find out more, visit [singaporeair.com](http://singaporeair.com)