



Pola veka British Airways-a u Srbiji

- Prvi let British Airways za Beograd dogodio se 1957. godine. - Veći broj putnika prema Beogradu



Najveće avio kompanije sveta, kao što je British Airways, prisutne su u Srbiji veoma dugo, a lider u avionskom saobraćaju je prisutan u Srbiji 50 godina. Koliko je interesovanje za Srbiju kao poslovnu destinaciju na linijama British Airways prema Beogradu, objašnjava **Natali Brodnik**, direktor predstavništva za Srbiju, Crnu Goru i Makedoniju

Koliko dugo „Britiš ervejz” radi u Srbiji?

- Ove godine navršice se 13 godina od obnavljanja letova između Londona i Beograda. Prvi letovi su poceli jos 1957, tako da smo sa prekidima prisutni na trzistu Srbije već više od 50 godina. Između Londona i Beograda letimo svakodnevno preko Terminala 5 na aerodromu Hitrou, odakle značajan broj putnika nastavlja letovima British Airways – a do drugih svetskih destinacija.

Koje zemlje pokriva predstavništvo „Britiš ervejz” u Beogradu?

- Beograd je jedan od većih gradova u ovom regionu i grad sa ozbiljnim potencijalom za dalji razvoj. Predstavništvo naše kompanije u Srbiji locirano je u Beogradu, odakle pokrивamo i tržišta Crne Gore i Makedonije.

Da li je u poslednjim godinama došlo do povećanja broja putnika prema Srbiji?

- Poslednjih godina je broj putnika prema Srbiji, ali iz Srbije, приметно i kontinuirano rastao. Taj trend je ove godine usporio zbog poznate situacije na globalnom trzistu koja nije zaobišla ni Srbiju. Očekujemo da se rast nastavi.

Da li je povećan broj biznis putnika prema Srbiji?

- Da, trend je u porastu. Ono što je ohrabrujuće je da za sada nema značajnijeg smanjenja broja putnika biznis klase

Biggest world companies, such as British Airways, are present in Serbia for a long time, and the leading company in air transportation has been in Serbia for 50 years. How much is Serbia interesting as business destination through British Airways flights to Belgrade is explained by **Natalie Brodnik**, Director of Representative Office for Serbia, Montenegro and Macedonia

How long has British Airway operated in Serbia?

- This year it will be 13 years since we restarted flights between London and Belgrade. Flights began in 1957, so we have been present in Serbia for more than 50 years. British Airways flights on London-Belgrade route operate daily from Terminal 5 at Heathrow Airport. Significant number of our passengers continues their journey to other destinations in our network.

Which other countries does the Belgrade British Airways office service?

- Belgrade, where our office for Serbia is located, is one of the largest cities in the region. It is the city with a big potential for further development. We service Montenegrin and Macedonian markets from Belgrade.

Has the number of passengers travelling to Serbia increased in the last couple of years?

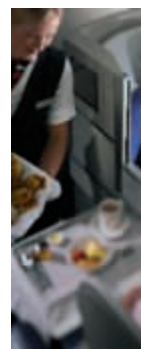
- During recent years the number of passengers to and from Serbia, has continuously and significantly grown. Trend has recently slowed down a bit due to global economic situation however; we are expecting the growth to continue.

Has the number of business passengers to Serbia increased?

- Yes, the trend is positive. The promising fact is that we did not experience a significant reduction of business class passengers as a result of the global crisis, at least not to the same extent as the other markets. In the last couple of years we have seen an increase in the number of conferences and trade fairs which attract participants from all over the world to Belgrade, plus the cultural and economic exchange in both directions is increasing, both factors have supported business travel to and from Belgrade. This is very good for the overall economic development of Serbia, not only for our business here.

What kind of programme can British Airways offer to business passengers to and from Serbia and to further destinations they fly to?

- Business class passengers from Belgrade enjoy all the benefits available to British Airways passengers around our network; they can check-in online on our website www.ba.com, print their boarding passes before the flight and





British Airways in Serbia for Half Century

- First British Airways flights to Belgrade in 1957. - Since recently more passengers fly to Belgrade

kao posledice globalne krize, bar ne u meri u kojoj su pogodjena druga tržišta. Broj konferencija i sajmova koji u Beogradu okupljaju učesnike iz celog sveta se poslednjih godina povećao, a sudeći po broju poslovnih putnika pojačana je kulturna i ekonomska razmena u oba smera, sto je dobro za dalji razvoj ne samo našeg poslovanja.

Kakav program „Britiš ervejz“ nudi biznis putnicima prema Srbiji i iz Srbije, ka destinacijama koje pokriva?

- Putnici biznis klase iz Beograda uživaju sve pogodnosti koje su im na raspolaganju i do drugih gradova do kojih BA leti. Mogu se čekirati on-lajn na našem sajtu, i odštampati svoju bording kartu pre polaska na put tako da po dolasku na aerodrom Beograd direktno odlaze na carinski i pasošku kontrolu. Ukoliko check-in obavljaju na aerodromu na raspolaganju su im izdvojeni šalteri za brzu uslugu. Let će im biti udobniji zahvaljujući širem sedištu, obezbedjenom dodatnom prostoru za komfor putnika, raznovrsnijem izboru hrane. Po dolasku na Terminal 5 aerodroma Hitrou u našim salonima za putnike biznis i prve klase očekuje ih najveći luksuzni aerodromski kompleks na svetu, gde im je omogućen izdvojen prostor za rad i odmor, a ukoliko nastavljaju letove iz Londona ka daljim destinacijama uživaće u našoj nagradjivnoj kabini Club World, koja je postala prepoznatljiv brend. Članovi našeg programa za redovne putnike Executive Club putovanjem na svakom BA letu ili letovima naših partnera sakupljaju milje i poene koji im omogućavaju još brojnije pogodnosti.

Zašto ljudi biraju da lete biznis klasom?

- Putnici biznis klase nam u redovnim anketama koje sprovodimo kažu da su im najvažniji privatnost, udobnost sedišta, komfor kabine kao i da imaju dovoljno prostora za odlaganje stvari. Drago nam je da smo za sve ove karakteristike dobili pozitivne komentare putnika. Putnici biznis klase očekuju, a BA im je to omogućio, i izdvojen deo za prijavljivanje na let, pristup salonima za odmor ili rad, u kojima im je dostupan bežični internet, besplatne masaže i obroci, veća količina prtljaga koji mogu da ponesu i prvoklasnu hrana u toku leta. Pre nekoliko meseci uveli smo i mogućnost prijavljivanja putnika na let putem mobilnih telefona, koja postaje sve popularnija jer putnicima dodatno ubrzava proceduru na aerodromu. Interesantan je i podatak da čak 40% putnika leti biznis klasom i na odmor, a ne samo na poslovne sastanke.

Kakvi su dalji razvojni planovi kompanije za ovaj region?

- Srpsko tržište je u poslednjih nekoliko godina beležilo kontinuirani razvoj. Potencijal daljeg rasta zavisice svakako i od daljeg kretanja situacije na svetskom tržištu, ali očekivanja su da će se rast nastaviti, a verovatno i dodatno ubrzati. BA će biti spreman da taj rast isprati.

after arriving at the Belgrade airport go straight to passport and custom controls. If business passengers do not use on-line check-in before their flight, designated check-in desks for fast service are available at the airport. Passengers' travel will be more comfortable thanks to a wider seat, extra space for their comfort and a wide selection of catering. On arrival at Heathrow's Terminal 5 passengers can make use of our extensive boutique style lounges for Club and First class passengers, where there are designated areas for work and relax. If passengers continue their journey from London to our long-haul destinations they would enjoy their journey in our award winning Club World cabin, which has become our most recognizable brand. Our Executive Club members can also collect miles and points on every British Airways or our partners' flights, which provides even greater benefits to our valuable clients.

Why do people choose to fly business class?

- Our business passengers tell us in our regular quality surveys that what they value most are: privacy, seat comfort, pleasant cabin environment and to have enough personal space for storage. We are pleased to say that for all these characteristics we received positive feedback. Business class passengers also expect to have a dedicated check-in area, access to lounges where they can work or relax, where they have wireless internet access, free massage, meals, more generous baggage allowance and exquisite catering on their flights. Several months ago we introduced the option to check-in via mobile phones, this option is becoming more popular because it makes airport procedure quicker and simpler. An interesting fact is that 40% of passengers fly in Club class for leisure, not just when travelling on business.

What are the plans for further development of the company in this region?

- Serbia has experienced continuous growth in recent years. Potential for further development will among else depend on factors influencing the other world markets, but our expectation is that the growth will continue, probably at even greater pace. British Airways will be ready to follow that growth.

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