

Thursday, 18 February 2016

Qantas and Singapore Airlines prevail at 2015 Roy Morgan Customer Satisfaction Awards for Travel

There's no U in Qantas... but maybe there *should* be, judging by the airline's double victory at the 2015 Roy Morgan Customer Satisfaction Awards announced last night.

The Flying Kangaroo won Awards for Australia's most satisfying Domestic Airline and Domestic Business Airline of the Year in 2015—the second consecutive year it has made the double.

When it comes to flying overseas, Singapore Airlines still managed a personal best despite already winning the three previous Awards for International Airline of the Year: the airline took out nine of the 12 individual monthly awards in 2012; then in 2013, it scored 10; and in 2014, it came within one month of making a clean sweep. But now, drumroll please... the ultimate feat: Singapore Airlines scored the top Satisfaction result every month in 2015.

Emirates also deserves top marks for consistency, holding on to silver position throughout the year despite Air New Zealand making solid gains in the second half.

Tourism and Travel Customer Satisfaction Award winners for 2015:

- | | |
|---|--------------------|
| • Domestic Airline of the Year | Qantas (domestic) |
| • Domestic Business Airline of the Year | Qantas (domestic) |
| • International Airline of the Year | Singapore Airlines |

Michele Levine, CEO, Roy Morgan Research, says:

"Qantas is clearly on form, consistently satisfying its leisure and business travellers. However Virgin Australia is making it a close race in both categories and the 2016 award is up for grabs. To win, Virgin can't rely on a Qantas misstep and will instead need to boost its satisfaction in certain traveller segments.

"Singapore Airlines is proof that even the best shouldn't rest on their laurels—there's always room to improve and a competitor nipping at the heels. Winning its fourth consecutive Customer Satisfaction Award (with a clean sweep no less), Singapore Airlines is undoubtedly the model for other international airlines to emulate and—with some intelligent consumer research—to beat."

For comments or more information about Roy Morgan Research's Customer Satisfaction Awards, please contact:

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Related research findings

Visit the Roy Morgan [Customer Satisfaction Awards website](#). This website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

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