

Major brands survey sees Comair at the top for business travellers

British Airways and kulula.com (operated by Comair) took first and second place, respectively, in the Domestic Airline: Business category of the 2016 Sunday Times Top Brands survey.



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It's an accolade which spokesperson Shaun Pozyn says underpins the value offered by the airlines in the Comair stable and which is consistently rewarded by their customers' loyalty.

"Accolades like this are very encouraging, especially in a tough economy, when business and business travellers need to maximise value for their money. It's also a good indicator that customers recognise not only our brands but the operational efficiency that allows us to offer competitive fares," Pozyn adds.



Bob Adams via [Wikimedia Commons](#)

He notes: "The Sunday Times Top Brands survey is prestigious and authoritative, so winning this category makes us very proud. It's a useful benchmark of the high standard of our airline's offering, management, and staff.

"Customers know when a brand values them and their business. That's why recognitions such as this is a great indicator of how we are performing. Leadership, integrity, and innovation are fundamental to success in our business and these enduring relationships are a testament to the commitment of the airline's teams to those qualities."

Pozyn points out that this year marks the 70th anniversary of British Airways (operated by Comair) and kulula.com's holding company, Comair Limited, and the 20th anniversary of Comair's franchise agreement with British Airways. "An essential ingredient of our success has been on building strong, lasting partnerships, such as our franchise agreement with British Airways, which offers the Executive Club Frequent Flyer Programme for business travellers.

British Airways (operated by Comair) and kulula.com were placed second and fourth respectively in the Top Domestic Airline: Consumer category. The Sunday Times Top Brands Awards polls are conducted through a customer survey, allowing them to make personal and honest choices about which brands they rate most highly.

The awards were announced on 23 August and full results will be published Sunday, 28 August.

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