

LIAT News January 2010

(Issue 6 - January 2010)

Events across our network...

LIAT's Golden Girls

Towards the end of last year, employees of LIAT (both past and present) joined more than 100 flight attendants for a weekend of celebration marking the 50th year of LIAT flight attendants in the skies.

"This reunion brings back so many wonderful memories of my life with LIAT, which did so much for me as a person," said retired flight attendant Angela Jeffery-DeGannes.

Also taking part in the celebrations was LIAT's first-ever flight attendant, Antigua-born June Bento-Marcano who was hired in July 1959 when the airline was only two-and-a-half-years old.

In congratulating the flight attendants, LIAT's Acting Chief Executive Officer Brian Challenger told them: "You have really set a standard for excellence in the airline industry. I think everybody in the Caribbean looks up to LIAT's flight attendants.

"In the time that I've been with the company I have not heard one complaint about a flight attendant from the public. I think this speaks volumes about the legacy you have left behind."

The airline currently employs 78 flight attendants, among them seven males.

The key to success for 2010

The eight people we interviewed for our Business Success in 2010 feature (page 52) aren't the only ones with invaluable advice to offer. Here, Acting Chief Executive Officer of LIAT, Brian Challenger, shares his business resolutions for the coming year...

What is your philosophy on how to run a business in a tough economic climate?

"Two primary elements are essential: firstly, the provision of a service that distinguishes you in a positive manner from your competitors, and, secondly, the greatest possible efficiency in delivery of that service."

Do you have a particular business ethos or approach that you would advise others to carry?

"There are four inter-related qualities that have always guided me in my career: professionalism, i.e. ensuring the highest possible level of professional performance; commitment to whatever job and/or organisation that I may be involved in; integrity, i.e. honesty and commitment to high ethical values; and, finally, respect for customers, employees and co-workers."

What has made you succeed in your career where others might not have been so successful?

"A strong faith background, and the ability to work with others, even under difficult circumstances."

Will you make any changes to your business approach, given the economic climate?

"LIAT will need to see in what ways we can reduce operating costs, enhance cooperation with travel industry partners and stakeholders and improve on customer service – poor customer service is costly in the airline business."

What are the key objectives you will be aiming to achieve in the year ahead?

"To ensure the viability of the airline going into the future! Improving relations with the airline's pilots union is a long-standing goal that has eluded management for some time. This also will be an essential aspect of ensuring the airline's long-term sustainability."

Our fleet

LIAT operates a fleet of 17 Dash 8 100/300 aircraft, which have proved to be safe, economical and reliable, a favourite for airlines flying the frequencies and range of our Caribbean routes. The latest models Q100/Q300 use an advanced Noise Vibration Suppression system to dramatically reduce cabin noise and vibration, making it the quietest, most vibration-free turboprop aircraft in the sky today.

- Crew: 2+1
 - Passengers: 50
 - Engines: Two Pratt & Whitney Canada PW123B turboprops
 - Power: 2500shp
 - Cruise speed: 285 knots (528km/h)
 - Maximum range: 2034km
 - Maximum take-off weight: 19,505kg
 - Average cabin noise level: 75dBA
- *specs apply to the Q300 model only

Happy Birthday to us…

Back in October 2009, LIAT marked 53 years of continuous service to the people and countries of the Eastern Caribbean. Several activities took place to commemorate the company's 53rd birthday including a Customer Appreciation Day. Flight attendant Cindy Gordon handed out tokens to passengers flying from Barbados to Antigua (pictured).

Sign up!

LIAT has launched a newsletter, which will be sent via email on a twice-weekly basis. It includes information about special offers, events across the region and the chance to win a US\$100 gift voucher every month. To subscribe visit

www.liat.com and click on the e-newsletter 'Sign Up' button on the home page.

Click ahead - go to www.liat.com

To save time, book online. Here's how...

Step 1: • Choose a One-Way, Round-Trip or Multi-City Flight

• Select your starting island and departure date

• Enter your destination (and return date if applicable)

• Select how many people are travelling in your party and click 'Find Flights'

Step 2: • You will be shown the available flights for your selection and the fare

• Select the flights you wish to take, confirm that you have reviewed, and agree to, the pricing and policies listed on this page and click 'Select & Continue'

Step 3: • Complete your contact information

Step 4: • Complete the details of each person travelling in your party

Step 5: • Select whether you wish to take out travel insurance

• A total package price is displayed

• Complete your credit card details to make payment

Step 6: • Confirmation of your payment and an itinerary will be displayed. That's it, all done.

Letters from you!

Tell us about your travel experience with LIAT. We want to hear from you. Email: zest@zingmag.net

EXCEPTIONAL SERVICE

We travelled for the first time with LIAT airlines back in October, 2009. The flight attendant on duty that day was Jonia Joseph-Martin. Due to her exceptional service, willingness to assist and beautiful friendly nature, we will travel LIAT again and again. In all my years of travelling, I have never come across a flight attendant who was nicer or more efficient. I think this young woman should be highly commended for her exceptional service. I cannot express in words how much she impressed us.

Kenneth and Jillian Scott

GOODWILL RESTORED

Thank you so much for your attention and follow up regarding my daughter's lost bag. Though we flew SVG, my daughter's bag somehow ended up in your care and I cannot thank you enough for contacting me and seeing that it was returned to me. We assumed the bag was lost or stolen, so imagine my surprise when two-and-a-half months later I received a call about the bag from an airline we have never even travelled on! My daughter is delighted to have her things back and our faith in goodwill has been restored. You are an example of care and service in the airline industry.

Catherine Lombard

LOST AND FOUND

I travelled with LIAT through Antigua last year and unfortunately lost my driving licence. I was very pleasantly surprised to receive a phone call from Mr Gerald David – who has worked for LIAT for two years – asking if I had lost my driving licence as he had found it at the airport. I was so happy and very surprised to discover that this young man had gone to all the trouble of finding out my flight details in order to return my licence. The fact that he used his own telephone to call me in Dominica is more than commendable. I would like to let the management know just how lucky they are to have this young man in their employment. I can't extend my thanks enough.

Gethyn Phillips

FIRST IMPRESSIONS

My husband and I recently completed our first trip with LIAT and I want you to know that we had a very good experience with your airline. All the staff were extremely friendly, helpful and professional; the flights were on time, and our baggage followed us without incident. I would especially like to recognise the staff who checked us in at San Juan and St Vincent; they were efficient and the process was very easy.

Adair New