

LUFTHANSA GROUP

NAVIGATING HEADWINDS



STRATEGIC STORYTELLING

46

thoughtfully orchestrated March-November articles analyzed
(from almost 69K brand references in U.S. media)

IMPACT

360M+

organic media impressions, reaching
U.S. travelers and travel advisors

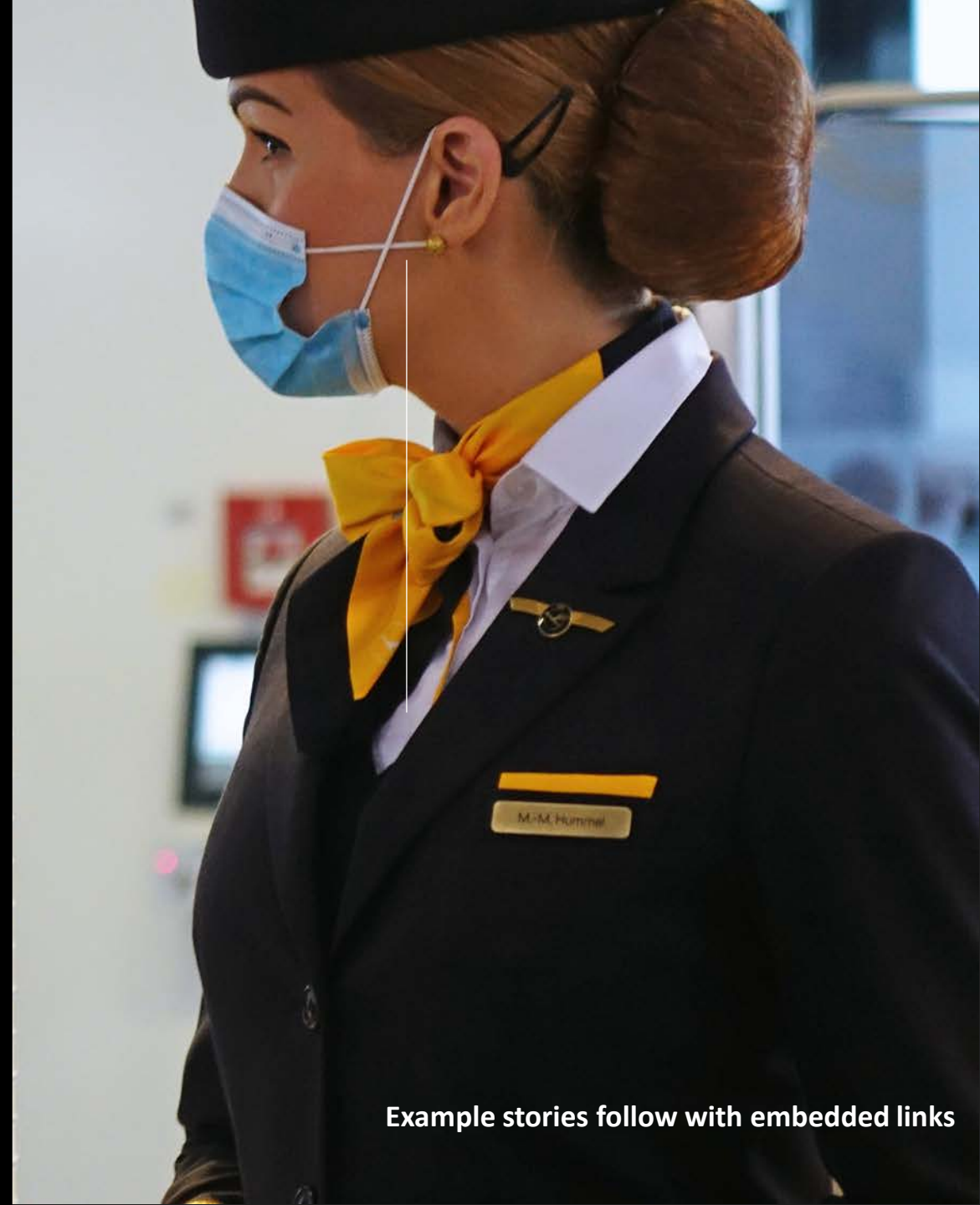
VALUE

\$677K+

advertising equivalency offering

7.8X ROI

(from this small sample set)



Example stories follow with embedded links

Community Support

Nearly 75,000 passengers have been repatriated by Lufthansa

Repatriation flights have become vital, as citizens stranded by ever-changing travel restrictions try to return home from abroad. Lufthansa Group has taken a lead in operating repatriation flights for Europe. Since March 13, it has brought 74,729 people home on 381 flights, operated from [Barbados](#), Paraguay, Mauritius, and Algeria, among others.

AIR TRAVEL

Coronavirus Air Travel: These Numbers Show the Massive Impact of the Pandemic

AIRLINE REPORTER

AIRLINES DOING GOOD DEEDS DURING THE COVID-19 AIRPOCALYPSE + HOW YOU CAN HELP!

BY CHRIS SLOAN

10 APR 2020



As an example, A Lufthansa Cargo 777F carried 52,000 pounds of protective equipment from Shanghai. This included eight million masks, packed in 4,000 cartons. The operation continues with 17 Lufthansa Cargo freighters continuously operating to transport urgently needed goods, such as medical supplies, around the world and to Germany. The company has deployed regular cargo flights on passenger aircraft used solely as freighters.

Lufthansa Group coordinates relief flights

Tatiana Rokou / 24 Mar 2020 08:34 2263

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Employees with medical vocational training can now volunteer for service in medical facilities with their basic salary unaffected. Lufthansa Group provides 920,000 face masks to health authorities.



Lufthansa Group recognizes the need for swift and collaborative action to address the unprecedented state of emergency faced by the entire world. Actions and plans organized to date include:

Support for the medical community

Employees in Germany who have completed medical training can now be released quickly and unbureaucratically on a voluntary basis for specific work in a medical facility. Lufthansa will continue to pay the full basic salary of those employees, and further details of this initiative are currently being worked out.

recommend
helping travel advisors sell travel



[Airlines](#) [Coronavirus](#) [News](#) [News & Tools](#)

Lufthansa Releases Medically-Trained Employees With Pay

By **Andrea Doyle** - March 23, 2020

VINEPAIR

How Wineries Are Preparing for Harvest in a Year Like No Other



SWISS supports Geneva's wine growing industry with charter flights

📁 BEVERAGE NEWS, WINE



Safety Education

How clean is the air on planes?

High-tech filters and low-tech masks: How technology and personal responsibility might make flying safer than you think.

How airplane air gets cleaned

Most, but not all, commercial aircraft are equipped with HEPA (High Efficiency Particulate Air) filters. That means that, on HEPA-equipped planes, the airflow “mirrors the laminar airflow of an operating room with no or minimal crossover of air streams,” says Dr. Bjoern Becker of the Lufthansa Group of airlines. “Air is pumped from the ceiling into the cabin at a speed of about a yard per second and sucked out again below the window seats.”

About 40 percent of a cabin’s air gets filtered through this HEPA system; the remaining 60 percent is fresh and piped in from outside the plane. “Cabin air is completely changed every three minutes, on average, while the aircraft is cruising,” says Becker. (Lufthansa has a [video showing how HEPA filters work.](#))

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TRAVEL AGENT
CENTRAL

Brussels Airlines To Start Flights On June 15

Boarding and deboarding will be phased to avoid queues and passengers are requested to scan their own boarding pass to avoid physical contact. The cabin crew will offer to apply hand sanitizer to all passengers when boarding the aircraft, as well as hand out a disinfectant wipe. The aircraft disinfection process has been reinforced and a stronger detergent will be used to make sure all surfaces are clean. The **HEPA** (high-efficiency particulate air) filters on board create a downward stream of continuously cleaned air, which takes away a reported 99.9 percent of particles in the air.

Return of Operations

Lufthansa restores routes, targets 1,800 weekly flights

By Reuters Staff

2 MIN READ



Skift.

Coronavirus and Airlines

**Lufthansa Will Start Flying Again to 20
More Cities in Mid-June**

LOS ANGELES BUSINESS JOURNAL

Lufthansa Resumes Flights from LAX to Munich



SFGATE

Routes: Airlines plan more service resumptioms for SFO this summer

Orlando Sentinel

Orlando airport: What travelers can expect on next trip

Lufthansa, a carrier that Orlando's airport has prized since it arrived in 2007, is poised to resume flights from Frankfurt, Germany, and to start up flights by its subsidiary Eurowings from Munich.

“Though the industry faces headwinds from current travel bans on both sides of the Atlantic, and a steep fall in demand, the Lufthansa Group remains committed to Orlando and the region,” spokesman Tal Muscal said. “The group hopes to resume normal operations once the crisis allows for a lifting of travel restrictions and looks forward to serving Central Florida when demand for travel to and from Orlando calls for our services.”

Testing as the Key to Rebound



Lufthansa plans rapid COVID-19 testing starting October -executive

By Allison Lampert

2 MIN READ



German Lufthansa airline plans rapid COVID-19 testing for passengers

A company executive said Tuesday that new antigen tests will initially be available for first-class and business-class passengers

Bloomberg

Airports Use Speedy Virus Tests, Sniffer Dogs to Spur Travel

The Washington Post
Democracy Dies in Darkness

The Boston Globe



Lufthansa to roll out rapid coronavirus testing, a move that could change pandemic air travel



Employees of Lufthansa wear protective masks as they wait for passengers at a boarding gate. (Kai Pfaffenbach/Reuters)



FINANCIAL TIMES

“Lufthansa to link Covid-19 tests with tickets in effort to avoid quarantine”

THE WALL STREET JOURNAL.

Can Airport Covid Testing Get People Flying Again?



Some airlines are studying the feasibility of designating certain flights as Covid-tested trips, with all passengers aboard tested before takeoff. Medical checks—whether temperature-taking, verifying test results or, in the future, examining vaccination records—may become as common as walking through a metal detector.

[Lufthansa](#) saw summer traffic jump when airports in Frankfurt and Munich began offering testing and the German government agreed that people with negative tests didn't have to quarantine for 14 days.

Christoph Leffers, head of the testing task force at Lufthansa Group, says testing can not only build consumer confidence, but also give government authorities data needed to reduce travel restrictions.

“We are now preparing ourselves for testing to be an integral part of the customer journey,” Mr. Leffers says.

You Can Now Be Tested For COVID-19 By Lufthansa In Germany



Laurie Werner Contributor

Travel

I cover singular, luxury travel and food experiences around the world



American Airlines And Lufthansa Look To Preflight Testing To Protect Passengers From Coronavirus



Ted Reed Senior Contributor

Aerospace & Defense

New book: Kenny Riley & Black Union Labor Power in Port of Charleston



Lufthansa First Airline to Plan on Offering COVID-19 Testing

Laurie Baratti · 9/23/2020



German airline [Lufthansa](#) plans to start making rapid COVID-19 antigen tests available to its passengers in October, [Reuters](#) reported. Speaking on September 22, a company executive said that the carrier is also considering opening testing centers at select airports in the U.S. and Canada, as they are important markets for the airline.



Lufthansa to try out pre-flight corona tests on routes to US

September 24, 2020 · 1 min read

FRANKFURT, Germany (AP) — German airline Lufthansa says it will test the practice of offering on-the-spot coronavirus tests before boarding intercontinental flights in an attempt to find a way to get long-haul passengers flying again.

The airline said Thursday it was working with partners in the pharmaceutical industry to obtain an accurate test that could provide results within 15 minutes for 10 euros (\$12). The tests on some routes to the U.S. are to begin in October and the practice will depend on government approval.

The company said the routes to the U.S. had not been decided yet. “We are in contact with various airports in North America,” the company said in a statement. One option is to make

TRAVEL+ LEISURE

United Airlines and Lufthansa Will Offer Rapid COVID-19 Tests to Select Passengers in October

SFGATE

Rapid COVID-19 testing at airports essential for air travel rebound

CDC will end its screening of inbound passengers next week



Chris McGinnis, SFGATE

Sep. 12, 2020 | Updated: Sep. 12, 2020 4 a.m.



News

Lufthansa offers passengers a certified PCR test for Covid-19

30 Jun 2020 by Tom Otley



TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

Airport Covid-19 testing could help countries open for travel

By Robert Silk | Aug 15, 2020

|A+ A-



Lufthansa Will Offer COVID-19 Tests to Customers at Frankfurt and Munich Airports

by Daine Taylor / June 30, 2020





MARK CHESNUT
Contributing Writer

SHARE



Everything You Need to Know About Flying Now and Post-Pandemic

Sep 06, 2020



Travel advisors can expect a lot of changes at the airlines after the pandemic.
Credit: 2020 May Chanikran/stock.adobe.com