

# What Defines The Best Airline Experience For Your Clients?

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(Qatar Airways )

It's not just the destination, it's the entire journey that matters – and that starts from the moment a client settles into their seat on the aircraft.

Not all air travel experiences are created equal, and setting the tone for your client's luxury trip begins with the tone an airline establishes at the beginning of the journey. In curating an exceptional travel experience, luxury travel advisors may consider keeping the following in mind when researching the best airline for their clients.

## Meaningful Accolades

Awards from globally recognized organizations are extremely important as they are a seal of approval and reflect a high-quality product, unrivaled service, and a reputation for excellence. This provides customers and luxury travel advisors with an important measure of confidence when booking and traveling.

Qatar Airways was voted by Skytrax (the U.K.-based, international air transport rating organization) the [World's Best Airline](https://www.qatarairways.com/en-us/about-qatar-airways/awards.html) for a record sixth time with the 2021 honor, an achievement held by no other airline. Last year, Skytrax further honored the airline for World's Best Business Class, World's Best Business Class Airline Seat, World's Best Business Class Airline Lounge, World's Best Business Class Onboard Catering, and Best Airline in the Middle East. Going above and beyond in quality and service since its inception 25 years ago, Qatar Airways is based at Hamad International Airport in Doha, voted by Skytrax as Best Airport in the World in 2021, allowing an easy and stress-free transfer for all its passengers.

## In-Flight Comfort

Optimum comfort onboard a flight and a strong attention to detail are essential to ensure a top-quality flying experience and to meet and exceed the expectations of luxury travelers. When an airline features a modern fleet, spacious seating, best-in-class food/beverage/amenities, extensive in-flight entertainment options, enhanced privacy, and well-trained associates who possess the right service attitude and feel valued in the workplace, the resulting experience generates coveted customer loyalty.

Setting a new standard for business class air travel, [Qatar Airway's Qsuite](https://www.qatarairways.com/en-us/onboard/qsuite.html) affords a fresh, unparalleled experience where each business class seat is a private living space with doors. Each suite features a fully lie-flat bed, generous storage space, an all-access power port, a Do Not Disturb indicator on the door to guarantee uninterrupted slumber, and turn-down service with pillows, a quilted mattress, and plush duvet. Qatar Airways' innovative quad configuration with Qsuite seating can seamlessly be adapted to a client and their companions' requirements. Movable panels allow the space to be transformed into a social area for work, dining, and conversation, and back into a private space for relaxation and sleeping when necessary.

## Global Network

An expansive network – including multiple gateways in North America connecting to hundreds of destinations around the globe – provides important accessibility for luxury travelers and enhanced convenience for families, multi-generational groups, couples, and business travelers. An expansive network also allows for convenient stopover experiences in an airline’s hub city where consumers can enrich their travels by exploring a destination’s gastronomy, culture, art, nature, and retail offerings.

Qatar Airways flies from 12 U.S. gateways as well as Montreal and Toronto to over 140 destinations around the world. The airline grew during the pandemic, adding San Francisco and Seattle as gateways, and its membership status with the Oneworld Alliance provides hundreds of connections in North America. Stopover packages allow consumers to experience Doha’s desert adventures, intriguing culture, world-class shopping, sport events, and fine dining. This is something to keep in mind as the 2022 FIFA World Cup is taking place in Qatar Nov. 21 – Dec. 18, and advisors can coordinate client trips to include this thrilling experience. You can become a Qatar Specialist to learn more about the destination by completing the TAWASH program available [here \(https://www.tawashqatar.com/\)](https://www.tawashqatar.com/).

### **Reliability & Flexibility**

These two words have always been important, but they’ve taken on a new level of significance when it comes to booking luxury air travel. An airline’s commitment to reliable service, flexible policies with ticket changes and cancellations, and consistent hygiene protocols to keep clients safe are paramount.

Qatar Airways never stopped flying during the pandemic, allowing millions of individuals to safely get home and transporting 250 million vaccines and 500,000 tons of medical equipment worldwide. Understanding the value of adaptability, the airline offers [guaranteed flexibility \(https://www.qatarairways.com/tradeportal/en-us/policies/Extending-Our-Commitment.html\)](https://www.qatarairways.com/tradeportal/en-us/policies/Extending-Our-Commitment.html) for travel completed by Sept. 30, extended ticket validity for two years from the issue date, and unlimited changes within the same class of travel with no fees. In terms of hygiene protocols, Qatar Airways received five stars in Skytrax’s COVID-19 Airline Safety, the world’s first COVID-19 Safety Accreditation for the airline industry.

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What defines the best airline experience for valued clients? Accolades that reflect unrivaled quality and innovation, in-flight comfort from seating to entertainment and everything in between, an expansive global network for enhanced travel convenience, and service reliability – it’s about setting the stage for an indelible luxury vacation experience starting at take-off.

*The editorial staff had no role in this post’s creation.*

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