

Brochures on airline companies

Airlines brochures are documents that introduce an airline company and provide information about the fleet, the routes operated, the services offered on board and, sometimes, its special offers. Their main aim is to let people know about comforts offered on board and the latest fares and packages offered. They are usually written in a persuasive language and completed with glossy eye-catching photos. Companies usually link their name to a slogan that must be easy to remember and which sums up the company's philosophy in a few clear words.

Good communicative, informative material should have the following content:

- company's profile and headquarters
- routes offered
- fleet
- classes on board
- services on board
- special offers and contact numbers.



YOUR TRAVEL COMPANION

Air Europa is Spain's second largest scheduled airline with a long experience in delivering the highest quality standards in air travel. Its headquarters are in Lluçmajor, in Mallorca; its main base is Palma de Mallorca Airport. It operates a double daily scheduled service from London to Madrid, domestic scheduled services including Balearic and Canary Islands and also offers excellent long-haul connections to Buenos Aires, Lima, Salvador de Bahia, Caracas Havana, Santo Domingo, Cancun, Punta Cana, Miami and New York. Two brand new American destinations have recently been introduced: San Juan in Portorico and Montevideo in Uruguay. With a fleet of over 40 aircraft and an average age of 3.5 years, Air Europa enables passengers to benefit from over 856 destinations in over 169 countries.

Economy Class

Air Europa offers a spacious cabin with complimentary meals as well as a range of on demand entertainment options. These include a choice of movies TV entertainment, music, games and sport channels.

- On Board: Seat pitch 31 inches, personal entertainment system, complimentary pillow and blanket, a selection of international newspapers, on board duty free merchandise available for purchase, complimentary children's packs and snack and beverage service, generous baggage allowance.

Club Business

Air Europa's Business Class provides customers with the highest levels of comfort and care giving personal attention to every detail. Club Business also offers a choice of delicious meal options from our à la carte menu with a 5 course meal service and a wide range of beverages served.

- On Board: Seat pitch 56 inches, exclusive Business Class check-in counters, VIP lounge access, ergonomic seats, more personal space, personal entertainment systems, exquisitely prepared meals made with the finest Mediterranean ingredients, priority luggage unloading.

New Air Europa Apps: discover the new functionalities for iPhone. Download our new App for Android and for the Windows Phone.

Special Winter Fares from Rome Fiumicino and Milan Malpensa.

Return fare, taxes included in economy class:

Miami from €1075

San Juan from €670

Montevideo from €674

Call: 0844 335 0280



1 Find words in the Air Europa brochure to fit these definitions.

1. Where an organisation has its main premises.
2. Aircraft rented for the exclusive use of a tour operator.
3. Service operated within a given country.
4. Group of aircraft owned by an air company.
5. Kind of aircraft.
6. Free of charge.
7. Seat size.
8. Measure of length (2,54 cm).
9. Separate part of a meal.
10. Large choice.
11. Remove baggage from the aircraft hold.
12. Airport desk where passengers and baggage are registered and accepted.
13. Waiting room at an airport.

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2 Read the brochure again and answer these questions.

1. What's Air Europa's slogan? What idea does it convey?
2. Where are the company's headquarters?
3. What destinations have recently been introduced?
4. What is the average age of an Air Europa aircraft?
5. In what class are five course meals served?
6. Are Air Europa Apps suitable both for iPhones and for Android terminals?
7. How much is a single ticket to Miami or Montevideo?

3 Fill in the chart with the services offered by Air Europa.

	Club Business	Economy class
Seats		
Meals		
Entertainment		
Ground services		



4 Listen to the conversation, fill in the spaces with the information you hear and then act it out.

Traveller: Good morning. **1.** for flight UX 451 to **2.**?
Operator: Good morning, madam. Can I have your **3.**, please?
T: Sure, here you are.
O: Can you put your trolley on the scale, please?
T: I have these **4.** and this backpack too.
O: Put the two trolleys on the scale, please. You can take the backpack on board.
T: I'd that's like an aisle seat, if that's possible, because **5.** and he needs room to stand and walk.
O: Certainly madam. I'll assign you an **6.**
T: That's perfect. I would also like to know if there is any **7.** on board.
O: Yes of course, on board you will find entertainment channels and the children will be given a **8.** Here are your passports, tickets and boarding cards. You have **9.**
 the boarding card at the gate.
T: Thank you very much and goodbye.
O: Goodbye and **10.**

